

Adirondack Trust
Allegiance Bowl
Cornell vs. Franklin Pierce
University

Program Journal Advertising



The Allegiance Bowl Committee is proud to announce the Ninth Annual Adirondack Trust Allegiance Bowl football game to be held on **Saturday, September 21st, 2013** at the Saratoga Springs High School. This year we are hosting Cornell vs. Franklin Pierce University. With this game, the Allegiance Bowl Committee brings a spotlight to the Saratoga Springs area and NCAA collegiate football. ***All net proceeds go directly to benefit the Saratoga Springs Pop Warner football and cheerleading programs and Taylor's Heroes program.***

We are proud to be associated with The Saratogian, a longtime sponsor of the Allegiance Bowl which serves as our exclusive publisher of the program journal. The Saratogian together with their sister publications will distribute over 30,000 copies of the program journal. Your display advertisement will be seen by their subscribers, Kick-Off banquet guests, and Sprint Football fans attending the game.

A little background: Sprint Football is similar to regulation Division I College Football with one exception; all players must weigh 172 pounds or less two days prior to the game. A weight limit not only provides for a level playing field, it promotes an athletic and explosive brand of football. Last year's Allegiance Bowl featured Army vs. Post University and drew over 2,000 spectators as well as exceptional media coverage.

How to advertise: On the following page, please find a list of very affordable advertising opportunities and display ad dimensions for the 2013 Allegiance Bowl. With your support, we can bring a college level football game to our community which directly benefits the children who participate in the ***Saratoga Springs Pop Warner football and cheerleading programs and in Taylor's Heroes.***

To discuss 2013 Adirondack Trust Allegiance Bowl advertising opportunities, please feel free to contact me, Margaret Noel at The Adirondack Trust Company. Thank you for your support of this great event!

Sincerely,

Margaret Noel
Sponsorship Chair
The Adirondack Trust Company
Phone: (518) 584-5844 (x) 2608
Email: mnoel@adirondacktrust.com

The Allegiance Bowl Committee, Inc:

Scott Perkins, Esq. – Chair
Mark Baker
Samuel S. Caldwell, M.D.
Adam Hills, Esq.
Margaret Noel
Jo-Ann O'Reilly
Robert Ward



Over 30,000 copies will be produced and distributed in the Saratogian, Wilton/Gansevoort Life, Community News and at the Allegiance Bowl on Game Day!

Score a Touchdown for great results!
Send your ad and payment by August 29th

2013 Allegiance Bowl Program Journal Pricing & Sizes

Ad Size*	Tabloid Dimensions	Pay by 9/2/13
Inside Cover (Front)	9.89" x 9.6"	SOLD \$295
Inside Cover (Back)	9.89" x 9.6"	\$295
Full Page	9.89" x 9.6"	\$250
Half Page - horizontal	9.89" x 4.75"	\$175
Half Page - vertical	4.89" x 9.6"	\$175
Quarter Page - vertical	4.89" x 4.75"	\$125
Name listed as Supporter	n/a	\$25

The Sprint Football Program Journal will be inserted in the Saratogian, Wilton/Gansevoort Life and Community News newspapers and serves as the official program for the 9th Annual Adirondack Trust Allegiance Bowl football game to be held on September 21st, 2013 in Saratoga Springs. The program journal will be given to all fans who attend the football game as well as distributed to sponsors and the participating teams. Your ad will repeatedly reach and be seen by a large audience (over 30,000) of local individuals. In addition, many will keep the program as a keepsake of this game.

Make the most of your marketing budget:
 Advertise in the Adirondack Trust Allegiance Bowl Program Journal
 to be published by The Saratogian.

Advertising deadline is August 29th, 2013.

Your advertising support helps make the 2013 Saratoga Sprint Football Classic a success and benefits the Saratoga Springs Pop Warner football & cheerleading programs and Taylor's Heroes program.
 (Please Print)

Company: _____ Phone: (____) _____ Fax: (____) _____
 Address: _____ Email: _____
 City/State/Zip: _____ Contact Name: _____

When sending your advertisement, please send as a .pdf file.

Ad Size _____	Amount Paid _____	Check # _____	Date Rec'd _____	
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For questions about formats or design, please contact: Margaret Noel, The Adirondack Trust Company

Please complete and send this form and payment to:

Margaret Noel, c/o The Adirondack Trust Company • 473 Broadway • Saratoga Springs, NY, 12866

Phone: (518) 584-5844 (x) 2608 • Email ads to: mnoel@adirondacktrust.com

Make checks payable to: Allegiance Bowl