

Adirondack Trust
Allegiance Bowl

Cornell vs.
Franklin Pierce University

Sponsorship Opportunities



Dear Friend:

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.

Sprint teams from Cornell and Franklin Pierce University will meet in Saratoga Springs for the first time ever. With this game, the organizing committee brings a spotlight to the Saratoga Springs area and NCAA collegiate football. **All net proceeds directly benefit Taylor's Heroes and the Saratoga Pop Warner Football and Cheerleading programs.**

About the sport: 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. Sprint Football is becoming wildly popular and is drawing fans from across the nation. Last year's Allegiance Bowl featured Army vs. Post University and drew over 2,000 spectators and exceptional media coverage.

Please help us make a difference by sponsoring one of the events below or by becoming a major sponsor.

On pages 2-3 please find a list of sponsorship opportunities available and sponsorship form for the 2013 Allegiance Bowl. With your support, we will continue to bring college level football to our area which will directly benefit the children who participate in their youth sport programs. To-date Allegiance Bowl has donated over \$60,000 towards local youth sports programs.

Sponsorship Opportunities:

- | | | | |
|----------------------------------|-------|-----------------------------------|-------------------------|
| - Cornell Team Luncheon | \$500 | - Military Aircraft flyover: | \$1,000 SOLD |
| - Franklin Pierce Team Luncheon | \$500 | - Skydiving Exhibition | \$1,000 |
| - Banquet keynote speaker | \$500 | - Amsterdam High School | \$1,500 SOLD |
| - A cappella banquet performance | \$500 | Marching Rams Band Half-Time Show | |
| - Racing City Chorus performance | \$750 | - Signing of Allegiance Bowl | |
| - Veterans Color Guard | \$750 | Street Banner by victorious team | \$500 |

Thank you for your continued support!

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

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Cash Sponsorship Benefits

Major Event Sponsor - \$1,000

- Full page ad in the program guide
- Logo with link on www.allegiancebowl.com
- Recognition from podium at game (pre-game & halftime)
- Line recognition in all printed material
- (20) Complimentary tickets to game
- Opportunity to display (2) banners on game day
- Company logo featured in program guide
- Inclusion in all promotional materials
- Recognition at Kick-Off Banquet or Half-Time Show
- Opportunity to have trade show booth at game

Supporting Event Sponsor - \$750

- Half page ad in program guide
- Logo with link on www.allegiancebowl.com
- Recognition from podium at game (pre-game & halftime)
- Line recognition in all printed material
- (15) Complimentary tickets to game
- Opportunity to display (1) banner on game day

Event Sponsor - \$500

- Half page ad in program guide
- Logo with link on www.allegiancebowl.com
- Recognition from podium at game (pre-game & halftime)
- Line recognition in all printed material
- (10) Complimentary tickets to game

In-Kind Sponsorship Benefits

Field Goal Sponsor \$5,000- \$9,999

- Full page ad in program guide
- Logo with link on www.allegiancebowl.com
- Recognition from podium at game (pre-game & halftime)
- Line recognition in all printed material
- (20) Complimentary tickets to game
- Named as an official media partner (print/TV/ radio) of the Allegiance Bowl
- Inclusion (logo/name) in all promotional materials, publicity, ads and press releases
- Opportunity to display (2) banners on game day
- Table of (10) at the pre-game dinner

Extra Point Goal - \$500 - \$4,999

- Half page ad in program guide
- Logo with link on www.allegiancebowl.com
- Recognition from podium at game (pre-game & halftime)
- Line recognition in all printed material
- (10) Complimentary tickets to game

Display Advertisement Dimensions

Full Page:	(9.89" x 9.6")
Half Horizontal Page:	(9.89" x 4.75")
Half Vertical Page:	(4.89" x 9.6")

Please email your program ad as a .pdf attachment by August 29th to Margaret Noel at mnoel@adirondacktrust.com or contact me with questions at 518-584-5844 ext. 2608.

