Attacking from every angle.
On behalf of the American Cancer Society, we would like to invite you to participate in the fight against cancer by attending one of the most fun and entertaining events of the season. Please join us at Armature Works on May 16, 2020 for the 23rd Annual Cattle Baron's Ball of Tampa. We'll be throwing one heck of a ho-down including amazing food, fun contests, auctions, and live country music. If you haven't been before, this ain't your typical black-tie affair.

Cattle Baron's does everything bigger, and this year's event is no exception. The Cattle Baron's Ball Cabinet is putting together an event that maximizes the ho-down and minimizes the sittin' around, with a shorter program, more music, more dancing, and, overall, more country than you've ever seen before. The greatest thing about all the fun you'll be having is that you'll be fighting cancer the whole time, with proceeds from the event supporting the local American Cancer Society and its work providing cancer research and patient support.

Whether you've been attending for years or you're considering coming to the Ball for the first time, we sincerely appreciate each and every one of you. We promise a great event supporting a live saving cause. We hope you can make it! YEE-HAW!

Cattle Baron's Ball Chairs, Bert McBride & Alissa Kranz

Honorary Chair, Alex Sink
ABOUT THE 2020 CATTLE BARON’S BALL

THE AMERICAN CANCER SOCIETY’S 23RD TAMPA CATTLE BARON’S BALL
SATURDAY, MAY 16, 2020
AT ARMATURE WORKS
FESTIVITIES BEGIN AT 6 P.M.

WHO IS ATTENDING?
More than 500 guests are expected to attend, including corporate sponsors, business owners and philanthropic leaders in our community.

JOIN US FOR THE 23RD TAMPA CATTLE BARON’S BALL
This western themed, fun gala promises to be a night you’ll never forget with spectacular live and silent auctions, scrumptious food, great entertainment and dancing.

We’re attacking cancer from every angle and in the past your contributions have helped cancer patients in the Tampa Bay Area:

- Funded millions in research grants at Florida Hospitals
- Provided Services to cancer patients through our local programs
- Provided information and support to patients through our American Cancer Society National Cancer Information Center
- Transported patients to their life-saving cancer treatments through our Road To Recovery Transportation Program
- Provided free lodging in our Hope Lodge to patients who traveled to Tampa for their life-saving cancer care
- Provided a one-on-one virtual connection for newly diagnosed breast cancer patients with a survivor, through our Reach To Recovery Program
EVENT HISTORY

The first American Cancer Society Cattle Baron’s Ball was held in 1974 in Dallas, TX. Since then, the Cattle Baron’s Ball has grown into one of the premier fundraising events, both locally and across the nation, supporting the American Cancer Society’s mission to save lives, celebrate lives, and lead the fight for a world without cancer.

The Tampa Cattle Baron’s Ball was the first of its kind in the state of Florida. Featuring remarkable support from the Tampa Bay area top executives and community leaders, the Tampa Cattle Baron’s Ball continues to make a measurable difference in the fight against cancer year after year. This event brings community members together, who are committed to raising awareness and funds to help finish the fight.
BECOMING A CORPORATE SPONSOR

Are you tired of attending the same black-tie galas in Tampa? Do you want to experience a unique and fun event, while supporting our lifesaving mission? Then we invite you to find the sponsorship level that works for you and join us for the 2020 Cattle Baron’s Ball.

WHY BECOME A CORPORATE SPONSOR

• Positioning yourself as a partner of the American Cancer Society - the largest and most respected voluntary health organization in the US - will bolster your company’s reputation and demonstrate your commitment to serving the community.
• 74% of consumers are likely to support a sponsor associated with a charity like the American Cancer Society.
• Our brand helps to clearly identify our organization, set it apart from other organizations and ultimately create relationships with our communities.
• The American Cancer Society has a 98% recognition rate among Americans. No other health organization has a higher rating.
• Americans believe cancer is the single most important health problem they face.
• Approximately 1.7 million new cancer cases are expected to be diagnosed in the US this year. More than 595,000 Americans will lose their battle. That’s more than 1,600 people a day. You can help us move one step closer to a world free from the pain and suffering of cancer by joining us at the Cattle Baron’s Ball.
BARON’S HERO
PRESENTING SPONSOR
$50,000

- Exclusive Sponsorship Level: Only one Presenting Sponsor available
- 20 Premier Seats at 2020 Cattle Baron’s Ball
- 10 Admissions to Private VIP Party
- Corporate Executive Invited to Speak at VIP Party and 2020 Event
- Full Page Company Graphic in Event Program with Premier Placement
- Logo Recognition as Presenting Sponsor on All Collateral Including, but Not Limited to: Invitation, Printed Media Campaign, Program, Slide Show, Signage, Website, and Social Media
- Logo projected with GOBO lights during the gala
- Prominent Recognition/Live Mention in the Cattle Baron’s Ball Evening Program
- Opportunity to Co-Brand an Item for Guest Tote Bags
- Naming Opportunity for the Welcome Photo Op (Step and Repeat)
- Company Executive Invitation to be part of the Cattle Baron’s Ball Cabinet

