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PAUL HORNING AWARD BANQUET

LOUISVILLE
SPORTS COMMISSION



PRESENTED BY



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Welcome and thank you for joining us at the 3rd annual Paul Hornung Award Banquet. We would like to extend our sincere congratulations to this year's winner, Tavon Austin; his parents, [NAMES]; and West Virginia University Coach Dana Holgorsen.

The Louisville Sports Commission board of directors and staff are honored to serve as stewards of this national award that recognizes the most versatile player in major college football.

In addition, the Louisville Sports Commission is pleased to have

established the Howard Schnellenberger Award, given annually to the most valuable player of the winning team in the University of Louisville-University of Kentucky football game.

It is a privilege to be able to honor the legacies of Paul Hornung and Howard Schnellenberger – two of Louisville's best-known native sons who have made their marks at the highest levels of college and professional sports. Tonight we celebrate the namesakes and recipients of these awards, which enable us to help preserve their legacies and promote the town that we call home.

The Louisville Sports Commission is dedicated to embracing and promoting all that is good about sports to help make our community a better place to live, work and play. We look forward to celebrating this award for many years to come.

Thanks to KentuckyOne Health, Texas Roadhouse, and all of our banquet sponsors and corporate partners for their support.

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Chairman

Karl F. Schmitt, Jr.,
Executive Director

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The Louisville Sports Commission (LSC) is a Kentucky-based 501(c)(3) organization whose mission is to create a legacy of economic and social vitality through sports. The LSC attracts, hosts and owns sporting events and activities that have a positive economic impact on Louisville, enhance the area's image as a premier sports destination, promote healthy lifestyles and improve the quality of life for community members of all ages. For more information about the LSC, visit www.louisvillesports.org, our Facebook fan page or call us at 502.587.7767.

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AWARDS PROGRAM

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DINNER

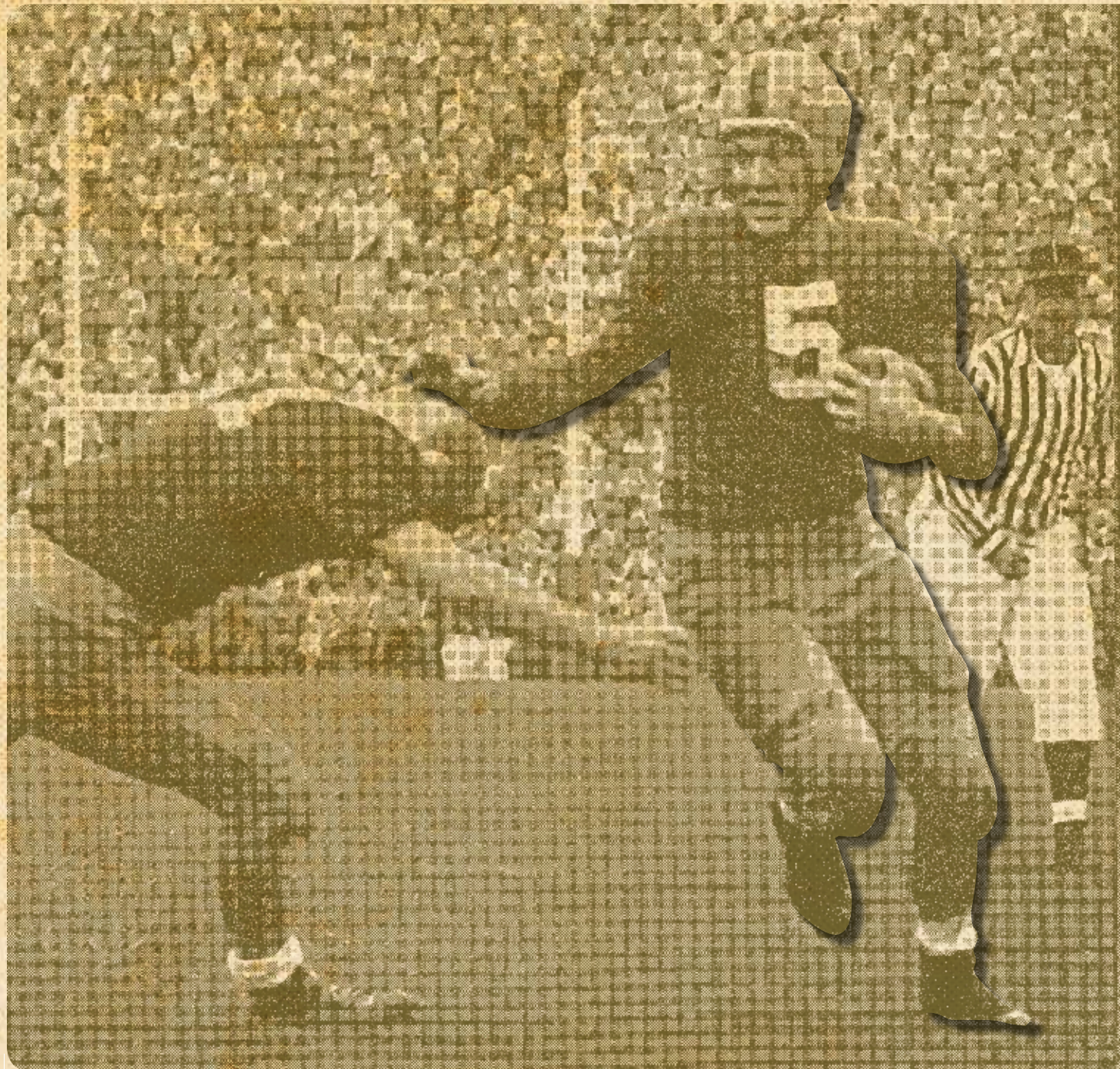
PRESENTATION – Howard Schnellenberger MVP Award

