

CENTRAL CT POP WARNER FOOTBALL LEAGUE

Berlin - Bristol - Cromwell - East Hartford - Hartford - Meriden - New Britain - Plainville - Newington -
Simsbury Avon - Torrington
Tri Town - Wallingford - Waterbury - Water-Oak - Wolcott
Est. 1981

Date: 2/1/2005
To: Tom DeSantis, US Sports Marketing
From: Commissioner CCPWFL
Subject: SPORTS RAFFLE TRAVEL PROGRAM

On behalf of the Central CT Pop Warner League and its members. I would like to thank you for the introduction of such an innovative fund raising idea (travel raffle program). This unique program has allowed the CCPWFL and its members to realize its fundraising goals for 2004. In particular, we held 3 separate raffles and grouped our associations that participated. A target number was calculated depending on the number of football/spirit registration and that was the amount of tickets committed to each league.

The bottom line was that the overall sales figure achieved was \$235,000.00. The program allowed the league and associations to divide this money in a 60/40 split and establish a travel fund, which realized \$70,000.00 to distribute to qualifying teams that traveled to Florida for the Pop Warner National Championships. The associations were able to profit anywhere from \$15,000.00 to \$25,000.00, depending on how much effort they received in selling the program.

Simply put the programs works. All leagues have to fundraise in order to survive. With a plan and a little effort the fundraising challenge can be met and maximum dollars realized.

Thanks again for your support. Central CT Pop Warner looks forward to working with you for quite some time.

Listed Below is the amount each Association profited:

Berlin:	\$16,000
Bristol:	\$15,000
Cromwell:	\$15,000
East Hartford	\$15,000
Hartford	\$21,000
Meriden	\$16,000
New Britain	\$16,000
Plainville	\$15,000
Newington	\$25,000
Simsbury-Avon	\$16,000
Torrington	\$17,000
Wallingford	\$16,000
Waterbury	\$17,000
Water-Oak	\$15,000
Wolcott	\$15,000