

CHAMPIONSHIP RING TRADITION

The history of championship rings is steeped in tradition. Many credit Green Bay Packers coach Vince Lombardi with beginning the Championship Ring tradition in 1961 following the Packers victory at Super Bowl I. That simple design featured a single .5 carat diamond. In the nearly 60 years following that first ring, organizations have created more and more elaborately designed rings that capture their unique championship journey through detailed storytelling. These rings not only bring teams together to celebrate that particular season, they bond them to a larger part of history and a group of champions spanning generations. Jostens continues to evolve, innovate and push the envelope to craft rings that lead the industry in quality and design. From one diamond on the Packers Super Bowl I Ring to the over 330 genuine stones found on the 2019 St. Louis Blues Stanley Cup Ring, Jostens has truly evolved into The Storyteller of Champions™.

HOW TO WEAR A CHAMPIONSHIP RING



Traditionally, Championship Rings are worn on the recipient's right hand, ring finger. However, should an individual have multiple Championship Rings – it is their preference which finger they want to wear the newest ring on.

A Championship Ring is something to be proud of, and a way to honor your school and program. Hence the tradition of wearing Championship Rings with your team's logo facing away from you so that those you greet outside your school know exactly which team you are a part of.

RING SYMBOLISM

Each championship season is unique and the journey to becoming champions is even more personal. Stone counts, stone colors and special details throughout each ring are designed to tell each team's story. Technology, innovation and master level stone setters help us achieve the detailed storytelling found on each and every ring.

Incorporating the symbolism of your championship ring into your ceremony brings a unique personal element to the event. Not only does it invite you to relive the season and the special moments that led up to becoming champions, it also gives you an opportunity to thank those who have supported you along the way.

SAMPLE SCRIPT TO INCLUDE IN CEREMONY:

"Upon receiving your ring, take a moment to realize all the hard work and dedication that has brought you to this moment and allowed you to earn this ring. The ring is a point of pride for you and this team. The ring should be worn on the finger you were sized for, typically your right hand, ring finger. Because this Championship Ring is something to be proud of, and honors our school and program, when you put your ring on, the logo should appear upside down to you if you held your hand out in front of you with your fingers pointing upward. This is the tradition so that it is visible to those you greet and they know exactly which team you are a part of."