LONE STAR SPONSOR
$25,000

- 16 Priority Seats at 2020 Cattle Baron’s Ball
- 8 Admissions to Private VIP Party
- 1/2 Page Company Graphic in Event Program
- Logo Recognition on Invitation, Printed Media Campaign, Program, Slide Show, Signage, Website and Social Media.
- Opportunity to Co-Brand an Item for Guest Tote Bags
- Naming Opportunity for One of the Following Items:
  - Mobile Bidding Home Page
  - VIP Party
TYCOON SPONSOR
$15,000
- 12 Priority Seats at 2020 Cattle Baron’s Ball
- 6 Admissions to Private VIP Party
- ¼ Page Company Graphic in Event Program
- Logo Recognition on Event Invitation, Printed Media Campaign, Program, Slide Show, Signage, Website and Social Media
- Opportunity to Co-Brand an Item for Guest Tote Bags
- Naming Opportunity for One of the Following Items:
  - Guest Tote Bags
  - Evening Program
  - Valet Parking
  - Registration
  - Cocktail Napkins
  - Mission Cowbells
  - Silent Auction Area
  - Live Auction

TRAIL BOSS SPONSOR
$10,000
- 10 Preferred Seats at the 2020 Cattle Baron’s Ball
- 4 Admissions to Private VIP Party
- ¼ Page Company Graphic in Event Program
- Logo Recognition on Event Invitation, Printed Media Campaign, Program, Slide Show, Signage, Website and Social Media
- Opportunity to Co-Brand an Item for Guest Tote Bags

RANGER SPONSOR
$6,000
- 10 Preferred Seats at the 2020 Cattle Baron’s Ball
- 4 Admissions to Private VIP Party
- ¼ Page Company Graphic in Event Program
- Logo Recognition on Event Invitation, Printed Media Campaign, Program, Slide Show, Signage, Website and Social Media
- Opportunity to Co-Brand an Item for Guest Tote Bags
IN-KIND & UNDERWRITING OPPORTUNITIES

Underwriting commitments include public recognition of underwriter in the Program, Slide Show and Signage. There are additional underwriting opportunities available, please contact Celia Hagerman (Celia.hagerman@cancer.org) to receive further information.

___ $10,000 Beer/alcohol
___ $10,000 All Video
___ $4,000 Auctioneer
___ $1,800 Band
___ $1,500 Floral

MISSION FUNDING

Interested in funding the mission? Here are some mission funding opportunities:

**Give Hope a Home $10,000**
This donation provides free lodging for patients and their caregivers at an American Cancer Society Hope Lodge during their treatment, and a Room of Hope will be named in your honor.

**Road to Recovery $5,000**
This donation could provide 125 round trips to treatment for a local cancer patient through American Cancer Society’s Road to Recovery Program.

**Research Support $1,000**
This donation helps an American Cancer Society funded researcher purchase test tubes and other needed supplies.

LAUREATE SOCIETY

Our Laureate Society members are individuals and family foundations who invest in the American Cancer Society mission with an annual gift of $10,000 or more.

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

*Commitment forms must be received by November 30, 2019 to receive full sponsorship benefits.

Please Invoice ___________

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

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

Card Number: ____________________________________________________________
CVV _______________ Exp. __________________________
Name as it appears on card: ________________________________________________
Cardholder signature: _____________________________________________________
Billing Address: __________________________________________________________
City: ___________________________ State: ________________ Zip: __________

Company Name (as it should appear in print):
________________________________________

Contact Person: ____________________________
Email: ____________________________________

SPONSORSHIP OPPORTUNITY:

__$50,000 BARON’S HERO PRESENTING SPONSOR  __$25,000 LONE STAR SPONSOR
__$15,000 TYCOON SPONSOR  __$10,000 TRAIL BOSS SPONSOR
__$ 6,000 RANGER SPONSOR  __$10,000 GIVE HOPE A HOME
__$ 5,000 ROAD TO RECOVERY  __$1,000 RESEARCH SUPPORT
__ OTHER AMOUNT: $ ________________

My company offers matching gifts: ____Yes  ____No

Mission Gifts are 100% deductible.

Please keep a copy for your records and send a completed copy to Jenna Norvell at
American Cancer Society. Ph (813)319.5902| CBB.TPA@cancer.org |
3709 W. Jetton Ave, Tampa, FL 33629
THANKS TO YOUR SUPPORT, WE ARE LEADING THE FIGHT FOR A WORLD WITHOUT CANCER!

For more information contact: Celia Hagerman
Celia.hagerman@cancer.org
813-319-5106