



48th 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
 - 100 Yellow Cabs during height of football season (November) will display exclusive signage promoting the Rotary Lombardi Award presented by Presenting Sponsor’s Company.

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 7, 2021

- ✓ **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 8, 2021

- ✓ **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 2021 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

Meet the Finalists Reception

\$15,000

Underwrite Tuesday 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
- ✓ 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

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.

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 & 10 guests for RLA Dinner
- ✓ 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 and Linemen's Reception

Ticket: \$250

- ✓ One Ticket to RLA Dinner

Sponsorship Agreement Form December 7-8, 2021 – Hilton Americas Houston

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|--|--|
| <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 #	_____ Exp.	_____ Name on card
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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
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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

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 5773 Woodway Drive Suite 900 Houston, Texas 77057**
 For more information: **Call 713.334.1800 or Email rla@rotarylombardiaward.org**