

Adirondack Trust
Allegiance Bowl 2010
Navy vs. Penn



Cash Sponsorship Benefits

| Benefits of Sponsorship | Supporting Sponsor | Major Sponsor | Premier Sponsor <i>Sold</i> The Adirondack Trust Co. |
|---|-----------------------------------|------------------------------------|--|
| Amount: | \$500 | \$1,000 | \$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 |

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In-Kind Sponsorship Benefits

| 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 |