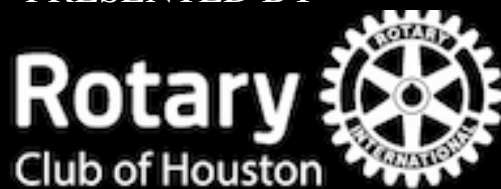




LOMBARDI
AWARD™

2023 SPONSOR OPPORTUNITIES

PRESENTED BY





ABOUT THE LOMBARDI AWARD™

Just weeks after Coach Vince Lombardi's death in 1970 from colon cancer, the Rotary Club of Houston was authorized by Vince Lombardi's widow, Marie and his sister Madeline Lombardi Werner, to establish the Lombardi Award™. The award began as recognition to only interior line positions that Vince Lombardi played while an undergraduate at Fordham University (offensive and defensive guard) and later expanded to include linebackers and tight ends, with the addition of including non-performance values: leadership, courage, desire, respect for authority, and discipline.

The 50th Annual Lombardi Award™ continues the Lombardi legacy by honoring the Outstanding College Football Lineman – offense or defense, who, in addition to outstanding performance and ability, best exemplifies the character and discipline of Vince Lombardi.

As stipulated by Mrs. Lombardi, net proceeds from the event sponsorship and table sales are contributed to Cancer Research to fight the disease that claimed the life of Coach Lombardi. Since the award's inception in 1970, millions of dollars have been raised to help cancer research programs.

Join Honorary Chair and famed Coach Jackie Sherrill and Alumni Chair Dat Nguyen, 1998 RLA winner for the 50th Lombardi Award™ on Dec 5-6, 2023 in Houston, Texas.

This will be a memorable star-studded event featuring past winners and finalists, members of the Lombardi family and other sports celebrities.

SPONSORSHIP OPPORTUNITIES

PREMIERE SPONSORS \$50,000

The company will receive top billing as one of the Premiere Sponsors in all aspects representing the Lombardi Award™ for the term of the agreement.

Exclusivity: A Premiere Sponsor will be a primary branded company for all activities associated with the two-day event. This would include the additional underwriting opportunities that are being offered.

Logo Recognition:

- A logo incorporated into all printed materials, including collateral marketing materials, event stationery, tickets, credentials, etc.
- Award website: www.lombardiaward.org
- Front of the podium
- The backdrop for all news conference events, interviews and photo opportunities (including group photos at the pre-event reception)
- Company logo/banner created as a backdrop (directly behind the podium) at the event. The company will provide the banner
- Souvenir Program- front cover and back cover recognition
- 2 14'X48' Billboards displayed for at least one month

Press Materials and Social Media Marketing:

- Presenting Sponsor name included in all media and press releases
- Presenting Sponsor name included in all PSA and promotional drop-ins on radio and television
- Opportunity to provide Presenting Sponsor's statement in the press kit
- All Social Media Outbound Marketing will reflect Presenting Sponsor recognition

Events:

Tuesday, December 5, 2023, Presenting Sponsor may have 20 guests attend the Tuesday night Meet the Finalists Reception.

Wednesday, December 6, 2023

Presenting Sponsor's representative may accompany the finalists on Hospital Tours.

10 Tickets to both the Wednesday Sports Media Breakfast and Alumni Lunch

Linemen's Private Reception 5 p.m. - 20 guests attend this private reception to have photos taken with the 2023 finalists.

