Howdy Cattle Baron’s Ball Pardners,

The Cattle Baron’s Ball is the American Cancer Society’s most prestigious event and is where Cowboys and Cowgirls come together for an evening of good ol’ western fun while helping to Take Cancer Down! Your support and sponsorship will help with both local efforts and national research as we all work to better detect, treat, prevent and eventually eliminate cancer.

The Cattle Baron’s Ball is presented by BayCare Health System and TD Bank and will be held on Saturday, February 24, 2018 at Armature Works. As you review our sponsorship package, you will find many exciting ways to partner with the American Cancer Society’s Cattle Baron’s Ball and spotlight your company at the same time. Each item description includes a list of all amenities you will receive as part of this vital partnership. In addition, you become our special guest at the most exciting event of the year in Tampa. Our mail outs and promotional items reach thousands of people every year, giving you the opportunity to become a visible supporter of a cause that is so meaningful.

Our American Cancer Society’s mission is simple, “Save lives, celebrate lives, and lead the fight for a world without cancer.” We thank our loyal donors who have had such an impact in the American Cancer Society’s research and their investment in our mission. Our tradition of excellence is bound to reach new heights this year as we gear up for the 2018 Cattle Baron’s Ball and Cowboy Up to Take Cancer Down!

We are honored to be part of American Cancer Society’s 2018 Cattle Baron’s Ball. We want to build on the advances of the Society’s research, prevention, patient support and treatment efforts to help eradicate cancer.

We ask that you join us in the fight against cancer and thank you in advance for your support of this special event. With your help, we will make the 2018 Cattle Baron’s Ball the most successful event ever!

Sincerely,

Gail & Mike Nursey
2018 Event Chairs

Renée & Ron Vaughn
2018 Honorary Chairs
Cattle Baron's Ball wants YOU to join us as a 2018 Cattle Baron's Ball sponsor, as we celebrate 21 Years and Cowboy Up to Take Cancer Down.

Cattle Baron's Ball is a fabulous event celebrating 21 years in Tampa Bay where cowboys and cowgirls come together for an evening of good old western fun! Thanks to our generous donors, sponsors and underwriters, our Cattle Baron's Ball has raised over $10 million for American Cancer Society since 1998.

Saturday, February 24, 2018. The Cattle Baron's Ball opens to all guests at 6:00 pm.

Armature Works, 1910 N Ola Ave, Tampa, FL 33602. Valet parking available.

Because it's not about the party; it's why we give the party! The donations we receive through the Cattle Baron's Ball make a significant impact in the fight against cancer. The American Cancer Society has funded 47 Noble Prize winners. With your donation, we can fund 48! Our mission is to save lives and celebrate life, every single day. Positioning yourself as a partner of the American Cancer Society - the largest private, not for profit, funder of cancer research – will bolster your company's reputation and demonstrate your commitment to your community.

Cattle Baron's Ball has always been a “boots and jeans” event!

Call us at 813.319.5906 or email at cbb.tpa@cancer.org
Cattle Baron’s Ball is a fabulous event celebrating 21 years in Tampa where cowboys and cowgirls come together for an evening of good old western fun! Grab your hat and dust off your boots, climb into your best western gear for the most enjoyable event this side of the Rio Grande! It promises to bring you a toe-tapping, knee-slapping, rip-roaring, kick up your heels good time!

*Will your employer match your donation?  
If so, double the impact of your donation by contacting Cathy Vallianatos at 813.319.5906
Table Sponsorship

**Appaloosa Table Sponsor - $15,000**
- A table for 10
- An invitation for 4 to a private VIP party honoring our major donors
- Recognition in the evening program and invitation
- Recognition at the event
- For individuals, membership in the American Cancer Society’s exclusive Laureate Society of Tampa*

**Mustang Table Sponsor - $10,000**
- A table for 10
- An invitation for 2 to a private VIP party honoring our major donors
- Recognition in the evening program
- Recognition at the event
- For individuals, membership in the American Cancer Society’s exclusive Laureate Society of Tampa*

**Palomino Table Sponsor - $6,000**
- A table for 10
- Recognition in the evening program

*The Laureate Society offers the highest recognition of the American Cancer Society. Members are invited to meet leading scientists, have access to a personal cancer liaison, are kept abreast on latest developments in cancer research and receive national and local recognition for their gifts.*
$6,000 Ranger Sponsor