GUEST SPEAKER – Bart Starr, NFL Hall of Fame

HONORING – Paul Hornung, the Golden Boy

PRESENTATION – 3rd Annual Paul Hornung Award





PAUL VERNON HORNUNG THE GOLDEN BOY

Known as “The Golden Boy” – a tribute to the combination of his golden locks, a similar touch with the football and the hallowed Golden Dome of alma mater Notre Dame – Louisville native and lifelong resident Paul Vernon Hornung is considered by many the best all-around player in the history of college and professional football.

“The most versatile man ever to play the game,” said National Football League coaching legend Vince Lombardi of Hornung, who won four championships as a member of Lombardi’s Green Bay Packers.

He rose from humble beginnings in Louisville’s Portland neighborhood, where he was a three-sport star at Flaget High School, and went off to attend the University of Notre Dame at the suggestion of his mother and Sherrill Sipes, his best friend. Four years later, Hornung graduated with a business degree and, to this day, is recognized as the top quarterback in Notre Dame history.

A two-time All-American at quarterback, Hornung played every position in the backfield during his three-year varsity career with the Fighting Irish. He also played basketball as a sophomore, averaging more than six points per game. As a senior, Hornung led the Irish in passing, rushing, scoring, kickoff and punt returns, punting, field goal extra points and passes broken up, and ranked second in interceptions and tackles. In 1956, he became the 22nd winner of the Heisman Trophy although he and his Irish teammates won only two of 10 games. Hornung remains the only player in 78 years of Heisman Trophy history to earn the coveted award while playing for a team with a losing record.

