

25<sup>th</sup> Anniversary



**SATURDAY, NOVEMBER 6, 2021  
6 P.M. — MIDNIGHT**

**The Glass Factory  
601 Myrtle Ave., N.  
Jacksonville, Florida 32204**



## *25th Anniversary Celebration.*

Last year, we were supposed to celebrate our 25th Anniversary, and unfortunately, we had to switch gears due to COVID. Since we missed the opportunity to celebrate 25 AMAZING years of leading the fight against cancer in-person, we decided to celebrate our 25th Anniversary in 2021! Please join us as we celebrate new beginnings and endless opportunities with our “Silver Lining” themed Cowford Ball, featuring gourmet food, an incredible live and silent auction, casino games, and live music that will have you dancing and singing all night! Saturday, November 6, will be an evening you won’t want to miss! So, grab your favorite boots, cowboy hat, some silver bling, and get your tickets to the most sought-after gala in town.

*25th  
Anniversary*



*We can't  
wait to see  
you there!*

**Saturday, November 6, 2021  
6:00 P.M.—Midnight  
The Glass Factory | 601 Myrtle Ave N | Jacksonville, FL 32204**

*The safety of participants, volunteers, cancer survivors, and staff is always our top priority. We regularly assess potential for in-person events and strictly adhere to all federal and local health department guidance including event size. Thank you for your partnership in this endeavor.*



**Ryan Michelle Grimes  
and Keely Kopp**  
*Event Chairs*



**Sarah and  
Ted Foster**  
*Event Vice-Chairs*

## *There's always a Silver Lining!*

Over the years, the American Cancer Society has contributed greatly to our community, our families, and the health of our loved ones through the efforts of our annual Cowford Ball. In honor of that effort, we are pleased to announce the 25th Anniversary of Cowford Ball, aptly themed, "Silver Lining."

This past year in many ways has taught us the value of our good health, the wealth of a strong community, and the strength of our family and loved ones.

Today, we ask that you invest in our community by sponsoring the 25th Annual Cowford Ball; where the giving spirit of the Jacksonville community shines brightest, unified in our fight against cancer.

Cowford Ball is a premier social event in Jacksonville, where our community cause, western flare, casino games, five-star catering, and live auction attracts over 500 guests each year. Thanks to the heart and support of our benefactors we have raised over \$9,000,000 to date! Revenue from this event directly serves the Jacksonville community and is used for groundbreaking cancer research, and the many lifesaving and life-changing services the American Cancer Society provides.

Cowford Ball strives to celebrate survivors of cancer, remember loved ones lost, and support the American Cancer Society in its fight against cancer.

Please join us as we fight to regain ground against cancer by committing to the partnership level of your choosing. Every contribution makes a world of a difference to a family or patient in need.

Then, dust off your blue jeans, cowboy hats, boots, and a bit of silver bling, and join us for our 25th Anniversary Celebration!

*2021 is a year of new beginnings and endless opportunities!*

Sincerely,

**Ryan Michelle Grimes  
Keely Kopp**  
Event Chairs



ATTENDANCE  
**500+**

FUNDS RAISED  
Since its inception in  
1995 the Cowford Ball  
has raised over  
**\$9,000,000.**

Funds raised at  
Cowford Ball 2021  
will be used to  
**save lives, celebrate  
lives, and lead the  
fight for a world  
without cancer  
through local  
programs and  
services, and  
cancer research.**

# The Cowford Ball

## EVENT HISTORY

The American Cancer Society's western themed galas originated in Dallas, Texas more than 40 years ago and have become the organization's signature event, with more than 50 nationwide. In most markets these galas are known as the Cattle Baron's Ball, but here in Jacksonville, which was once known as Cowford, we made it our own.

The Cowford Ball is where cowboys and cowgirls come together for an evening of good ol' western fun, and it is your company's most prestigious and exciting opportunity to make a commitment in the fight against cancer and support local cancer patients.

# Why Become a Corporate Partner?

**Positioning yourself as a partner of the American Cancer Society – the largest and most respected voluntary health organization in the United States – will bolster your company's reputation and demonstrate your commitment to serving the community.**

Your commitment helps ensure that life-saving research continues, and innovative ideas are not lost.

Imagine the next idea that needs your support right now. Cancer patients can't afford for research to be placed on hold. Failing to invest in research now means that we will have less knowledge on how to prevent and treat cancer, lost progress towards a cure, and ultimately, more deaths from cancer. In these challenging times, the American Cancer Society is leaning on our strongest supporters to help ensure essential and life-saving research continues. Will you join us in our ambitious effort?

