

Meet **Rockee!**

Out of hundreds of ideas, voting and much conversation, the Rockford Rockets has a new mascot! Meet **Rockee!**

Surveys were sent out to students, parents, alumni and staff as well as available on our website to choose to the look and name of our mascot. Both choices for the Rockford district mascot were custom drawn to eliminate concerns with potential copyright or trademark violations. Hundreds of parents, students and community members voted and chose the animal version. Next, a survey was held to decide a name with the top five choices listed, with the top choice of **Rockee.**

The Purpose of a School Mascot

Mascots are images of animals or humans that are used to promote institutions and help brand an organization. They are normally designed to generate discussion, passion and excitement for an audience or spectators in a particular event or occasion. When an organization adds a mascot, it does not mean they will drop a historic icon or symbol. McDonalds as an example has “Ronald McDonald” a clown as their mascot. They kept the Golden Arches and large M within their branding scheme. Rockford will still be known as the **ROCKETS!** Clutch

the Bear is an example of this concept for a professional basketball team. He is the official mascot for the Houston ROCKETS.

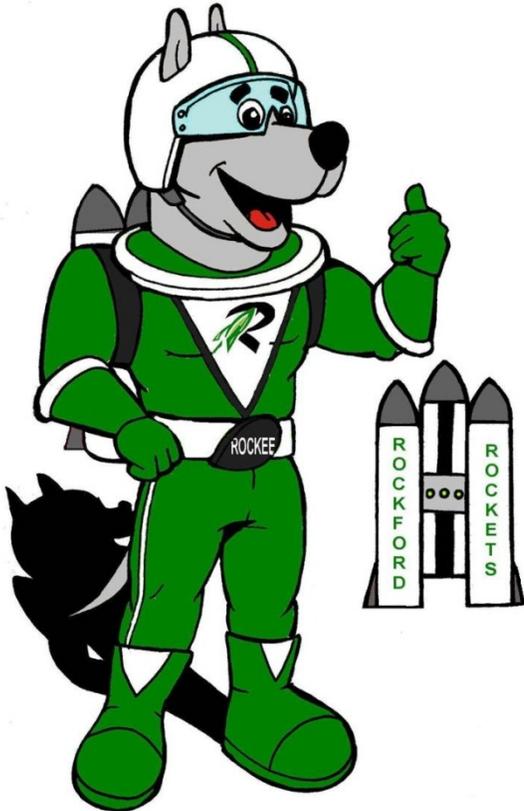
Clutch was created in 1995 when the Houston Rockets won the NBA championship. Since then, Clutch became very popular ending up being named the fifth most recognizable mascot in sports by USA. Clutch has always been a dominant presence among the youth of Houston. His ability to liven up Houston with his love and hilarious antics has been a staple in the Houston sports community. The man inside the suit, Chris Boudwin, says, “My goals are to be loveable and huggable with the children. I’m there to inspire the home court advantage, to be a cheerleader for our team, and to actually try and influence the outcome of a game and help us win. I’m there for comic relief and to make people laugh, and to give them a break from the athletic competition. Outside of games, I’m there to help market our team and spread our brand and image of the Rockets. I also help the youth make a lot of future-oriented decisions with a lot of the school shows that we do.”

Being a team mascot has been Boudwin’s love and focus for the past 15 years. His energy and spirit have been vital to maintaining a balanced poise for Houston and the Rockets. As is the case with anyone who’s the best at what they do, Boudwin has even more surprises up his sleeve for Rockets fans this season. “We always have some new material,” Boudwin said. “We’re always trying to find the balance between innovative new material and some fan-favorite traditions and stuff. There are some favorites that you’re gonna see that have been there year after year that fans just love, and then there’s always going to be some new and innovative stuff. I’m excited for the season to start. I can’t wait.”

Mascots as Part of the K-12 School Experience

Mascots are now becoming an established part of the K-12 school experience. In fact, annually, there is a contest in Minnesota where all the school mascots compete to “show off” their routines for getting fans fired up and we look forward to having **Rockee** become a part of this annual event.

Rockford Area Schools will be adding **Rockee** to heighten enthusiasm at games and reintroduce FUN for younger students as another element at our school activities. A mascot can help to link all three levels of our



school district (elementary, middle and high school) under an identifiable mascot character. **Rockee** will become a part of our high school spirit squad.

The Construction of **Rockee**

The next step is to begin the actual mascot construction process. This will be done by a company that designs and manufactures mascots for organizations. In addition, interested 2010-11 Rockford High School freshmen and sophomores will be given the opportunity to become our mascot through a tryout process (similar to the one used to select our cheerleaders) this spring. The individual selected will participate in a mascot training where they will learn the techniques, stunts, actions and proper protocol to be **Rockee**. The individual selected will be **Rockee** for their junior and senior years and also will be responsible to train the next student who will carry on the **Rockee** tradition. Supporting activities will also be a part of the mascot's responsibilities (i.e. pep fests, parades and special community events in and out of the school). We hope to introduce **Rockee** to the students and Rockford community by early fall 2011.

Examples of Area Team Mascots



TC the Bear
MN Twins Baseball



Nordy the Bear
MN Wild Hockey



“VIKTOR”
MN Vikings Football



“CRUNCH”
MN Timberwolves Basketball



Goldie the Gopher
University of MN