



# THE EARL CAMPBELL TYLER ROSE AWARD



## **MISSION**

To recognize the nation's college offensive player of the year who meets the awards criteria and to encourage student-athletes to succeed on and off the field while having the drive and the tenacity to persist and overcome adversity and injury in the pursuit of reaching their goals. The award honors the legacy of Texas legend Earl Campbell and recognizes his home community of Tyler, Texas.

## **WHAT WE DO**

The Earl Campbell Tyler Rose Award will be presented annually to the nation's outstanding Division I college offensive player who meets one or more of the following criteria: 1. Born in Texas; 2. Graduated from a Texas high school; or 3. Played at a Texas-based junior college or four-year college. The player must also exhibit the enduring characteristics that define Earl Campbell, including integrity, performance, teamwork, sportsmanship, drive, community, and tenacity; specifically tenacity to persist and determination to overcome adversity and injury in pursuit of reaching goals.

## **WHO WE ARE**

The Earl Campbell Tyler Rose Award is presented by SPORTyler, Inc., in conjunction with the City of Tyler, the Tyler Convention & Visitors Bureau and Tyler Area Chamber of Commerce. Located in downtown Tyler, Texas, the non-profit helps to encourage student-athletes to succeed on and off the field.

## **SELECTION PROCESS**

Before the start of each season a defined timeline of key announcement dates will be established. The preseason award Watch List will be selected from nominations submitted by the sports information directors of each Division I school. The Watch List will be announced at the annual SPORTyler Football Kickoff Luncheon held each year in late August in Tyler. Each week during the regular season, an Earl Campbell Tyler Rose National Player of the Week will be selected leading up to the finalists announcement in December.

The Earl Campbell Tyler Rose Award Selection Committee will be comprised of Texas-based journalists and college football dignitaries and, in subsequent years, each of the all-time winners. This year, the selection committee will narrow the field to up to 16 semifinalists on November 18, and up to four finalists December 2. The recipient of the award will be announced in January 2014.

The 2013 Earl Campbell Tyler Rose Award recipient and finalists will be recognized at the gala announcement banquet to be held January 10, 2014, in Tyler. The winner will receive a unique trophy sculpted by noted artist Ken Bjorge. The winner's name will be permanently added to the base of the original trophy on display in Tyler.

## **KEY DATES**

- Preseason Watch List Announcement: Wed., August 21, 2013
- Semifinalists Announcement: Mon., November 18, 2013
- Finalists Announcement: Mon., December 2, 2013
- Banquet/Winner Announced: Friday, January 10, 2014

**A player does not have to appear on the Watch List to win The Earl Campbell Tyler Rose Award.**