

Saturday, Feb. 4, 2017

Ada  **ICON**

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Ada Icon 10-page guide

Made in Ada Wilson Football Festival



In a real slice of Americana, Ada and its connection to the Super Bowl will celebrate during the “Made in Ada Wilson Football Festival” on Saturday, Feb. 4. The event is an initiative of the Ada Area Chamber of Commerce.

Ada’s Wilson Sporting Goods factory makes the footballs used in the Super Bowl, and the day’s events will have a football theme, leading up to a “football drop” just prior to midnight on the cusp of Super Bowl Sunday.

The schedule of events includes:

- 4 p.m. Tailgate party at Depot Park parking lot, Main Street
- 4:30-6:30 p.m. Coaches’ panel in McIntosh Center Bear Cave
- 6 p.m. Free showing of the film “Friday Night Lights” (2004), starring Billy Bob Thornton, at Ada Theatre, 215 S. Main St., sponsored by Lewis Family McDonald’s
- 7:30-9:30 p.m. “America in 60 Seconds: Super Bowl Commercials.” A look at Super Bowl commercials over the years at the Depot, sponsored by Ada Icon
- 9:30-11:55 p.m. Music and entertainment, including games, prizes and a chance to win Super Bowl LI footballs. Refreshments will be available at The Center on Central, 111 Central Ave.
- Midnight. Countdown to Super Bowl Sunday and football drop in the Depot parking lot

Here's what the day involves:

Ada Mayor Dave Retterer, an adjunct instructor in computer science at ONU, leads a crew who constructed a giant-sized football to rival the New Year's Eve ball drop in New York City's Times Square. The countdown starts at 11:55 p.m. and the football drop is at midnight.

Tailgating

Befitting any football pre-game atmosphere, fans can gather for a tailgate throughout the day, beginning at 4 p.m. Historical Depot Park in downtown Ada offers a front-row seat to many of the day's activities.

Coaching panel

Hard core football fanatics will especially enjoy the coaches' panel from 4:30-6:30 p.m. in the McIntosh Center Bear Cave at Ohio Northern University.

Area college and high school coaches will provide expert insights in breaking down the Super Bowl match up. Participants will include ONU head coach Dean Paul, University of head coach Rob Keys, Bluffton University head coach Denny Dorrell, ONU defensive coordinator Glenn Scheutzow, ONU offensive coordinator Mike Schmitz, Lima Senior High School head coach Andre Griffin, and ONU tight ends coach and co-special teams coordinator Kyle Miller.

Free movie "Friday Night Lights"

More than just a football game, the Super Bowl is prime time entertainment, and that aspect of the contest is captured by two events during the day.

At 6 p.m., a free showing of the iconic 2004 movie "Friday Night Lights," about a small Texas town's obsession with its high school football team, will be held in the Ada Theatre, courtesy of Lewis Family McDonald's.

Super Bowl commercials

Then, at 7:30 p.m., Shane Tilton, ONU assistant professor of multimedia journalism, will lead a discussion about Super Bowl commercials inside the Depot. Over the years, Super Bowl advertisements have taken on a creative life of their own. The program sponsor is Ada Icon.

9:30 p.m. to midnight

From 9:30 p.m. until the football drop at midnight, there will be music, games and raffles at the Depot parking lot and Center on Central, with a chance to win a Yeti cooler, a commemorative Made in Ada Wilson Football Festival poster and a Super Bowl LI Wilson football.



Don't forget to buy a poster

Melissa Eddings Mancuso, an ONU associate professor art, designed and printed a poster for the inaugural "Made in Ada Wilson Football Festival."

Melissa estimated she spent 60 hours designing and printing the 8-color poster, which is a little more than a foot wide and a foot and a half high. The silk screen poster is for sale at \$30 each by calling 418-558-1071 or at the Gallery for the Arts, Ada. Proceeds will benefit the festival.

Since this is the first-ever football festival in Ada and because the poster was designed by an award-winning artist, the posters are likely to become collector items.

The poster features a player catching a Wilson football, the water tower with the Wilson logo painted on it, and a cornfield.

For immediate Fest' updates:

- **Follow the Fest' on Twitter:** @adafootballfest
- Raffle ticket numbers will be Tweeted following 9,10 and 11 p.m. raffles. If you don't claim your ball immediately, it goes back on the market.
- **Facebook:** <https://www.facebook.com/madeinadafootballfestival>
- **Snapchat Geofilter** is available for people to use around the Depot area!



