



Dear Theater Owner:

**7 Ways We Can Help Make the Release of
"Kung Fu Panda" a HUGE Success for You!!**

With Absolutely NO Additional Time, Effort, or Money from You or Your Staff!

I know how important it is for you to have a successful start to the Summer movie season, and we've been working with hundreds of local theater owners/managers just like you, to help YOU get a kick start for the release of "The Karate Kid" in just a few weeks!

NAPMA, the National Association of Professional Martial Artists, which represents more than 5 Million Martial Arts students in the United States, has been brainstorming with the Sony Pictures, and we've come up with a **powerful NO COST TO YOU** "grass roots" marketing campaign that is sure to not only fill your theater with Martial Arts Students, but also their families and friends.

This NAPMA member school <<XYZ Karate>> has volunteered to arrange to have their entire students base, their families and friends (**hundreds of PRIME DEMOGRAPHIC local moviegoers**) which will create a great "win-win" for you, your staff, your theater, and our NAPMA Member Martial Arts School.

We have a NAPMA affiliated, Professional Martial Arts School in your area, and they've agreed to provide more than **\$250,000.00 in FREE lessons and services, FREE Passes with a value of \$100 each to all your patrons, provide all staffing to support the promotion**, and several other "creative" opportunities to drive traffic to your theater, benefiting you and your staff.

Please contact our member school <<School Name>>, at <<PHONE>> or <<Email>> and speak to <<Owner Name>>.....<<Complete with your specific contact info etc>>

Sincerely,

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