““ *The impact that the ACS grant has had on my career is beyond profound. In this era of extreme difficulty in obtaining federal funding, the ACS grant in the early part of my career made it possible to ask questions that not only were outside the box, but also ones that may have a giant impact on a wide swath of cancer patients. The ACS funding enabled me to do what I always dreamed of – namely asking big questions in the attempt at doing the most for our cancer patients. As a physician scientist, the funding has led to preclinical data that may actually drive the development of clinical trials tested in several different types of cancer patients. With traditional routes of funding, there is limited scope to ask questions that may lead to critical advances, with more of an emphasis on incremental advances. The ACS allows scientists to aim for the greatest benefits for cancer patients. The ACS Research Scholar Grant ultimately has jump started my career and permitted our work to reach and be accepted by a more mainstream audience. For that, we will be forever grateful to the ACS.* ””

– Puneeth Iyengar, MD, PhD, UT Southwestern Medical Center

# Partnership Opportunities

PRESENTING SILVER LINING	\$25,000
DIAMOND SPUR	\$20,000
RUBY SPUR	\$15,000
EMERALD SPUR	\$10,000
SAPPHIRE SPUR	\$7,500
TOPAZ SPUR	\$5,000
ONYX SPUR	\$2,500



## Important

### *Print Deadlines*

**LOGO DEADLINE  
June 25, 2021**

**VOLUNTEER T-SHIRTS  
EVENT SIGNAGE**

**CORPORATE SPONSOR  
RECOGNITION  
OPPORTUNITY IN  
EVENING PROGRAM  
GUIDE  
August 13, 2021**

# Beating Cancer Takes More than Medicine

Over the past 108 years, the American Cancer Society has been working relentlessly to end cancer and provide services to those living with cancer. We are not there yet, but with the help of our donors, we've made some incredible progress:

- ★ 5 billion invested in cancer research
- ★ 915 thousand screenings in underserved communities
- ★ 2.9 million averted cancer deaths since 1991
- ★ 49 funded researchers who have won the Nobel Prize

We're helping to save more lives than ever before by empowering activists, conducting breakthrough research, providing patient services and access to care.

Highlights include:

- ★ Nearly 543 thousand nights of free lodging
- ★ Nearly 480 thousand free rides to cancer treatment
- ★ Responded to 1.42 million calls and chats from individuals with cancer questions and concerns
- ★ Over 118 thousand page visits to cancer.org by those looking for information, news, and local programs and services
- ★ New guidelines recommended for colorectal cancer screening beginning at age 45 for people at average risk

**Together, we're making a difference -  
and you can too!**

Become a sponsor to help us save lives!



**It takes...**

**Breakthrough  
research**



**Free lodging  
near treatment**



**24/7/365  
live helpline**



**Rides to  
treatment**

# Mission Opportunities

*Can't attend the Cowford Ball, but still want to help us attack cancer from every angle?*

## **HOME AWAY FROM HOME \$5,000**

\$5,000 could provide help a cancer patient and their caregiver with a month of free lodging at an American Cancer Society Hope Lodge when their best hope for effective treatment is away from home.

## **RIDES \$5,000**

\$5,000 could help provide 500 rides to and from treatment for cancer patients who otherwise may not have access to lifesaving care.

## **RESEARCH \$3,500**

\$3,500 could help support 3 years of follow-up for 100 participants enrolled in our Cancer Prevention Study - 3, a research study that will help us better understand what causes cancer so that we can ultimately help prevent it.

## **INFORMATION \$2,500**

\$2,500 could help provide free 24-hour information and support via phone, email, and online chats for 100 people.

## **NAVIGATION \$1,500**

\$1,500 could help connect trained patient navigation to 10 cancer patients so they can understand their diagnosis and get the help they need.

## **SUPPORT \$1,000**

\$1,000 could help provide a breast cancer patient with one-on-one peer support from a trained volunteer breast cancer survivor.



Help us  
attack  
cancer  
from  
every  
angle!





Don't see a  
sponsorship that  
suits your  
organization?

Please contact

Kayla Nasr

Senior Development  
Manager,

Distinguished Events, at

[kayla.nasr@cancer.org](mailto:kayla.nasr@cancer.org)

to discuss custom

sponsorship packages.



Partnership Benefits	Presenting Sponsor Silver Lining	Diamond Spur
<b>Exclusivity</b>	\$25,000	\$20,000
	<ul style="list-style-type: none"> <li>Industry Exclusivity</li> <li>First right of refusal for 2022 Presenting Sponsor</li> <li>Presented in all promotions and press releases as "American Cancer Society Cowford Ball presented by..."</li> </ul>	
<b>Reserved Seating</b>	2 Tables Front & Center (20 seats)	10 (10 seats)
<b>Premier Seating Location and Signage</b>	★	
<b>Tablesides Wine and Spirits</b> <i>(All Evening)</i>	★	★
<b>Tablesides Wine and Spirits</b> <i>(During Evening Presentation)</i>		
<b>Speaking Opportunity During Evening Program</b>	★	
<b>Stage Recognition</b>	Verbal Recognition During Program	Verbal Recognition During Program
<b>Corporate Recognition Opportunity in evening program</b> <i>(Due August 13, 2021)</i>	Full-page, choice of position	1/2 page
<b>Event Signage</b> <i>(Logo Due June 25, 2021)</i>	Sponsor Welcome Sign (Logo), Table Signage and Video Screens	Sponsor Welcome Sign (Listing), Table Signage and Video Screens
<b>Corporate Sponsorship Event Signage Naming Opportunity</b> <i>(Availability based on reservation)</i>	★	★
<b>Volunteer T-shirts</b> <i>(Logo Due June 25, 2021)</i>	Top Back, Large	Middle Back
<b>Social Media</b>	★	★
<b>Event Invitation</b> <i>(Logo Due June 25, 2021)</i>	Logo	Listing

