

Adirondack Trust
Allegiance Bowl
Army vs. Navy



Sponsorship Opportunities

Dear Friend:

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.

Sprint teams from the U.S. Naval Academy and Army will meet 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 Pop Warner football and cheerleading 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. Penn and drew over 2,100 spectators and exceptional media coverage.

On page 3-4 please find a list of sponsorship opportunities available for the 2011 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.

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

Sponsorship Opportunities:

- | | | | |
|----------------------------------|-------|-----------------------------------|---------------|
| - Pre-Game Team Luncheon | \$500 | - Korean War Veterans Color Guard | \$500 |
| - Keynote speaker: | \$500 | - Silent Drill Team performance | \$1,000 |
| - West Point Strings | \$500 | | (SOLD) |
| - A cappella performance | \$500 | - Military Aircraft flyover: | \$1,500 |
| - Racing City Chorus performance | \$500 | - Amsterdam High School Marching | \$1,500 |
| - of the National Anthem | | - Band Half-Time Show | |
| | | - Skydiving Exhibition | \$1,500 |

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 7th Annual Adirondack Trust 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 contact Scott Perkins at 518-584-4191, or visit www.allegiancebowl.com for ticket locations.

Adirondack Trust
Allegiance Bowl
Army vs. Navy



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	\$1,500
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 2nd

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 2, 2011 may not receive all of the benefits of their sponsorship level. Liability, if any, of the Allegiance Bowl Committee, Inc. or the Saratoga Springs Pop Warner program is limited to cost of the sponsorship.

Adirondack Trust
Allegiance Bowl
Army vs. Navy



Sponsorship Opportunities

Benefits of Sponsorship	Supporting Sponsor	Major Sponsor	Premier Sponsor <i>Sold</i> The Adirondack Trust Co.
Amount:	\$500	\$1,500	\$10,000
Ad in program guide	YES, Half page (9.83" x 5.75")	YES, Full page (9.83" x 11.75")	YES, Full page (9.83" x 11.75")
Logo with link on www.allegiancebowl.com	YES	YES	YES
Recognition from podium at game (pre-game & halftime)	YES	YES	YES
Line recognition in all printed material	YES	YES	YES
Complimentary tickets to game	YES, (10)	YES, (20)	YES, (50)
Company logo featured in program guide		YES	YES
Inclusion in all promotional materials		YES	YES
Recognition at Kick-Off Banquet or Half-Time Show		YES	YES
Opportunity to display banners on game day		YES (2)	YES, (4)
Opportunity to have trade show booth at game		YES	YES
Table of (10) at pre-game dinner			YES, (1)
Naming Rights			YES
Logo on official game day t-shirt			YES
Priority placement of company logo on program guide and tickets			YES
Banner on display at pre-game dinner			YES, (1)
Opportunity for (2) minute presentation at pre-game dinner			YES
Exclusive interview with players/coaches			YES
Certificate of appreciation signed by head coaches from teams			YES

Adirondack Trust
Allegiance Bowl
Army vs. Navy



Sponsorship Opportunities

Benefits of Sponsorship	Extra Point Goal	Field Goal Sponsor	Touchdown Sponsor
Amount:	\$500 - \$4,999	\$5,000 - \$9,999	\$10,000+
Ad in program guide	YES, Half page (9.83" x 5.75")	YES, Full page (9.83" x 11.75")	YES, Full page (9.83" x 11.75")
Sponsorship Acknowledgment on www.allegiancebowl.com	YES	YES	YES
Line recognition in all printed material	YES	YES	YES
Complimentary tickets to game	YES, (10)	YES, (20)	YES (50)
Logo with link on www.allegiancebowl.com	YES	YES	YES
Recognition from podium at game (pre-game & halftime)	YES	YES	YES
Named as a official media partner (print/TV/ radio) of the Allegiance Bowl		YES	YES
Table of (10) at pre-game dinner		YES	YES
Priority placement of company logo on printed materials: program guide, posters, flyers		YES	YES
Opportunity to display banners on game day		YES (2)	YES (4)
Inclusion (logo/name) in all promotional materials, publicity, ads and press releases		YES	YES
Logo on display at pre-game dinner		YES	YES
Certificate of appreciation signed by head coaches of each team		YES	YES
Opportunity for (2) minute presentation at pre-game dinner			YES
Banner on display at pre-game dinner			YES, (1)
Opportunity to have trade show booth at game			YES
Logo on official game day t-shirt			YES
Exclusive interview with players/coaches			YES