RLombardi Award@ Dinner 7 p.m. - Presenting sponsor may elect to have one representative on the raised dais

- (2) Hall of Fame level tables for 10 guests each
- Special recognition to the Company from the podium as a Presenting Sponsor
- A company representative will have the opportunity to make remarks during the program
- A company representative will be involved in the presentation of the award (the Guest/ Featured Speaker announces the actual award winner)
- One Company representative will sit at the head table located on the stage
- 20 VIP valet parking passes

Other Special Benefits:

- Use of the Lombardi Award™ trophy for company promotional purposes, subject to availability
- 20 Souvenir Program Covers signed by finalists
- Four-color, full-page ad in Souvenir Program (ad provided by donor)
- First right of refusal for Premiere Sponsorship of the 2024 Lombardi Award™

SPONSORSHIP OPPORTUNITIES

AWARD TOUR \$25,000 - EXCLUSIVE

The Lombardi Award™ Tour

- The robust schedule includes high profile sports-connected events such as the HCHSA Hall of Fame gala, multiple events connected to the Bayou Bowl, High School Football Coaches Association events, local and regional high school and college football events and games, as well as multiple large Rotary events.
- The tour season begins in January and continues through award date with increasing exposure during football season.
- The Award Tour committee is comprised of dedicated members who are knowledgeable about the history and legacy of the Award and volunteer their time to accompany the award on its "tour".
- For select tour events, RLA will invite high-profile celebrities or sports figures to accompany the award, not limited to but including former winners or finalists.

Benefits to Donor:

- Identified as a sponsor of the tour throughout the tour season and at the 2-day RLA event with logo on signage and backdrops
- The sponsor can display their signage during the tour.
- Sponsor has the option to produce uniform shirts for the volunteers
- When not on tour, the Award will be displayed at the offices or showroom of the Sponsor.
- The Lombardi Award@ Tour committee will also support activities connected to the Trophy at the offices/showroom of the Sponsor.
- Program Inclusion with a four-color, full-page ad (provided by the donor)
- One All-American level table for 10 at RLA Wednesday Dinner and Ten tickets for a private reception, including group photo w/ finalists
- Ten commemorative gifts
- 2 Tickets to the Wednesday Sports Media Breakfast and Alumni Lunch With the Legends.

NOTE: Please request a private meeting with the Sponsor Chair if your organization would like to “customize” your sponsorship in your market. We can fit corporate needs that may not be on the “generic” sponsor brochure. A meeting with you and your advisors may open up additional possibilities that could only be recognized in a private meeting. The Lombardi Award™ recognizes that you have limited dollars for marketing and charitable purposes. We know we can accomplish a lot with what you have. Thank you for your consideration.

FRONT LINE KIDS SPONSOR \$25,000

The Front Line Kids are an integral part of the Lombardi Award™ and for 50 years have attended the event as our special guests.

It is a memorable time when our four finalists, the nation's top college linemen and other celebrity athletes visit Texas Children's and MD Anderson Pediatric Cancer Centers.

Thanks to amazing progress in cancer research, overall survival rates for childhood leukemia are now 90% compared to less than 20% fifty years ago. However, other cancer survival rates remain low.

Benefits to Donor:

Name/Logo inclusion on printed materials, including but not limited to:

- Invitation
- Event signage at Reception
- Event Program – four-color, full-page ad (provided by donor)

One All-American level table for 10 at RLA Dinner

Ten commemorative gifts

2 Tickets to both the Wednesday Sports Media Breakfast and Alumni Lunch

Ten tickets for Wednesday night private reception, including group photo w/ finalists



LINEMEN'S PHOTO RECEPTION \$15,000

Underwrite Wednesday Night's Private Reception, including group photos w/ finalists.

Benefits to Donor:

Name/Logo inclusion on printed materials, including but not limited to:

- Invitation
- Event signage at Reception used for all photos with the finalists
- Event Program – four-color, full-page ad (provided by donor)

One All-American level table for 10 at RLA Dinner

Ten commemorative gifts

2 Tickets to both the Wednesday Sports Media Breakfast and Alumni Lunch

Ten tickets for Wednesday night private reception, including group photo w/ finalists

SPORTS MEDIA BREAKFAST \$12,500

Underwrite the Wednesday Sports Media Breakfast

Benefits to Donor:

Name/Logo inclusion on printed materials, including but not limited to:

