

Adirondack Trust
Allegiance Bowl
Navy vs. Penn



Sponsorship Opportunities

Dear Friend:

The Allegiance Bowl Committee is proud to announce the Sixth Annual Adirondack Trust Allegiance Bowl football game to be held on **Saturday, October 2, 2010** at the Saratoga Springs High School.

Sprint teams from the U.S. Naval Academy and University of Pennsylvania will meet for the first time ever in Saratoga Springs. With this game, the organizing committee brings a spotlight to the Saratoga Springs area and NCAA collegiate football. **All proceeds directly benefit the Saratoga Springs Youth Lacrosse Association.**

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. Mansfield University and drew nearly 2,000 spectators and exceptional media coverage.

On page 3-4 please find a list of cash and in-kind sponsorship opportunities available for the 2010 Allegiance Bowl. With your support, we will continue to bring college level football which will directly benefit the children who participate in the Saratoga Springs Youth Lacrosse program.

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

Specific Sponsorship Opportunities:

- | | | | |
|--|-------|---|-------------|
| - Pre-Game Team Luncheon | \$500 | - Korean War Veterans Color Guard | \$500 |
| - Keynote speaker: | \$500 | - University of Pennsylvania | \$500 |
| - Navy "Crosswinds"
Wind Ensemble | \$500 | - "Quaker Notes" Singing Group | |
| - Racing City Chorus Performance
of the National Anthem | \$500 | - Vintage Military Aircraft flyover: | \$500 |
| | | - Amsterdam High School Marching
Band Half-Time Show | SOLD |
| | | - Sponsored by Stewarts Shops | |

Sincerely,

Robert Ward – The Adirondack Trust Company

Sponsorship Chair

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

Fax: (518) 584-1107

Email: rward@adirondacktrust.com

P.S. MARK your calendar today for the 6th Annual Adirondack Trust Allegiance Bowl football game to be held on Saturday, October 2, 2010 at the Saratoga Springs High School. If you are interested in tickets, please contact Scott Perkins at 518-584-4191, or visit www.allegiancebowl.com for ticket locations.

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Sponsorship Opportunities

In-Kind Sponsorship:

Cash Sponsorship:

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

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

TOTAL \$ _____

Sponsorship Level: \$ _____

Contact Information:

Company Name: _____ **Phone:** (____) _____

Contact Name: _____ **Fax:** (____) _____

Address: _____ **Email:** _____

City/State/Zip: _____ **Company URL:** _____

Thank you for your sponsorship, please mail your completed form with check to:

Robert Ward • c/o 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 value of your sponsorship, please respond by September 10th

Make checks payable to: Allegiance Bowl

To be completed by Allegiance Bowl Committee:

Sponsorship Level: _____

Ad Size: _____

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 September 10, 2010 may not receive all of the benefits of their sponsorship level. Liability, if any, of the Allegiance Bowl Committee, Inc. or the Saratoga Youth Lacrosse Association, Inc. is limited to cost of the sponsorship.