The number one pick by the Green Bay Packers in the 1957 NFL Draft, Hornung became an all-pro halfback in the 1960s who could run, pass, catch, block and kick. The zenith of his colorful NFL tenure came during three exceptional seasons in 1959, 1960 and 1961. He led the NFL in scoring each year, topped by a stellar 1960 season when he scored a record 176 points on 15 touchdowns, 15 field goals and 41 extra points – a mark that would stand for nearly 46 years. He was the NFL’s MVP in 1960 and 1961, and his Packers earned NFL titles in 1961, 1962 and 1965, and won Super Bowl I in 1967. Those years included a 1961 stretch in which Hornung was called to active duty in the Army to fulfill ROTC requirements from Notre Dame. He obtained weekend passes to play in Packers games, including the 37-0 rout of the New York Giants in the 1961 Championship in which he scored a record 19 points. Hornung scored the winning touchdown in the 1965 NFL championship game against the Cleveland Browns, and suited up for Super Bowl I, but did not play due to a neck injury. He was the first player selected by the New Orleans Saints in the 1967 expansion draft, but never played due to injury.

Upon retirement from football, Hornung continued a successful real estate and investment career with hometown friend and mentor Frank Metts, and launched a career as a sports radio and TV commentator and speaker. Hornung has authored multiple books, including “Lombardi and Me: Players, Coaches, and Colleagues Talk about the Man and the Myth,” published in 2006. Hornung was inducted into the Kentucky Athletic Hall of Fame in 1975, National Football Foundation College Football Hall of Fame in 1985, Pro Football Hall of Fame in 1986 and the Wisconsin and National High School Halls of Fame. In 2012, he was inducted in the inaugural Louisville Catholic Sports Hall of Fame. Hornung and his wife, Angela, reside in Louisville with their French bulldog, Louie.

AN AWARD OF DISTINCTION

“The time and circumstances were right,” said football legend and Louisville native Paul Hornung, in reference to creating an award in his name. “Louisville is my home, my businesses are here and I love this city. The Louisville Sports Commission will ensure that the Paul Hornung Award is first-class and remains here long after all of us are gone.”

Announced at a breakfast in downtown Louisville on January 27, 2010, the Paul Hornung Award, presented by Texas Roadhouse, is a national honor that is presented annually to the most versatile player in major college football. “This award is not necessarily about speed, strength or statistics,” Hornung said. “The award is about players who compete consistently at a high level and contribute to their teams in every way.”

The Louisville Sports Commission (LSC) created the Award to recognize the distinctive talents of NCAA student-athletes and help preserve the legacy of Paul Hornung—a man many consider the most versatile player in the history of college and professional football. The Award also promotes the town that Hornung always has called home.

The LSC owns and administers all aspects of the Award with Hornung’s blessing and the guidance of an Advisory Committee and consultants comprised of LSC board members, business leaders and experts in college athletics. Before launching the Award, LSC staff conducted in-depth discussions and fact-finding with leadership from elite college athletic departments; executives from ESPN, CBS and NBC Sports; members of the Football Writers Association of America (FWAA); prominent sports journalists; and executive directors of college bowl games. Reaction across the board continues to be very positive.

“The Paul Hornung Award immediately became relevant,” said Steve Richardson, executive director of the FWAA. “The Award draws attention to deserving college football players who might otherwise go unnoticed, guys who excel at multiple roles at a high level.”

Any member of a Football Bowl Subdivision (FBS) team who is in good standing with the NCAA, his respective team and university is eligible. Preference is given to starters or full-time players on offense or defense who make significant, additional contributions to the team in versatile ways such as special teams or as a two-way player. Consideration also

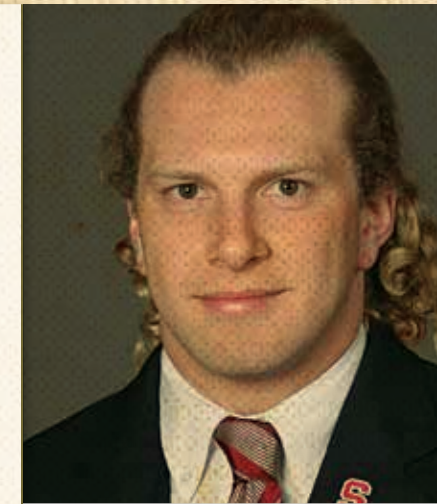
is given to players who make a significant impact during big games and elevate the team’s performance through leadership displayed by excelling in multiple roles.