- Invitation
- Event signage at Reception
- Event Program – four-color, half-page ad (provided by donor)
- One All-American level table for 10 at RLA Dinner
- Ten commemorative gifts
- Ten tickets for Wednesday night private reception, including group photo w/ finalists

ALUMNI LUNCH LEGENDS \$12,500

Underwrite the Wednesday Alumni Lunch

Benefits to Donor:

Name/Logo inclusion on printed materials, including but not limited to:

- Invitation
- Event signage at Reception
- Event Program – four-color, half-page ad (provided by donor)
- One All-American level table for 10 at RLA Dinner
- Ten commemorative gifts
- Ten tickets for Wednesday night private reception, including group photo w/ finalists

TABLE HOST LEVELS

All-American Table: \$10,000

"Host a Legend" (former winner or celebrity athlete)

- 10 guests for RLA Dinner
- 10 guests for Linemen's Photo Reception
- Professional photo of your guests with finalists, including framed prints for each guest
- 10 commemorative gifts
- Souvenir Program, full-page black and white or half-page color (ad provided by table buyer)
- Opportunity to Host a Legend (former winner or celebrity athlete)

All-Conference Table: \$5,000

- 10 guests for Linemen's Reception
- 10 guests for RLA Dinner,
- 5 Commemorative gifts
- Souvenir Program, half-page black and white (ad provided by table buyer)

Lettermen's Table: \$3,000

(\$2500 special discount for Rotarians, limited to 1 table)

- 10 guests for RLA dinner
- 1 Commemorative gift
- Souvenir Program, quarter-page black and white (ad provided by table buyer)

VIP Ticket: \$600 (\$500 special Rotarian discount, limit 2 tickets)

- One Ticket to RLA Dinner, Meet the Finalist Reception
- 1 Commemorative Gift

Ticket: \$300 (\$250 special Rotarian discount, limit 2 tickets)

- One Ticket to RLA Dinner

Sponsorship of the 50th Lombardi Award™ includes buying a multi-channel opportunity to reach out to hundreds of thousands of college sports enthusiasts nationwide. Apart from a limited edition souvenir program for all attendees, all sponsors benefit from additional web, print, and broadcast outlets. Support for the event is highlighted through:

Lombardi Award™ Website

A critical resource for event supporters, The RLA website attracts approximately 1,000 visitors daily, with increases during the actual nomination process. Website users seek information on nominees, football teams, Vince Lombardi, event dates, and venue locations.

Deadline for Inclusion: Ongoing

Social Media

Thousands of followers on Facebook, Twitter and Instagram

Deadline for Inclusion: Ongoing

Souvenir Program Book

**Souvenir Program Print
Run: 1,000**

**Color: Glossy 4-Color,
approx. 60 pages**

Distribution: Distributed at the event. Used year-round by sports enthusiasts

**Deadline for
Inclusion: 12/2/2023**

Radio/TV/Print/Onsite

A critical resource for event promotion, Advertisements and content are controlled. Both local and national outlets

Radio: Various promotions on iHeart Radio to run between October and December 2023.

Thousands of impressions.

Television: News Highlights on numerous outlets

Social Media: Targeted Social Media Ads

Event Promotions Loop: Onsite at the event

Deadline for Inclusion: Ongoing

Press Releases/Media Announcements

Press releases for the watch list, 12 semi-finalists and 4 finalists, in addition to the promotion of special events, will include a list of sponsors. Distribution to 1000 media outlets

Deadline for Inclusion: Ongoing

Live Web Streaming

In conjunction with a TV sponsor, the event will be web streamed live.

