

Dear Friend:

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 vs. Mansfield University, two of the most dynamic sprint football teams in the division and the first visit from Mansfield University to our community. With this game, the Allegiance Bowl Committee brings a spotlight to the Saratoga Springs area and NCAA collegiate football. **All proceeds go directly to benefit the Saratoga Youth Hockey and the Saratoga Springs Figure Skating programs.**

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.

Below please find a list of cash and in-kind sponsorship opportunities associated with the 2009 Allegiance Bowl. With your support, we will bring a college level football game that will directly benefit the children who participate in the various Saratoga Springs skating programs.

Help us make a difference by sponsoring one of the events below or simply becoming a general sponsor, or program journal advertiser.

Some of the remaining sponsorship opportunities available include:

- | | |
|----------------------------|---------|
| ▪ Parachute demonstration: | \$1,000 |
| ▪ Keynote speaker: | \$500 |
| ▪ Aircraft flyover: | \$500 |
| ▪ Color Guard Presentation | \$500 |
| ▪ Skidmore Sonneteers | \$500 |

Sincerely,

**Robert Ward – The Adirondack Trust Co.
Sponsorship Chair**

Phone: (518) 584-5844 (x) 2441

Fax: (518) 584-1107

Email: rward@adirondacktrust.com

**Lauren Rose – The Saratogian
Program Journal Advertising**

Phone: (518) 583-8707

Fax: (518) 584-2645

Email: rose@saratogian.com

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 visit www.allegiancebowl.com for ticket locations.

Premier Event Sponsor (sold)	\$10,000
The Adirondack Trust Company	
<ul style="list-style-type: none">• Naming Rights• Full page ad (9.83" x 11.75") in program guide, (29,000 printed)• Inclusion in all promotional materials, publicity, ads and press releases• Priority placement of company logo on printed materials: program guide and tickets• Logo with link on www.allegiancebowl.com• Exclusive interview with players/coaches• Certificate of appreciation signed by head coaches of each team• Logo on official game day t-shirt• Opportunity to display (4) banners on game day• Opportunity to have trade show booth at game• Opportunity to supply promotional item for distribution at game (est., qty. 2,000)• Recognition from podium at game (pre-game & halftime)• Opportunity for (2) minute presentation at pre-game dinner• (1) banner on display at pre-game dinner• (1) table of ten at pre-game dinner• (50) complimentary tickets to game	

Major Event Sponsor	\$1,000
<ul style="list-style-type: none">• Recognition as sponsor for the Kick-Off Banquet or Half-Time Show• Full page ad (9.83"x 11.75") in program guide, (29,000 printed)• Inclusion in all promotional materials, publicity, ads and press releases• Company logo featured in program guide• Opportunity to display (2) banners on game day• Opportunity to have trade show booth at game• Opportunity to supply promotional item for distribution at the game (est., qty. 2,000)• Recognition from podium at game (pre-game & halftime)• (20) complimentary tickets to game	

Supporting Event Sponsor	\$500
<ul style="list-style-type: none">• Half page ad (9.83" x 5.75") in program guide, (29,000 printed)• Line recognition in all printed material• Opportunity to supply promotional item for distribution at the game (est., qty. 2,000)• Recognition from podium at the game (pre game & halftime)• (10) complimentary tickets to game	

Cash Sponsorship Form

Cash Sponsorship Level	Amount
Premier Event Sponsor (sold)	\$10,000
Major Event Sponsor	\$1,000
Supporting Event Sponsor	\$500

Your sponsorship will help make the 2009 Allegiance Bowl a success to directly benefit the Saratoga Springs skating programs.

Company: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____

Fax: (____) _____

Email: _____

Company URL: _____

Contact Name: _____

Sponsorship Level: _____

Signature: _____

If interested in a sponsorship, please mail your payment to:

Robert Ward • c/o The Adirondack Trust Company

473 Broadway • Saratoga Springs, NY 12866

Phone: (518) 584-3409 (x) 2441 • Fax: (518) 584-1107 • Email: rward@adirondacktrust.com

Make checks payable to: Allegiance Bowl

(If you will need an invoice separate from this form, please note on this form.)

To be completed by Allegiance Bowl Committee:

Amount Paid: _____

Check #: _____

Date Payment Received: _____

Sponsors agree that: the agent of the firm who signs this agreement is making an irrevocable pledge of that firm to make payment for the sponsorship level chosen. Sponsors who have not responded by October 1, 2009 may not receive all of the benefits of their sponsorship level. Liability, if any of the Sprint Football Organizing Committee is limited to cost of the sponsorship.

Touchdown Event Sponsor	In-Kind Value: \$10,000+
Paper –	The Saratogian
Radio –	Anastos Radio – Star 101.3
TV -	Channel News 9 – Time Warner Cable

- Named as a official media partner (print/TV/ radio) of the Allegiance Bowl
- Full page ad (9.83” x 11.75”) in program guide, (29,000 printed)
- Exclusive interview with players/coaches
- Certificate of appreciation signed by head coaches of each team
- Logo on official game day t-shirt
- Logo with link on www.allegiancebowl.com
- Inclusion (*logo/name*) in all promotional materials, publicity, ads and press releases
- Priority placement of company logo on printed materials: program guide, posters, flyers
- Opportunity to display (4) banners on game day
- Opportunity to have trade show booth at game
- Opportunity to supply promotional item for distribution at game (est. qty. 2,000)
- Recognition from podium at game (pre-game & halftime)
- Opportunity for (2) minute presentation at pre-game dinner
- Logo on display at pre-game dinner
- (1) banner on display at pre-game dinner
- (1) table of ten at pre-game dinner
- (50) complimentary tickets to game

Field Goal Event Sponsor	In-Kind Value: \$5,000 to \$9,999
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- Full page ad (9.83” x 11.75”) in program guide, (29,000 printed)
- Inclusion in all promotional materials, publicity, ads and press releases
- Logo with link on www.allegiancebowl.com
- Priority placement of company logo on printed materials: program guide
- Opportunity to display (2) banners on game day
- Opportunity to supply promotional item for distribution at game (est. qty. 2,000)
- Recognition from podium at game (pre-game & halftime)
- Logo on display at pre-game dinner
- (1) table of ten at pre-game dinner
- (25) complimentary tickets to game
- Certificate of Appreciation

Extra Point Goal Sponsor	In-Kind Value:\$500 to \$4,999
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- Half page ad (9.83” x 5.75”) in program guide, (29,000 printed)
- Line recognition in all printed material
- Opportunity to supply promotional item for distribution at the game (est. qty. 2,000)
- Recognition from podium at the game (pre game & halftime)
- (10) complimentary tickets to game

Your sponsorship helps make the 2009 Allegiance Bowl a success that directly benefits the Saratoga Springs Youth Hockey and the Saratoga Springs Figure Skating Clubs.

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

In-Kind Sponsor: 2009 Allegiance Bowl

<u>DESCRIPTION OF IN-KIND SERVICES / MATERIALS</u>	<u>AMOUNT</u>
_____\$ _____
_____\$ _____
_____\$ _____
_____\$ _____
TOTAL	\$ _____

To be completed by Allegiance Bowl Committee

Sponsorship Level: _____

Ad Size Qualified For: _____

Please mail or fax your completed form to:
Robert Ward • The Adirondack Trust Company
473 Broadway • Saratoga Springs, NY 12866
Phone: (518) 584-5844 (x) 2441 • Fax: (518)584-1107 • Email: rward@adirondacktrust.com

To realize the full benefit of your sponsorship, please respond by September 7, 2009.