Prior to the 2012 season, LSC staff worked with a panel of college football experts to create and promote the official Paul Hornung Award Watchlist. Top performers were selected each week based on game performance.

An independent, national committee comprised of 16 sports journalists and former NFL stars then selected the winner using a two-step process. An additional vote came from online fan voting (www.VotePaulHornung.com), powered by Texas Roadhouse. In early December, the Selection Committee members cast their votes for four finalists who were determined using a 5-3-1 scoring system (1st place – 5 points; 2nd place – 3 points; 3rd place – 1 point). The four finalists – Antonio Andrews (Western Kentucky University), Dri Archer (Kent State University), Tavon Austin (West Virginia University) and Marqise Lee (University of Southern California) – were selected from among a total of 14 players who received votes. The results were announced at the LSC annual breakfast on December 7, 2012.

Using the same scoring system, the Selection Committee chose the winner from among the finalists following the bowl games. The winner was announced via press release on January 8, 2012. All votes were tabulated by the public accounting firm Dean Dorton Allen Ford.

To promote the award, the LSC partnered with local and national agencies for the creation of traditional and digital marketing materials, including what has been recognized as one of the best college football awards websites, www.paulhornungaward.com. LSC staff created an awareness campaign that included contact with sports information directors at all FBS schools, twice-weekly distribution of press releases to approximately 2,000 national sports journalists during the college football season and regular coverage by local sports media. The Award generated millions of dollars in recognition for Louisville with numerous national media and major market outlets including *the NEW YORK TIMES*, *USA TODAY*, *CBS Sports*, *ESPN* and *ESPN.com*, *ABC Sports*, *SAN FRANCISCO CHRONICLE*, *LOS ANGELES TIMES*, *WASHINGTON POST* and *ATLANTA JOURNAL—CONSTITUTION*, as well as scores of university and college football web sites.



In 2010, Stanford University two-way starter Owen Marecic was selected as the inaugural Paul Hornung Award Winner.

As a senior, he started in all 13 Stanford games, nine on both sides of the ball, earning first team All-Pac 10 honors at fullback and honorable mention at linebacker. He logged an average of 110 plays per game – equivalent to nearly two full seasons – and was the only two-way starting player among Football Bowl Subdivision teams in 2010. Marecic was named American Football Coaches Association First Team All-America as the All-Purpose Player. Marecic was selected by Cleveland in the fourth round of the 2010 NFL Draft and has played two years with the Browns at fullback and on special teams.



University of Georgia senior Brandon Boykin was selected winner of the 2011 Paul Hornung Award.

A versatile player, Boykin was a defense star and an impact offense player. He played nearly every down at cornerback, played on the kickoff and punt coverage teams, and saw action at tailback, wide receiver and quarterback in a “wild-dog” offensive set. In the All-Southeastern Conference, he helped Georgia score in all three facets of the game. ESPN’s Mel Kiper selected Boykin for his NFL All Rookie team. “He made his mark as a kick returner and found his way onto the field in a crowded secondary,” said Kiper. “You could see him working his way into a starting job in 2013. I like his moxie and I think there’s room for development.” Boykin was drafted by the Philadelphia Eagles in the fourth round of the 2012 NFL Draft.

BART STARR

As a 17th round pick out of the University of Alabama in the 1956 NFL Draft, Bart Starr's professional career did not look promising. The former Tide quarterback's playing time was limited during his first three seasons with the Green Bay Packers, until Vince Lombardi took over the reins of the program. With Lombardi's approach, Starr reignited his self-confidence to become one of the NFL's greatest field leaders.

"Bart Starr is one of the all-time great football players in the history of the NFL," Paul Hornung said of his former teammate. "He was the proto-type Vince Lombardi quarterback – smart, tough and athletic with nerves of steel. Bart played his position so well that he made everyone on the field better."

In 1960, he led Green Bay to the Western Division championship, the first in a long run of successes for the Packers. During his record-setting seasons as the starting quarterback for Green Bay, he guided the team to an unprecedented five NFL titles and two Super Bowl championships, earning MVP honors during Super Bowls I and II.

