



LOMBARDI
AWARD™

2023 SPONSOR OPPORTUNITIES

December 5-6, 2023

PRESENTED BY

Rotary
Club of Houston





ABOUT

THE LOMBARDI

AWARD™

Just weeks after the passing of Coach Vince Lombardi in 1970 due to colon cancer, the Rotary Club of Houston received authorization from Vince Lombardi's widow, Marie, and his sister, Madeline Lombardi Werner, to establish the Lombardi Award™. The Award™ carries forward the Lombardi legacy by honoring the Outstanding College Football Lineman, whether on offense or defense, who not only demonstrates exceptional performance and ability but also embodies the character and discipline that Vince Lombardi stood for.

In accordance with Mrs. Lombardi's wishes, the net proceeds generated from event sponsorship and table sales are dedicated to supporting cancer research, in the ongoing fight against the disease that claimed Coach Lombardi's life. Since its inception, this initiative has raised millions of dollars to advance cancer research programs.

We are delighted to invite you to join us for the 50th Lombardi Award™ on December 5-6, 2023, in Houston, Texas. This event promises to be an unforgettable and star-studded occasion. We are honored to have famed Coach Jackie Sherrill as the Honorary Chair and Alumni Chair Dat Nguyen, the 1998 RLA winner.

The event will feature past winners Brian Orakpo, Orlando Pace, Walt Patulski, Hugh Green, Tommie Harris and Warren Sapp, members of the Lombardi family, and other sports celebrities who will come together to celebrate this significant milestone and continue the fight against cancer.

It's an event you won't want to miss.

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™

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

10 guests for Tuesday Night Meet the Finalists Reception



LINEMEN'S PHOTO RECEPTION \$15,000

Underwrite Wednesday Dec 6th 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

10 guests for Tuesday Night Meet the Finalists Reception

SPORTS MEDIA BREAKFAST \$12,500

Underwrite the Wednesday December 6th 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

10 guests for Tuesday Night Meet the Finalists Reception

ALUMNI LUNCH LEGENDS \$12,500

Underwrite the Wednesday Dec 6th 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

10 guests for Tuesday Night Meet the Finalists Reception

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 with professional photo of your guests with finalists
- 10 commemorative gifts
- 10 guests for Tuesday Night Meet the Finalists Reception
- 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 guests for Tuesday Night Meet the Finalists Reception
- 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 and Lineman's Private 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 info@lombardiaward.org



2802 Timmons Ln. #22027
Houston, TX 77027

713-334-1800
info@lombardiaward.org
www.lombardiaward.org



50th Anniversary Committee

Honorary Chair

Coach Jackie Sherrill

50th Anniversary General Chair

Vicki Brentin

Vice- Chairs

Lindsey Kroll

Rhonda Walls Kerby

Award Tour Chair

Rob Lynch

President of the Rotary Club of Houston

Foundation 2023-2024

Kathy Fenninger

Secretary Treasurer

Karen Sotallaro

Voting Chair

David Pincus

Rotary 5890 District Governor 2023-2024

Heather Rimato

Alumni Chair

Dat Ngyuen

Hospitality Chairs

Michelle Bohreer

Steve Kesten

Executive Council Chair

A. David Schwarz, III

Watchlist Chair

Randy Lowry

Front Line Kids Chairs

ZoAnn Dreyer, M.D.

Bucky Ribbeck, MD

Lombardi Family Members

Steve Werner

William "Bill" Lombardi

Trophy Chair

Jack Titus Jr.

President Rotary Club of Houston 2023-2024

Robert Eckels