



# ROTARY LOMBARDI AWARD®

*presented by*



## 48th Rotary Lombardi Award® December 8, 2021

Hilton Americas Houston  
1600 Dallas Street  
Houston, Texas 77010

**5:30pm** Linemen's Private Reception

**6:00pm** General Reception and Silent Auction

**7:00pm** Award Presentation and Seated Dinner

*Black Tie Optional Attire*



## 2021 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.

**In addition to an appearance by the Honorary Event Chair, famed Green Bay Packer Jerry Kramer, the event will feature 1987 Rotary Lombardi Award® Winner Chris Spielman as the guest speaker. Robert Unanue, President and CEO of Goya Foods will receive the Rotary Lombardi Humanitarian Award in recognition of his leadership and generosity, especially the efforts that made such a difference in our community during the pandemic.**



**Chris Spielman, 1987**  
Winner  
Guest Speaker



**Jerry Kramer**  
Honorary Chair



**Robert "Bob" Unanue**  
Rotary Lombardi Humanitarian  
Award Recipient



# 48<sup>th</sup> ROTARY LOMBARDI AWARD®

## SPONSORSHIP OPPORTUNITIES

### 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 Finalists
- Ten tickets for Wednesday night private reception, including group photo w/ finalists
- One representative included on Hospital Tour with Finalists

### Linemen'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 Finalists
- 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 Finalists 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 & 10 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 Finalists 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 48th 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 8, 2021 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 7-8, 2021 - Hilton Americas Houston

- ☐ \$50,000 Presenting Sponsor ☐ \$15,000 Meet the Finalists Reception
- ☐ \$15,000 Linemen's Private Reception ☐ \$10,000 All-American Table
- ☐ \$5,000 All-Conference Table ☐ \$2,500 Letterman's Table
- ☐ \$500 VIP Ticket ☐ \$250 Dinner Ticket
- ☐ \$ \_\_\_\_\_ Donation (I cannot attend the dinner but would like to make a donation)  
Donation given in honor or in memory of \_\_\_\_\_
- ☐ 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 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, 2021 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](mailto:rla@rotarylombardiaward.org)**



# EVENT COMMITTEE

## Honorary Chair

Jerry Kramer

## Seven Blocks of Granite

E. Michelle Bohreer  
ZoAnn Dreyer, MD

David Gow  
Meredith Iler  
Butch Mach

Bob Parsley  
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## Auction Chair

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## President Rotary Club of Houston 2021-2022

Richard C. Meek

## President of the Rotary Club of Houston Foundation 2021-2022

Richard R. Olsen

## Rotary 5890 District Governor 2021-2022

Michelle Bohreer

## Lombardi Family Members

Steve Werner

William "Bill" Lombardi

Michelle Zwicky *in memoriam*



[www.rotarylombardiaward.org](http://www.rotarylombardiaward.org) | 2802 Timmons Ln. # 22027 | Houston, TX 77027

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