



ROTARY LOMBARDI AWARD®



2022 Sponsor Opportunities

Rotary

Club of Houston



The History of the Rotary Lombardi Award® and the connection to the Rotary Club of Houston

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, to establish the Rotary 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 48th Annual Rotary 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 Award activities are contributed to Cancer Research, Awareness and Children who cannot afford treatment 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 programs of cancer research, public education and direct services to cancer patients.

Featuring 1998 Winner and Former Texas A&M Player Dat Nguyen as our Guest Speaker.



49th ROTARY LOMBARDI AWARD SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$50,000

Company will receive exclusive top billing (“The Rotary Lombardi Award, Presented by Company”) on all aspects representing the Rotary Lombardi Award for the term of the agreement.

I. Exclusivity:

Company, in order to ensure that throughout all events surrounding and including the Award Dinner, the Presenting Sponsor will be the primary branded company. This would include the additional underwriting opportunities that are being offered.

II. Logo Recognition:

- Logo incorporated into the official logo- “The Rotary Lombardi Award Presented by Company” The design and/or logo will be incorporated into:
- All printed materials, including collateral marketing materials, event stationary, tickets, credentials, etc.
- Tent cards on tables
- Award web site: www.rotarylombardiaward.org
- Front of the podium
- 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, banner will be provided by Company
- Company to review size and location of banner/backdrop
- Souvenir Program- front cover and back cover recognition
- 2 14'X48' Billboards displayed for at least one month.

III. 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 press kit
- All Social Media Outbound Marketing will reflect the Presenting Sponsor

IV. Tuesday, December 6, 2022

- Meet the Finalists Reception Presenting Sponsor will be identified as Sponsor of an invitation only VIP event with the four finalists, former winners and finalists, along with other underwriters and table buyers. Presenting Sponsor may have 20 guests



V. Wednesday, December 7, 2022

- Hospital Tour 9 a.m. Presenting Sponsor's representative may accompany the finalists to tour the Texas Children's Hospital Cancer Center and The Children's Cancer Center at M. D. Anderson Hospital.
- Linemen's Private Reception 5 p.m. - Presenting Sponsor may have 20 guests attend this private reception to have photos taken with the 2022 finalists. Only the top tier table buyers will be attending this event, about 100 guests.
- Corporate name and logo will be on the inside front cover of 500 programs, on all stationary and collateral printed material associated with event, tasteful banners displayed where appropriate.
- Rotary Lombardi Award Dinner 7 p.m. at the Hilton Americas Hotel where we are expecting 500 attendees. Presenting sponsor may elect to have 1 representative on the raised dais and center (2) Hall of Fame level tables for 8 guests and 2 VIP guests
 - Special recognition to Company from the podium as the Presenting Sponsor
 - Company representative will have the opportunity to make remarks during the program
 - Company representative will have the opportunity to introduce the Featured Speaker at the ceremony
 - Company representative will be involved in the presentation of the award (actual award winner is announced by the Guest/Featured Speaker)
 - Company representative will sit at the head table located on the stage
 - 20 VIP valet parking passes

VI. Other Special Benefits

- Use of the Rotary Lombardi Award trophy for company promotional purposes, subject to availability
- 20 Souvenir Program Covers pre-signed by finalists
- Four-color, full page ad in Souvenir Program (ad provided by donor)
- First right of refusal for Presenting Sponsorship of 2022 Rotary Lombardi Award

Lineman's Private 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 Program - four-color, full page ad (provided by donor)
 - Event signage at Reception
- One All American level table for 10 at RLA Dinner
- Ten commemorative gifts
- Ten tickets for Tuesday night Meet the Finalist
- Ten tickets for Wednesday night private reception, including group photo w/ finalists
- One representative included on Hospital Tour with Finalists

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. Rotary Lombardi Award recognizes 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.

Meet the Finalists Reception - \$15,000

Underwrite Tuesday Night's Private Reception, including group photos with finalists

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
- Twenty tickets for Tuesday night Meet the Finalist
- Ten tickets for Wednesday night private reception, including group photo w/ finalists
- One representative included on Hospital Tour with Finalists

Table Hosts Opportunities:

All-American Table: \$10,000

- 5 guests for the Meet the Finalist Reception
- 10 guests for Linemen's Reception & 10 guests for RLA Dinner
- 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)

All Conference Table: \$5,000

- 10 guests for Linemen's Reception & 4 guests for RLA Dinner, 2 Guests for the Meet the Finalists Reception
- 5 Commemorative gifts
- Souvenir Program, half-page black and white (ad provided by table buyer)

Lettermen's Table: \$2,500

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

VIP Ticket: \$500

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

Ticket: \$250

- One Ticket to RLA Dinner

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. Rotary Lombardi Award recognizes 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.

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.

- ★ Marie Lombardi granted permission to the Rotary Club of Houston to use the Lombardi name for the award with the stipulation that all net proceeds from the award benefit The American Cancer Society.
- ★ All net proceeds from the award benefit The American Cancer Society. Since its inception, millions of dollars have been raised to support cancer research and direct patient care.
- ★ The Rotary Lombardi Award® trophy, 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 49th year.
- ★ A significant part of the event each year are the visits made by the four Rotary 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 Rotary Lombardi Award® events as our special guests.
- ★ 13 previous winners and finalists are members of the Pro Football Hall of Fame.
- ★ 108 previous winners and finalists are members of the college football hall of fame.
- ★ 73 RLA winners and finalists have been chosen in the first round of the NFL draft - eight were number one picks.
- ★ 48 Division IA colleges have been represented by winners and finalists.
- ★ Defensive ends have won the most RLA trophies.
- ★ Orlando Pace is the only multiple winner of the RLA trophy, winning in 1995 and 1996.
- ★ Eight nominees/winners were two time finalists.
- ★ Ten winners and 24 finalists were members of NFL rosters in 2020.



To be considered for the Rotary Lombardi Award®, players must be a NCAA FBS College Football team member 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, 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 7, 2022 at the Hilton Americas-Houston. The voters are comprised of past winners and nominees, college football coaches and over 300 members of the sports media.

Sponsorship Agreement Form

December 6-7, 2022

- | | |
|---|--|
| <input type="checkbox"/> \$50,000 Presenting Sponsor | <input type="checkbox"/> \$15,000 Meet the Finalists Reception |
| <input type="checkbox"/> \$15,000 Lineman's Private Reception | <input type="checkbox"/> \$10,000 All-American |
| <input type="checkbox"/> \$5,000 All-Conference | <input type="checkbox"/> \$2,500 Letterman's Table |
| <input type="checkbox"/> \$500 VIP Ticket | <input type="checkbox"/> \$250 Dinner Ticket |
| <input type="checkbox"/> \$ _____ Donation (I cannot attend the dinner but would like to make a donation) | |
| <input type="checkbox"/> CHECK ENCLOSED | <input type="checkbox"/> 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 Rotary Lombardi Committee sincerely thanks you for joining our efforts to fight cancer. Your contribution makes it possible for us to provide public education, patient services and further cancer research for our community.

Rotary Foundation of Houston Tax ID No.: 74-6084805
Fair Market Value \$75 per person

To be listed in the program, please return this form by December 1, 2022 via Fax to 713-334-9670

Or by **Mail to Rotary Lombardi Award®** | 2802 Timmons Ln. #22027 | Houston, TX 77027

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



www.rotarylombardiaward.org | 2802 Timmons Ln. # 22027 | Houston, TX 77027

Email: rla@rotarylombardiaward.org

Phone: Elias Events, Event Planner/PR 713.334.1800