**ONU coaches
from left:**
Dean Paul
Glenn Scheutzow
Mike Schmitz
Kyle Miller



Guest coaches from left:
Rob Keys, University of Findlay
Denny Dorrell, Bluffton University
Andre Griffin, Lima Senior

Coaches panel kicks off the event

It's from 4:30 to 6:30 p.m. in the Bear Cave in McIntosh Center on the ONU campus.

Football coaches from Ohio Northern University, Bluffton University, University of Findlay, and Lima Senior will provide analysis on the Super Bowl game between the New England Patriots (AFC champs) and the Atlanta Falcons (NFC champs).

Who might win, what are the prospects, the strengths and weaknesses of each team? Find out from some local experts.

Panelists include:

- Dean Paul, head football coach, Ohio Northern University
- Glenn Scheutzow, defensive coordinator, Ohio Northern University
- Mike Schmitz, offensive coordinator, Ohio Northern University
- Andre Griffin, head football coach, Lima Senior High School
- Denny Dorrell, head football coach, Bluffton University
- Kyle Miller, former NFL player and tight end coach, Ohio Northern University
- Rob Keys, head football coach, University of Findlay



Official NFL football raffle

Dozens of made-in-Ada NFL Wilson footballs will be raffled off during the day.

Raffle tickets will be available throughout the festival. Raffles take place (You must be present to win) at:

- 4:30 p.m. - Coaches panel in McIntosh Bear Cave (5 balls raffled)
- 6 p.m. - “Friday Night Lights” free movie, Ada Theatre (5 balls raffled)
- 7:30 p.m. - Super Bowl commercial program, The Depot (5 balls raffled)
- 9 p.m. - Depot parking lot - football drop location (multiple balls raffled)
- 10 p.m. - Depot parking lot - football drop location (multiple balls raffled)
- 11 p.m. - Depot parking lot - football drop location (multiple balls raffled)
- 11:30 p.m. - Depot parking lot - football drop location (multiple balls raffled)
- Prior to the midnight football drop will be the grand prize drawings, which includes two official Wilson Super Bowl footballs.

Festival sponsors

Lewis Family McDonald’s

- Quest Federal Credit Union
- Ohio Northern University
- Everhart Trucking • Hanson-Neely Funeral Home • Village of Ada
- Wilson Football Museum • Comscor Outdoor
- Hardin County Chamber & Business Alliance • Hempy Water
- Liberty National Bank • North American Stamping Group
- Ada Icon • Vancrest of Ada • VFW Post #9381 • Wilson Sporting Goods

Long-sleeve shorts on sale

A commemorate Made in Ada Wilson Football Festival long-sleeve shirt will be sold during the festival.

The smooth cotton/poly mix shirts include the popular poster image in white and red on the front.



Some festival rules and directions

All events are free.

Seating is limited, so arrive early in order to get a good seat.

Tailgating:

1. No alcohol.
2. Please deposit trash in one of the trash containers set up for your convenience.
3. Port-a-potties will be available at the Depot parking lot. Restrooms are available inside the Depot and the Center on Central event space across Central Ave. from the parking lot.
4. Do NOT deposit coals or other grilling materials in trash bins, as they could cause fires.

Run out of coals? Forgot your gloves?

- Reichert's Clothing & Shoe Store (113 S. Main St.):
Men's and women's clothing, outdoor wear, hats, gloves, scarves, Carharts.
- Keith's Hardware (116 S. Johnson St.):
Hardware, kitchenware, supplies. 8 a.m. - 5:30 p.m.