The recipient of numerous honors, Starr received the NFL's Man of the Year Award in 1969 and was inducted into the Pro Football Hall of Fame in 1977.

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PAUL HORNUNG AWARD TROPHY

Paul Hornung's career on the football field reflected brilliance, versatility and the highest quality. Therefore, it is no surprise that Hornung chose Steuben crystal – American-made and the highest quality crystal in the world – as the medium to create the Paul Hornung Award Trophy, representing the most versatile player in major college football. This one-of-a-kind trophy incorporates an 8.25" solid Steuben crystal disc displayed on a hand-worked walnut base finished in a dark onyx stain

and highlighted with sterling silver plaques. The crystal disc in this trophy is emblazed with a spherical portrait of Hornung that appears to be floating internally in the sculpture. Below the portrait are three hand-engraved poses reflective of Hornung's diverse skills as a player: throwing, running and catching. The name of each winner will be inscribed annually on the plaque adorning this iconic trophy. The recipient will be awarded a smaller, individual version crafted in the same spirit as the original.





ANDREWS, ARCHER, AUSTIN, LEE 2012 PAUL HORNUNG AWARD FINALISTS

On December 7, 2012, the Louisville Sports Commission and Paul Hornung announced four finalists for the 2012 Paul Hornung Award: Antonio Andrews (Western Kentucky University), Dri Archer (Kent State University), Tavon Austin (West Virginia University) and Marqise Lee (University of Southern California).

"These finalists represent the best of the best playmakers in college football," said award namesake Paul Hornung. "They made a major impact this season for their teams in putting up big numbers and finding the end zone in multiple ways, just like I did when I played the game."



ANTONIO ANDREWS
WESTERN KENTUCKY UNIVERSITY

Western Kentucky University running back Antonio Andrews finished his stellar junior campaign with 3,161 all-purpose yards, a total that ranks second in FBS history behind only Oklahoma State's Barry Sanders (1988). Andrews led the nation in all-purpose yards and all-purpose yards per game (243.2) while also setting single-season WKU records for rushing yards (1,728) and 100-yard games (10). He was the only player in the nation to record more than 1,600 rushing yards and 400 yards receiving. The SI.com All-American capped his breakout season with 119 rushing yards in the Little Caesars Pizza Bowl and fell 88 yards shy of breaking the single-season all-purpose yardage record. He finished the 2012 season with 15 total touchdowns via 1,728 yards rushing, 432 yards receiving, and 1,001 yards returning punts and kicks.



DRI ARCHER
KENT STATE UNIVERSITY

Kent State running back Dri Archer burst onto the scene as a dynamic playmaker for the Golden Flashes in 2012, compiling 2,577 all-purpose yards and 23 total touchdowns. The do-it-all speedster was the only player in the country with a passing, rushing, receiving and kick return touchdown this season, and only five players found the end zone more than Archer. He racked up 117 all-purpose yards and a touchdown in Kent State's GoDaddy.com Bowl appearance. Archer's versatility landed him on the Associated Press, SI.com and ESPN.com All-American teams. Archer ended the year with 1,429 rushing yards, 561 yards receiving and 591 kickoff return yards. He joins West Virginia's Tavon Austin as the only players with more than 500 yards in three different statistical categories this season.



TAVON AUSTIN
WEST VIRGINIA UNIVERSITY

For the season, Austin compiled 2,910 all-purpose yards, an average of 223.8 yards per game. His average yards per game was 80 more than any other player in the Big 12 Conference and the second-best mark in the nation. Austin ran for 643 yards on 72 carries with three touchdowns, caught 114 passes for 1,289 yards and 12 touchdowns, had 32 kick returns for 813 yards with a touchdown, and returned 15 punts for 165 yards and a touchdown. Austin closed out his collegiate career with 150 all-purpose yards in West Virginia's Pinstripe Bowl appearance on Dec. 29.



