

Adirondack Trust
Allegiance Bowl
Army vs. Navy



Program Journal Advertising

The Allegiance Bowl Committee is proud to announce the Seventh Annual Adirondack Trust Allegiance Bowl football game to be held on **Saturday, September 17th, 2011** at the Saratoga Springs High School.

This year we are hosting Army vs. Navy, 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 Pop Warner football and cheerleading programs.***

We are proud to be associated with The Saratogian, a longtime sponsor of the Allegiance Bowl that serves as our exclusive publisher of the program journal. The Saratogian along with their sister publications will distribute over 20,000 copies of the program journal. Your display advertisement will be seen by their subscribers and Sprint Football fans.

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 Navy vs. Penn and drew over 2,100 spectators as well as exceptional media coverage.

On the following page please find a list of advertising opportunities for the 2011 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.***

To discuss 2011 Adirondack Trust Allegiance Bowl advertising opportunities, please contact Louise Kilbara, Advertising Manager at The Saratogian.

Sincerely,

Louise Kilbara
The Saratogian
Advertising Manager
Phone: (518) 583-8715
Fax: (518) 584-2645
Email: lkilbara@saratogian.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
Ray Waldron
Robert Ward

P.S. MARK your calendar today for the 7th Annual Allegiance Bowl football game to be held on Saturday, September 17th, 2011 at the 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.

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Program Journal Advertising

Over 20,000 Program Journals will be printed and circulated in The Saratogian, Wilton/Gansevoort Life, and at the bowl game

Score a Touchdown for great results!
Send your ad and payment by September 2nd

2011 Allegiance Bowl Program Journal Pricing

Ad Size*	Tabloid Dimensions	Pay by 9/13/10
<input type="checkbox"/> Inside Cover (Front)	9.89" x 9.6"	\$195
<input type="checkbox"/> Inside Cover (Back)	9.89" x 9.6"	\$195
<input type="checkbox"/> Full Page	9.89" x 9.6"	\$170
<input type="checkbox"/> Half Page - horizontal	9.89" x 4.75"	\$120
<input type="checkbox"/> Half Page – vertical	4.89" x 9.6"	\$120
<input type="checkbox"/> Quarter Page - vertical	4.89" x 4.75"	\$95
<input type="checkbox"/> Name listed as Supporter	n/a	\$65

The Sprint Football Program Journal will be inserted in the Saratogian and Wilton/Gansevoort Life newspapers and serves as the official program for the 7th Annual Adirondack Trust Allegiance Bowl football game to be held on September 17th, 2011 in Saratoga Springs. The program journal will be given to all fans that 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 20,000) of local individuals. In addition, many will keep the program as a keepsake of this historic football game between Army and Navy.

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 September 2nd, 2011.

Your advertising support helps make the 2011 Saratoga Sprint Football Classic a success and benefits the Saratoga Springs Pop Warner football & cheerleading 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 _____
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For questions about formats or design, please contact: Louise Kilbara at The Saratogian

Please complete and send this form and payment to:

Louise Kilbara, c/o The Saratogian • 20 Lake Ave • Saratoga Springs, NY, 12866
Phone: (518) 583-8715 • Fax: (518) 584-2645 • Email ads to: ads@saratogian.com

Make checks payable to: The Saratogian