Recognition Benefits:

- Name listed on Cattle Baron’s Ball website
- Recognition in the Cattle Baron’s Ball invitation
- Recognition in the Cattle Baron’s Ball evening program
- Recognition in Tampa Bay Business Journal
- Continuous name recognition at the event via Power Point presentation

Participant Benefits:

- 4 seats at the Cattle Baron’s Ball
- Invitation for 2 to the exclusive Cattle Baron’s Ball VIP party
- First right of refusal for 2019 event if committed by July 1, 2018
- Partnership with the nation’s leading voluntary health organization to fight the number one health concern through the American Cancer Society’s premier fundraising event in the community

Company name/logo printed along with The American Cancer Society Cattle Baron’s Ball logo, on one of the following*:

- Coffee Mugs (Tote Bag Item)
- Chip Clips (Tote Bag Item)
- Stress Ball (Tote Bag Item)
- Stadium Cups
- Koozie (Tote Bag Item)
- Cocktail Napkins for Cattle Baron’s Ball

*Other options are available.
$10,000 Trail Boss Sponsor

Recognition Benefits:
- Name listed on Cattle Baron’s Ball website
- Recognition in the Cattle Baron’s Ball invitation
- Recognition in the Cattle Baron’s Ball evening program
- Recognition in Tampa Bay Business Journal
- Continuous name recognition at the event via Power Point presentation

Participant Benefits:
- 6 seats at the Cattle Baron’s Ball
- Invitation for 4 to the exclusive Cattle Baron’s Ball VIP party
- First right of refusal for 2019 event if committed by July 1, 2018
- Partnership with the nation’s leading voluntary health organization to fight the number one health concern through the American Cancer Society’s premier fundraising event in the community
- For individuals, membership in the American Cancer Society’s exclusive Laureate Society of Tampa*

Company name/logo printed along with The American Cancer Society Cattle Baron’s Ball logo, on one of the following**:
- Live Auction Paddles
- Lighted Ice Cubes
- Ice Bar
- Registration Area
- Shot Glasses
- Evening Program

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**Other options are available.
$15,000 Tycoon Sponsor

Recognition Benefits:

• Name listed on Cattle Baron's Ball website
• Logo recognition in the Cattle Baron’s Ball invitation
• Logo recognition in the Cattle Baron's Ball evening program
• Recognition in Tampa Bay Business Journal
• Continuous name recognition at the event via Power Point presentation

Participant Benefits:

• 8 seats at the Cattle Baron's Ball
• Invitation for 6 to the exclusive Cattle Baron’s Ball VIP party
• First right of refusal for 2019 event if committed by July 1, 2018
• Partnership with the nation’s leading voluntary health organization to fight the number one health concern through the American Cancer Society’s premier fundraising event in the community
• For individuals, membership in the American Cancer Society’s exclusive Laureate Society of Tampa*

Company name/logo printed along with The American Cancer Society Cattle Baron’s Ball logo, on one of the following**:

• Invitation
• Limited Edition Bears
• Tote Bags
• Wine Bag
• Valet Parking
• Wall of Hope

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**Other options are available.
$25,000 Lone Star Sponsor

**Recognition Benefits:**
- Logo placement on Cattle Baron’s Ball website
- Logo recognition in the Cattle Baron’s Ball invitation
- Logo recognition in the Cattle Baron’s Ball evening program
- Recognition in Tampa Bay Business Journal
- Continuous name recognition at the event via Power Point presentation

**Participant Benefits:**
- 10 seats at the Cattle Baron’s Ball
- Invitation for 8 to the exclusive Cattle Baron’s Ball VIP party
- First right of refusal for 2019 event if committed by July 1, 2018
- Partnership with the nation’s leading voluntary health organization to fight the number one health concern through the American Cancer Society’s premier fundraising event in the community
- For individuals, membership in the American Cancer Society’s exclusive Laureate Society of Tampa*

*The Laureate Society offers the highest recognition of the American Cancer Society. Members are invited to meet leading scientists, have access to a personal cancer liaison, are kept abreast on latest developments in cancer research and receive national and local recognition for their gifts.*

Company name/logo printed along with The American Cancer Society Cattle Baron's Ball logo, on one of the following**:
- Silent Auction Area
- Mobile Bidding Sponsor
- Website
- VIP Party
- Event Decor

**Other options are available.
$50,000 Baron’s Hero Sponsor

Recognition Benefits:

- Logo recognition as co-presenting sponsor in all printed materials and collateral including but not limited to:
  o Save-The-Date (if committed by August 1, 2017)
  o Invitation
  o Program
  o Website
- Logo recognition as co-presenting sponsor on all promotional materials, including print and electronic media
- Prominent recognition/live mention in the Cattle Baron’s Ball evening program
- Continuous name recognition at the event via PowerPoint presentation
- Company name/logo displayed in prominent area at Cattle Baron’s Ball
- Industry exclusivity sponsorship level

Participant Benefits:

- 20 seats at the Cattle Baron’s Ball (2 tables)
- Invitation for 10 to the exclusive Cattle Baron’s Ball VIP party
- Invitation for 2 to the Laureate Society Luncheon
- Invitation to speak at Cattle Baron’s events, including VIP party (Jan 2018) and Cattle Baron's Ball
- CEO or designee invited to welcome guests at the entrance/registration area of Cattle Baron's Ball
- First right of refusal for 2019 event if committed by July 1, 2018 (Presenting or Co-Presenting)
- Partnership with the nation’s leading voluntary health organization to fight the number one health concern through the American Cancer Society’s premier fundraising event in the community
- For individuals, membership in the American Cancer Society’s exclusive Laureate Society of Tampa*

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Help us Fund the Mission!
The American Cancer Society’s mission is simple…Save lives and celebrate life. Every single day. We vision a world free from the pain and suffering of cancer. Our purpose is to achieve it.

Below are tangible examples of how your contribution can help those touched by cancer. Mission gifts are 100% tax deductible; therefore, no amenities are offered with mission gifts.

$15,000 – Rally For Research
This donation goes towards funding American Cancer Society groundbreaking research.

$10,000 – Home Away From Home
This donation will provide free lodging for 12 patients and caregivers at an American Cancer Society’s Hope Lodge

$5,000 – Patient Support
This donation will provide 124 round trips to treatment for a local cancer patient through the American Cancer Society’s Road to Recovery Program.

$2,500 – Patient Support
This donation will provide 10 cancer patients with a makeup kit for the American Cancer Society’s Look Good…Feel Better program.

*Will your employer match your donation? If so, double the impact of your donation by contacting Cathy Vallianatos at 813.319.5906.
2018 Cattle Baron’s Ball

Sponsorship Commitment Form: Please print all names legibly and exactly as they should appear (if applicable) in all publications.

* All donations must be received prior to event.

Check enclosed: $ ____________ (Payable to American Cancer Society Tax ID #13-1788491)

Credit Card (Please circle one): Visa MasterCard American Express Discover

Name as it appears on card: __________________________________________________________

Card No: __________________________________________ CVV Code: _________ Exp: __________

Cardholder Signature: __________________________________________________________________________

Mailing Address on Card: ____________________________________________________________________________

City: __________________________________________ State: __________ Zip: __________

Company Name (as it should appear in print)

Contact Person: __________________________ Phone: __________ Email: __________

Address: __________________________________________________________________________________________

City: __________________________________________ State: __________ Zip: __________

Bill me NOW: ________________ Bill me ON: ________________

Signature of Donor: __________________________

Sponsorship

____ SOLD Baron’s Hero Presenting Sponsor (Seats 20)

____ $25,000 Lone Star Sponsor (Seats 10) Sponsored Item__________________________

____ $15,000 Tycoon Sponsor (Seats 8) Sponsored Item__________________________

____ $10,000 Trail Boss Sponsor (Seats 6) Sponsored Item__________________________

____ $6,000 Ranger Sponsor (Seats 4) Sponsored Item__________________________

Table

____ $15,000 Appaloosa (Seats 10/VIP tickets for 4)

____ $10,000 Mustang (Seats 10/VIP tickets for 2)

____ $6,000 Palomino (Seats 10)

Donation

__________ Mission Donation (No amenities included, 100% tax deductible)

Commissions received by November 1, 2017, will be listed (if applicable) in the Cattle Baron’s Ball Invitation or by January 1, 2018 for recognition in the evening program.

Please keep a copy for your records. For additional information, please contact Cathy Vallianatos at the American Cancer Society

Ph (813) 319-5906, Fax (813) 319-4431, Cathy.Vallianatos@cancer.org * 3709 West Jetton Ave, Tampa, FL 33629

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