Deadline for Inclusion: Ongoing

THE FACTS

- The Award was established in 1970 by the Rotary Club of Houston in memory of Vince Lombardi to honor the top Division IA college football lineman.
- The Lombardi family granted permission to the Rotary Club of Houston to use the Lombardi name for the Award, stipulating that all net proceeds from the award benefit cancer research.
- Since its inception, millions of dollars have been raised to support cancer research.
- The Lombardi Award™ is made from 40 lbs. of Texas pink granite chiseled to resemble the stance of a lineman, is presented annually in Houston at a gala dinner where the four finalists are honored.
- This Houston tradition is now in its 50th year.
- A significant part of the event each year is the visits made by the four Lombardi Award™ finalists to see the Front-Line Kids at Local Hospitals.
- The Front-Line Kids are children with cancer who attend the dinner and other Lombardi Award™ events as our special guests.
- 13 previous winners and finalists are Pro Football Hall of Fame members.
- 43 previous winners and finalists are members of the college football hall of fame.
- 74 RLA winners and finalists have been chosen in the first round of the NFL draft - eight were number-one picks.
- Winners and finalists have represented 48 Division IA colleges.
- Defensive ends have won the most LA trophies.
- Orlando Pace is the only multiple winners of the RLA award, winning in 1995 and 1996.
- Eight nominees/winners were two-time finalists.
- Ten winners and 21 finalists were members of the NFL roster in 2022.

To be considered for the Lombardi Award™, players must be a NCAA FBS College Football team members and meet the following qualifications:

- Be a down lineman, end to end, either on offense or defense, setting up no further than ten (10) yards to the left or right of the ball at the time of the snap.
- Be a Linebacker on defense, setting up no further than five (5) yards deep from the line of scrimmage.
- The Player must not come out of the offensive backfield and set up on the line of scrimmage as a blocker or a receiver or listed in the program as an offensive back or receiver.
- Candidates must be eligible to participate in the current season
- A player must best exemplify the courage, desire, and respect for authority that defined Vincent Lombardi's exceptional brand of DISCIPLINE.

The three-tier voting process includes a blank ballot to establish the Top 12, leading to the Four Nominees and, ultimately, the winner, who will be announced in Houston, Texas, on December 6, 2023. The voters are comprised of past winners and nominees, college football coaches and over 300 members of the sports media.

SPONSORSHIP AGREEMENT FORM

____ \$50,000 Presenting Sponsor

____ \$25,000 Award Tour Sponsor

____ \$ 12,500 Alumni Lunch

____ \$ 10,000 All-American Table

____ \$3,000 Lettermen Table

____ \$600 VIP Ticket

____ \$500 VIP Rotary Ticket

____ \$25,000 Front Line Kids

____ \$15,000 Linemen's Photo Reception

____ \$12,500 Sports Media Breakfast

____ \$5,000 All-Conference Table

____ \$2,500 Rotary Lettermen Table

____ \$300 Dinner Ticket

____ \$250 Rotary Dinner Ticket

\$ _____ Donation (I cannot attend the dinner but would like to donate)

_____ CHECK ENCLOSED _____ CHARGE MY CREDIT CARD

Visa/MC/Amex # _____ / _____

Name on card _____ Exp. date _____

Please print all names legibly and exactly as they should appear in all publications.

_____ Corporate _____ Individual _____ Foundation

Contributor: _____

Mailing Address: _____

City/State/Zip: _____ Email _____

Telephone/Fax: _____

Contact Person: _____

I ____ would ____ would not like my name/company to appear in event publications.

Signature of Donor Title Date

**The Lombardi Award™ Committee sincerely thanks you for joining our efforts to fight cancer.
Your contribution makes it possible for us to further cancer research.**

Rotary Foundation of Houston Tax ID No.: 74-6084805 Fair Market Value \$125 per person

To be listed in the program, please return this form by December 1, 2023, via Fax to 713-334-9670 or by Mail to Lombardi Award™ | 2802 Timmons Ln. #22027 | Houston, TX 77027

For more information: Call 713.334.1800 or Email rla@lombardiaward.org



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www.lombardiaward.org



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50th Anniversary General Chair

Vicki Brentin

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Award Tour Chair

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