MARQISE LEE
UNIVERSITY OF SOUTHERN CALIFORNIA

USC wide receiver Marqise Lee posted Pac-12 single-season records with 118 receptions and 1,721 receiving yards during his sophomore season. Lee totaled 15 touchdowns, with the average length of his scores being more than 40 yards. He finished the season with 2,683 all-purpose yards, a figure that ranked third in the nation. In the Hyundai Sun Bowl, Lee hauled in six catches for 41 yards, extending his national-best reception mark to 118. Lee was named Pac-12 Offensive Player of the Year and landed on various first-team All-American squads including the Associated Press, SI.com and ESPN.com. Lee's fourth-place finish in the Heisman Trophy voting was the highest of any wide receiver since Pittsburgh's Larry Fitzgerald finished second in 2003.

TAVON AUSTIN: ACTIONS SPEAK LOUDER THAN WORDS

2012 PAUL HORNUNG AWARD WINNER

Written by Katie Kane and Brian Kuppelweiser from WVU Sports Communications Office

When one watches Tavon Austin on the football field, the terms gifted, talented and jaw dropping are just some of the words that come to mind. However, if you were to ask Austin about the aptitude that he displays on the football field, you are most likely to receive few words from the extremely soft-spoken Baltimore native. For Austin, his actions speak louder than words – painting a masterpiece that has earned him some of the highest honors in college football.

“I think people tend to want leaders to be the loudest guy on the field, which isn’t the case,” said West Virginia Offensive Coordinator Shannon Dawson. “I say you have to find a way to be a leader within your own personality. He doesn’t really lead by rah-rah, which I like. I like a guy who goes out and does his job.”

During his junior season in 2011, Austin led the nation in all-purpose yardage as he averaged 198 yards per game. He was named an All-America First Team Return Specialist by CBSSports.com and Phil Steele, and named

to the third team by the Associated Press. He finished the season with 101 catches, a WVU single-season record and was one of two receivers to have 100 or more catches in Big East history.

With a full year of play in coach Dana Holgorsen’s offense, some wondered what more Austin could do during the 2012 season to improve upon his numbers. Not only did Austin raise the bar during the 2012 season, but he proved himself to be the nation’s most versatile player by contributing at inside receiver, running back, punt returner and kick returner.

Austin piled up 2,760 all-purpose yards in 2012, averaging 223.0 per outing. He finished with 72 carries for 643 yards and three touchdowns, 114 receptions for 1,289 yards and 12 touchdowns, 15 punt returns for 165 yards and a touchdown, and 32 kickoff returns for 813 yards and a touchdown. In addition, Austin was the first player in school history to score four different ways. Furthermore, he finished his career with the Mountaineers as the program’s career leader in receptions, receiving yards, kick return yards and kick return touchdowns.

“Tavon’s play on the field defines versatility, and as I said during the season, he was the most dangerous player in the nation with the ball in his hands,” West Virginia Head Coach Dana Holgorsen said. “He is deserving of such an honor as the Paul Hornung Award, and the program, the University and the state are very proud of him and his accomplishment.”

Included in that total is Austin’s game against Oklahoma on Nov. 7, in which he transitioned to running back seamlessly during the week, set a WVU record with 344 rushing yards and accumulated 572 all-purpose yards – the second most in a single game in FBS history. The game left coaches around the country in awe.

“He’s an exceptional athlete,” said Sooners’ coach Bob Stoops. “He hasn’t been back there at all before and he made a lot of plays; made us miss him.”

Kansas coach Charlie Weis and Iowa State coach Paul Rhoades echoed Stoops’ statements. “The kid’s already had a hundred catches on the year and now they put him at running back and he rushes for more than 300 yards against arguably one of the better defenses, especially against the run, that you can go against,” Weis said. “He’s a very, very special player - you don’t see that type of game against the University of Oklahoma,” said Rhoades. “Throw in the fact that he returns punts and returns kickoffs (and) I don’t think No. 1 is going to be my favorite number on the day that we play West Virginia.”