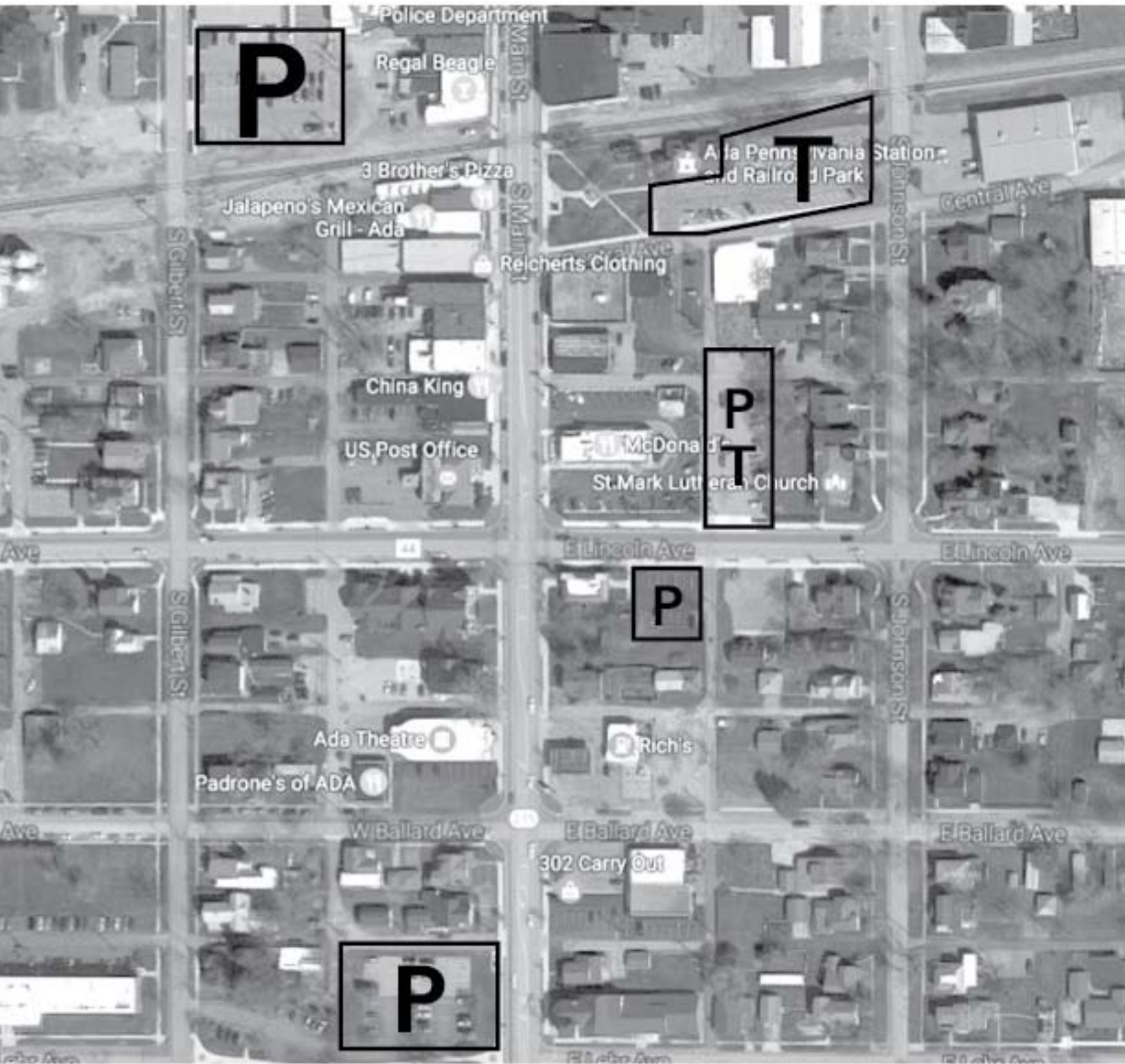


Here's the Wilson football that will drop at midnight in the Ada Depot. Members of the event planning committee, from left, Wynn Hauenstein, Fred Steiner, Chris Burns DiBiasio, David Dellifield, Amy Eddings and David Retterer. Absent are Dean Paul and Shane Tilton.

Amy Eddings and Chris Burns DiBiasio, and their committee have been planning the event since last summer. They handle publicity and art work, fundraising, scheduling the events, even getting the giant football made as well as hunt for a crane to lower the "pigskin" at the stroke of midnight.



Wynn Hauenstein with the football



Tailgaters welcome! Here's details:

Here's details on tailgating on Saturday. Tents only area permitted in the Depot parking lot. Unload your tent in the parking area and then move your vehicle to one of the available lot (P on the map)

P - parking area **T** - tailgate area



Why a football drop in Ada?

Amy Eddings, co-chair of the “Made in Ada Wilson Football Festival,” stands by a Festival banner that hangs at Easter House Bed and Breakfast, 508 N. Main St., Ada.

She and ONU First Lady Chris Burns DiBiasio head up the committee organizing the first-ever festival celebrating Ada as the Football-Making Capital of the World. The banner was donated by Comstor Outdoor, one of several local businesses that are sponsoring the event.

Why a football drop in Ada the day before the Super Bowl? Because the community is proud that the Wilson plant is here, where workers at Wilson have produced every Super Bowl football since the beginning of The Big Game.

Ada Icon www.adaicon.com is happy to be a sponsor of this first-ever event.



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& Bluffton
get its news!**

The Icons are happy to
assist in sponsoring
the first-ever
**Made In Ada
Wilson Football Festival**

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