



Rotary Lombardi Award  
<https://www.rotarylombardiaward.org/>

## History

Since 1970, this 40-pound block of Texas pink granite has been a leader in the fight against cancer and is a legacy of Vince Lombardi.

This simple, yet evocative, granite stone has come to symbolize excellence on the fields of college football, as well as the spirit, drive, energy and greatness of Vince Lombardi.

The granite trophy honors the memory of the legendary figure who molded men into winners on and off the field and inspires the participation of millions in an effort that supports the American Cancer Society's fight against cancer.

The Award represents several significant events in the life of Vince Lombardi. It was designed to symbolize desire, courage, and discipline. The job of capturing these elements into a meaningful graphic fell to Houston Rotarian and professional artist, Mark Storm. The selection of a piece of granite as the centerpiece was natural, due to Lombardi's first claim to fame as one of Fordham University's famous line, close examination reveals a "not perfect" cube. The block "leans a little -like a football lineman in his stance --ready for action". Even the decision to polish the granite was with purpose. It represents the complete football player; the product of intense training -- good coaching —dedication to duty —discipline.

This overall design is the same today as it was when the granite trophy was first presented in January 1971. The Rotary Lombardi Award and the Heisman Memorial Trophy are the only two college football awards of this lineage whose winners have all received the same hardware.

The trophy remains an enduring symbol of strength and will of the original idea and its mission.

## **The Award**

The Rotary Lombardi Award is presented annually to the college football lineman — offense or defense—who, in addition to outstanding performance and ability, best exemplifies the character and discipline of Vince Lombardi. This Houston tradition, created and sponsored by the Rotary Club of Houston celebrated its 48th year in 2021.

As the legendary coach of the Green Bay Packers, Lombardi first made a name as the smallest but toughest member of Fordham University's "Seven Blocks of Granite," renowned in their day (1934-37) for being the most unyielding line in college football.

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

All proceeds from the RLA benefit cancer research for the American Cancer Society, per the original agreement with Vince Lombardi's widow, Marie Lombardi.

A long-standing tradition during the 2-day event includes the 4 Finalists visiting children being treated at MD Andersen's Children's Center and Texas Children's Cancer Center. Approximately 20 children – identified as The Front Line Kids – attend the Gala as special guests.