Due to Austin’s overall excellence on the field during the 2012 season, he earned All-America honors from authorities such as *Sports Illustrated*, Associated Press and the American Football Coaches Association, along with collecting honors from College Football Performance Awards as its 2012 All-Purpose Performer of the Year, the 2012 Jet Award Return Specialist and most recently, the Paul Hornung Award.

“I am honored and humbled to be selected as the winner of the prestigious Paul Hornung Award,” said Austin. “Whether I am on the field as a receiver, in the backfield or as a returner, I have

high expectations for myself, and I have always tried to use my versatility to help my team be successful. I want to thank my coaches and teammates for helping me achieve this honor.”

Although Austin’s feats are impressive, one must consider what he was going through personally to truly understand just how impressive they were. Back home in Baltimore, three of Austin’s close friends were murdered – each gone in a matter of four weeks during the season.

Austin knows that he is one of the lucky ones, as he has used his abilities and intelligence to emerge from the streets of Baltimore and into a position where he could find himself as a highly valued NFL prospect in the coming weeks. But with that type of fame, Austin sees an opportunity – an opportunity that will allow him to save those who may not be as lucky.

“Hopefully, if I get blessed and go to the NFL, I definitely will try to help out my community,” he said. “I want to go home and open up a group home and be a father-figure to some boys, because that’s something that I’ve never had in my life.”

Simply put, an action that would allow Austin’s actions to speak louder than his words.



WEST VIRGINIA FOOTBALL

The West Virginia University Department of Intercollegiate Athletics congratulates
Tavon Austin on winning the prestigious Paul Hornung Award.



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HOWARD SCHNELLENBERGER MVP AWARD

The Howard Schnellenberger MVP Award, presented annually to the most valuable player on the winning team in the University of Louisville – University of Kentucky football game, was created in 2010 by the Louisville Sports Commission and received the blessing of Schnellenberger, who has strong ties to both programs and remarkable football credentials.

A Louisville native, Schnellenberger was recruited to UK by the legendary Bear Bryant, earned varsity letters in 1952-53-54-55 and was an All-American tight end for the Wildcats under Blanton Collier as a senior. Schnellenberger was an assistant coach at UK under Collier in 1959 and 1960. As the head coach at UofL for 10 years (1985-1994), Schnellenberger is credited with rejuvenating the football program and boosting support for a new, on-campus stadium. He led the Cardinals to victories in the Liberty and Fiesta Bowls and is the only person enshrined in the athletic halls of fame at both universities.

In 2011, Schnellenberger retired as head coach and director of football operations at Florida Atlantic University, having built the Division I program from scratch starting in 1998. From the 1960s through the 1980s, he was an integral part of four college national championships and two Super Bowl victories. His upstart Miami Hurricanes won the 1983 title and he was offensive coordinator under Bryant at Alabama for titles in 1961-64-65. At Miami, Louisville and FAU, Schnellenberger-coached teams are a remarkable 6-0 in bowl games. He was the offensive coordinator for the Miami Dolphins under Don Shula, including the 17-0 season in 1972, and assistant under George Allen with the LA Rams.

Famed for his offensive football genius, Schnellenberger has influenced a memorable list of quarterbacks, including: Joe Namath, Kenny Stabler, Roman Gabriel, Bob Griese, Earl Morrall, Bert Jones, Jim Kelly, Bernie Kosar, Vinny Testaverde, Mark Richt, Browning Nagel, Jay Gruden, Jeff Brohm and Rusty Smith.

Schnellenberger and his wife, Beverlee, have two sons: Stuart and Tim. His eldest son, Stephen, passed away March 9, 2008. Grandchildren are Teather Ann, Joey and Marcus.

