

# NCM Kick Back at the Movies with NCM and NAPMA

**Get your martial arts business on-screen and in our lobbies when these family films hit our theaters!**



**Kung Fu Panda 2**  
May 27



**Cars 2:  
World Grand Prix**  
June 24



**Harry Potter and the  
Deathly Hallows: Part II 3D**  
July 15



**The Smurfs 3D**  
August 3

**Complement your on-screen message  
with a one-to one lobby promotion!**

**Lobby Tabling/Demo | Standee | Lobby Entertainment Network | And More!**

- Connect with target customers before and after the films.
- Offer incentives or trial offers to drive potential students to sign-up for classes.
- Distribute hand-outs and brochures with information on your studio and classes.



**Special Savings for NAPMA Members:**  
**Production savings on any on-screen buy and  
10% off lobby promotions!\***

**Don't miss this opportunity to reach the crowds you want and save!**

**For more information contact  
your local account director today:**

**1-800-SCREEN1**

**\*All media costs must be paid in advance**

Dear NAPMA Members,

We're continuing to bring you the latest developments in our marketing strategies for "Kung Fu Panda 2" to help make the release HUGE splash, not only at the box office, but **for your school** as well!

If you've not visited the "Kung Fu Panda 2" section of your NAPMA members website, you should do so RIGHT AWAY!

You'll find a series of Panda related marketing campaigns as well as a library of "Summer Movie Release" strategies from past releases that generated GREAT results!

### For "In Theater" Promotions - National Cine-Media Group

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We've had some HUGE home runs through our organization, with the original Kung Fu Panda, Forbidden Kingdom, Karate Kid, Ip Man, and MANY others. The summer movie release season should be a "staple" in your annual marketing plan.

Yours for Success!



Toby Milroy  
Chief Operating Officer - NAPMA  
National Association of Professional Martial Artists