

The Allegiance Bowl Committee is proud to announce the Fifth Annual Adirondack Trust Allegiance Bowl Football Game to be held on **Saturday, October 17, 2009** in Saratoga Springs.

This year we are hosting Army and Mansfield University, two of the most dynamic sprint football teams in the division. 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 Youth Hockey and Saratoga Springs Figure Skating programs.***

New this year, we are proud to be associated with The Saratogian, a longtime sponsor of the Allegiance Bowl who will also serve as the exclusive publisher of the program journal. The Saratogian along with their sister publications will distribute over 29,000 copies of the program journal. This will provide you with a much greater opportunity for your marketing message to be seen.

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 Navy vs. Cornell and drew over 2,100 spectators and exceptional media coverage.

Enclosed please find a list of advertising opportunities for the 2009 Allegiance Bowl. With your support, we can bring a college level football game which directly benefits the children who participate in the various Saratoga Springs skating programs.

To discuss the 2009 Adirondack Trust Allegiance Bowl advertising opportunities, please contact Lauren Rose, Advertising Director at The Saratogian.

Sincerely,

Lauren Rose
The Saratogian
Advertising Director
Phone: (518) 583-8707
Fax: (518) 584-2645
Email: lrose@saratogian.com

2009 Allegiance Bowl Committee:
Scott Perkins – Chair
Mark Baker
Randall Burchell
Barbara Chubb
Adam Hills
Jo-Ann O'Reilly
Ray Waldron
Robert Ward
David Zunker

P.S. MARK your calendar today for the 5th Annual Allegiance Bowl Football game to be held on Saturday, October 17, 2009 at Saratoga Springs High School. If you are interested in tickets, please call Scott Perkins at 518-584-4191, or visit www.allegiancebowl.com for ticket locations.

Over 29,000 Programs Journals will be printed and circulated, in The Saratogian, Ballston Spa Life, Wilton/Gansevoort Life, and at the game

**Score a Touchdown for great results!
 Send your ad and payment by September 23rd**

2009 Allegiance Bowl Program Journal Pricing

| Ad Size* | Tabloid Dimensions | Pay by 9/23/09 |
|---|--------------------|----------------|
| <input type="checkbox"/> Inside Cover (Front) | 9.83" x 11.75" | \$175 |
| <input type="checkbox"/> Inside Cover (Back) | 9.83" x 11.75" | \$175 |
| <input type="checkbox"/> Full Page | 9.83" x 11.75" | \$150 |
| <input type="checkbox"/> Half Page - horizontal | 9.83" x 5.75" | \$100 |
| <input type="checkbox"/> Half Page – vertical | 4.83" x 11.75" | \$100 |
| <input type="checkbox"/> Quarter Page - vertical | 4.83" x 5.75" | \$75 |
| <input type="checkbox"/> Name listed as Supporter | n/a | \$50 |

The Sprint Football Program Journal will be inserted in the Saratogian, Ballston Spa Life and Wilton/Gansevoort Life newspapers and serves as the official program for the 5th Annual Sprint Football game to be held on October 17, 2009. The program journal will be given to all fans that attend the football game as well as distributed to sponsors and the teams. Your ad will repeatedly reach and be seen by a large audience (over 29,000) of local individuals. In addition, many will keep the program as a keepsake of this historic football game to take place in Saratoga Springs.

Make the most of your marketing budget. Advertise in the 2009 Sprint Football Program Journal to be published by The Saratogian.

Advertising deadline is September 23, 2009.

Your advertising support helps make the 2009 Sprint Football Classic a success and benefits the Saratoga Springs Youth Hockey and Saratoga Springs Figure Skating programs. (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 _____ | |
|---------------|-------------------|---------------|------------------|--|

For questions about formats or design, please contact: Lauren Rose at The Saratogian

Please complete and send this form and payment to:

**Lauren Rose, c/o The Saratogian • 20 Lake Ave • Saratoga Springs, NY, 12866
 Phone: (518) 583-8707 • Fax: (518) 584-2645 • Email ads to: ads@saratogian.com**

Make checks payable to: The Saratogian