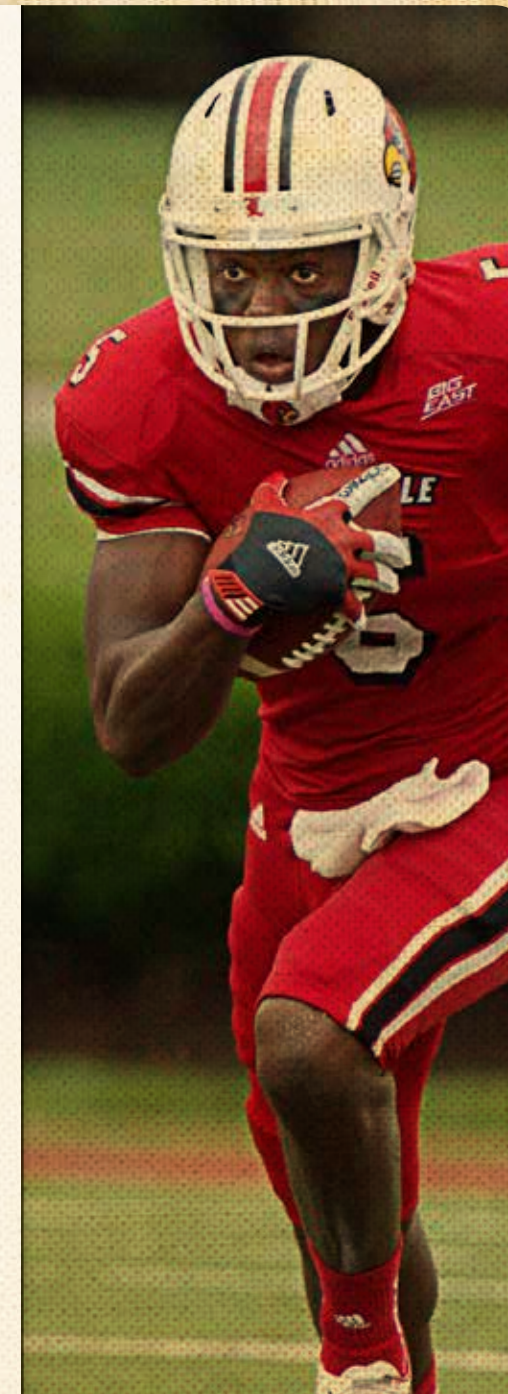
TEDDY BRIDGEWATER 2012 HOWARD SCHNELLENBERGER MVP AWARD

Sophomore quarterback Teddy Bridgewater earned the Howard Schnellenberger MVP Award with a sterling performance in University of Louisville's 32-14 win over Kentucky at Papa John's Cardinal Stadium.

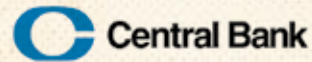
Bridgewater completed 19-21 passes for 232 yards and set a UofL single-game record with a 90.5 percent completion rate. He led UofL on a 15-play 99-yard scoring drive on the Cardinals' first possession and a six-play 85-yard scoring drive on their second possession for a lead they would never relinquish. Bridgewater also led UofL on a 93-yard scoring drive on the Cardinal's first possession of the second half. He relinquished play-calling duties to backup Will Stein for the remainder of the game after the Cardinals tallied their final score of the day with 4:37 to go in the third quarter.

Bridgewater helped Louisville to one of its most successful seasons in program history as the Cardinals won a share of the Big East Championship then defeated Florida in the Sugar Bowl, UofL's second BCS bowl victory in program history. The team finished the season 11-2, the fourth season with at least 11 wins in school history. In the Sugar Bowl, Bridgewater completed 20-of-32 passes for 266 yards and two touchdowns against the SEC powerhouse, stamping himself a legitimate Heisman Trophy Candidate in 2013. He finished the year with 3,718 yards and 27 touchdown passes. For his career, Bridgewater has 5,847 yards passing, which is sixth all-time in school history.

This is the third consecutive season that the Louisville Sports Commission has presented the Howard Schnellenberger MVP Award to the most valuable player on the winning team in the Governor's Cup annual rivalry between the University of Louisville and University of Kentucky football teams.



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