# Ball 2021

## Sponsorship Opportunities

Ruby Spur	Emerald Spur	Sapphire Spur	Topaz Spur	Onyx Spur
\$15,000	\$10,000	\$7,500	\$5,000	\$2,500
10 (10 seats)	10 (10 seats)	8 (8 seats)	8 reserved seats	4 reserved seats
★				
Verbal Recognition During Program	Verbal Recognition During Program	Verbal Recognition During Program		
1/2 page	1/4 page	1/4 page	1/4 page	1/8 page
Sponsor Welcome Sign (Listing), Table Signage and Video Screens	Sponsor Welcome Sign (Listing), Table Signage and Video Screens	Sponsor Welcome Sign (Listing), Table Signage and Video Screens	Sponsor Welcome Sign (Listing), Table Signage and Video Screens	Sponsor Welcome Sign (Listing), Table Signage and Video Screens
★	★			
Middle Back	Lower Back	Lower Back	Lower Back	Lower Back
★	★	★	★	★
Listing	Listing	Listing	Listing	Listing



# 2021



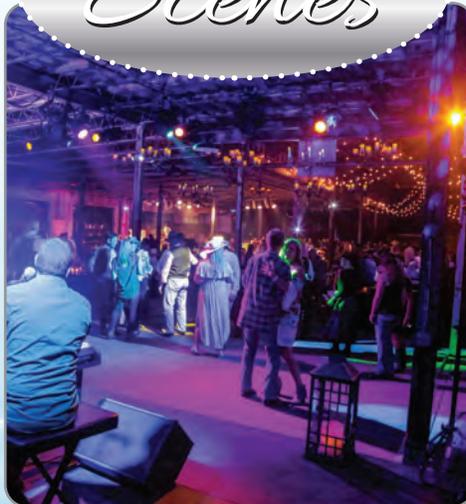
**Does your company have an affiliate?**

**Join together in a joint sponsorship!**





*Scenes*



# Commitment Form

## The American Cancer Society Cowford Ball 2021

Please print all names legibly and exactly as they should appear in all publications.

Corporate    Individual    Foundation   Date \_\_\_\_\_

Donor's Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (   ) \_\_\_\_\_

Email \_\_\_\_\_ Fax (   ) \_\_\_\_\_

I would like my name/company to appear in event publications as \_\_\_\_\_

*Please send high resolution logo-VECTOR PREFERRED via e-mail to Kayla Nasr (kayla.nasr@cancer.org)*

I would not like my name/company to appear in event publications.

### PRINT DEADLINES

High Resolution Vector Logo

**Due June 25, 2021**

(Event Signage, T-shirts)

Corporate Sponsorship Recognition Opportunity **Due August 13, 2021**

(Size specifications by Partner Level)

### PARTNERSHIP CATEGORY:

Presenting   \$25,000 \_\_\_\_\_    Sapphire Spur   \$7,500 \_\_\_\_\_

Diamond Spur   \$20,000 \_\_\_\_\_    Topaz Spur   \$5,000 \_\_\_\_\_

Ruby Spur   \$15,000 \_\_\_\_\_    Onyx Spur   \$2,500 \_\_\_\_\_

Emerald Spur   \$10,000 \_\_\_\_\_

### BILLING INFORMATION:

ACS FED ID NO.: 13-1788491

Please make checks payable to **AMERICAN CANCER SOCIETY**

Check enclosed: \$ \_\_\_\_\_ **AND WRITE "SOCIETY KEY: WUHPAD" IN MEMO FIELD OF CHECK.**

Please invoice (specify special instructions) \_\_\_\_\_

Please charge my:    MasterCard    Visa    AMEX    Discover Card

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Signature of Donor \_\_\_\_\_

**DONOR:** Please make a copy of this form after it is completed.

Tear at perforation and return the original to:



### THE AMERICAN CANCER SOCIETY COWFORD BALL 2021

ATTN: Jacksonville Cowford Ball

12810 USF Magnolia Drive

Tampa, FL 33612

(904) 479-2959 • FAX: (904) 396-0240

kayla.nasr@cancer.org



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The American Cancer Society

COWFORD BALL 2021

12810 USF Magnolia Drive, Tampa, FL 33612