

INSPIRE.

A Centennial Campaign for the Rose Bowl Stadium

www.MichiganRoseBowl.com

INSPIRED BY THE PAST.

INSPIRING THE PRESENT.

INSPIRATION FOR THE FUTURE.



HISTORICAL MARKER HONORING BO SCHEMBECHLER AT THE ROSE BOWL STADIUM

“The Team, The Team, The Team.” That was Bo Schembechler's winning philosophy over the course of his 27 years as a collegiate head football coach. Schembechler used that philosophy to build successful teams out of individuals, to make men out of boys, and to create a coaching legend out of a prep football all-stater from Barberton (Ohio) High School.

Bo's loyalty to Michigan was matched only by the success of his teams which enabled him to achieve a career record at Michigan of 194-48-5 (making him the winningest coach in Michigan history) and an overall career record of 234-65-8 (a figure that placed him fifth in all-time victories at the time of his retirement).

Schembechler's Michigan teams won or shared 13 Big Ten Conference titles, resulting in Bo coaching in more Rose Bowl games (10) than any other head coach in the history of the Granddaddy of the Them All.

Bo retired after the 1990 Rose Bowl as the winningest active coach in all of college football and one of the most revered head coaches in history. In recognition of his immense contributions to the Rose Bowl and the game of college football, Schembechler was inducted into the Rose Bowl Hall of Fame and the College Football Hall of Fame in 1993.

We respectfully request your consideration of making a gift to recognize the impact of Coach Schembechler on the Rose Bowl Game and the Rose Bowl Stadium. Bo is a key part of the heritage at America's Stadium and the history of Michigan Football.

“Those Who Stay Will Be Champions.”
- Former Michigan Coach Bo Schembechler

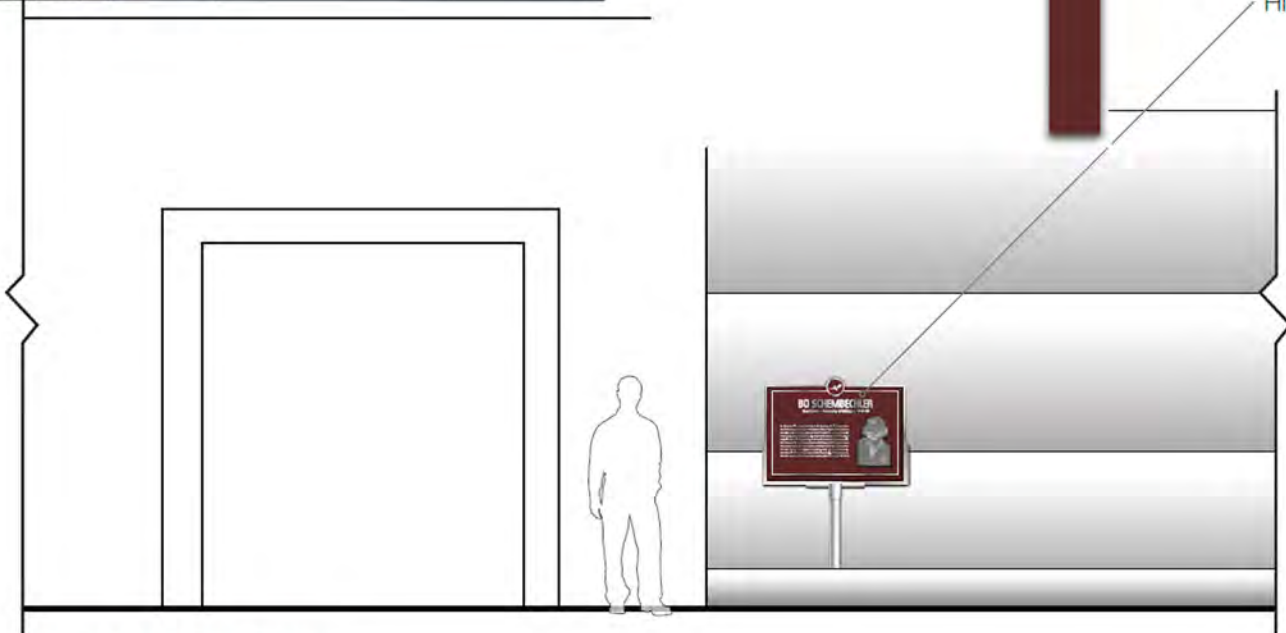




THE ROSE BOWL STADIUM, AMERICA'S STADIUM, HAS AUTHORED COUNTLESS ICONIC AND INSPIRATIONAL MOMENTS, MANY OF WHICH HINGE ON THE MEMORIES OF THE ROSE BOWL GAME, THE 'GRANDDADDY OF THEM ALL'



Historical marker



FRONT ELEVATION

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THE HISTORICAL SIGNIFICANCE OF PARTICULAR ICONS AND MOMENTS THAT HAVE DEFINED THE ICONIC TIMELINE OF THIS NATIONAL HISTORIC LANDMARK DESERVE TO BE CELEBRATED AND PORTRAYED FOR EDUCATIONAL AND INSPIRATIONAL PURPOSES.