



Dear Local Business Owner,

The Middletown Jr. Blue Dragons (formerly Middletown Tigers) Youth Football & Cheer organization has been a long standing institution in Middletown, and we're back for another exciting season of Youth Football! Our mission is to teach the fundamentals of football and cheerleading in a safe, fun-learning atmosphere, stressing the importance of education over athletics, good sportsmanship, respect, teamwork, discipline and integrity. We believe the youth's participation in football and cheer programs will teach them life skills, which will far outweigh their athletic achievements. All choices made concerning our programs will keep the youths we serve as the guiding principles of our decisions.

We are a non-profit organization, which has a fully operational board with a President, V.P, Treasurer, Secretary as well as other key board member participants and is part of the Connecticut Youth Football & Cheerleading League and American Youth Football & Cheerleading. We can only succeed with the help of parents, volunteers & local businesses such as yours.

Every year The Middletown Jr. Blue Dragons partner with local businesses in the Middletown area to offer them a unique advertising opportunity.

Our home games are held at Ed Collins field adjacent to WWMS and attract a captive audience between the ages of 25-44. Our audience skews slightly male, and most are parents of school age children. **A season-long full banner is only \$200, half banner is \$100, and single game sponsorship is just \$50.**

The best part is because we're non-profit, any contribution you make is **tax deductible**.

Help The Middletown Jr. Blue Dragons provide a valuable learning experience for our youth, and let us help your business grow!

Sincerely,

Jason LaRosa
Middletown Youth Football & Cheer
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