AMERICAN CANCER SOCIETY
POLK COUNTY

CATTLE BARON'S BALL
2020

SPARKLES & SPURS

Presented By

Southern Homes
A NEIGHBOR YOU CAN TRUST

SPONSOR PACKET
WHAT: The Cattle Baron's Ball is a distinguished fundraising event featuring an evening of western flare with entertainment, silent and live auctions, dancing, games, and great food. Join us for a splendid night of Sparkles & Spurs!

WHY: At this special event, Polk County comes together to fundraise and bring awareness to the importance of cancer research and the programs and services provided through the American Cancer Society. Our mission is to save lives, celebrate lives, and eliminate cancer.

WHERE: The tradition continues at Bunch Ranch! The Bunch Ranch property is over 100 years old and has been renovated by Mr. and Mrs. David and Jean Bunch. Between the stately live oaks and the western ambiance, we invite you to join us for a beautiful, memorable evening.

WHEN: November 7th, 2020

Sponsorship Opportunities

Presenting Sparkles & Spurs Sponsor: $20,000 - Exclusive
Diamond Spur Sponsor: $10,000 - Limited to 4 sponsors
Ruby Spur Sponsor: $5,000
Sapphire Spur Sponsor: $2,000
Table Spur Sponsor: $1,000

Additional exclusive sponsorship opportunities found within this packet!
COVID-19 has shifted the needs of cancer patients and communities. We need your help to sustain and create vital resources during this difficult time. Donating to the American Cancer Society will support:

**INFORMATION FOR CANCER PATIENTS**

We’re continually sharing vital information and guidance to keep patients safe and informed.

- **Hub:** Cancer.org/Coronavirus
- **Article:** "Common Questions about the Coronavirus Outbreak"
- **Podcast:** What Cancer Patients and Caregivers Need to Know About COVID-19

**HOPE LODGE® COVID-19 RESPONSE FUND**

Because of COVID-19, we had to suspend traditional operations of our Hope Lodge facilities, which serves as a home away from home for cancer patients during treatment. Today, we have an opportunity to open these facilities to front-line health care workers to provide respite from the pandemic.

**As of April 21, 2020:**

- **428** rooms at 14 Hope Lodge communities currently available to health care workers
- **3** Hope Lodge facilities on track to open doors
- **8** Hope Lodge communities in talks with hospital partners

**REduced isolation**

We’re working to add video conferencing to our 24/7 cancer helpline to ensure patients and families get the answers they need and face-to-face discussions in a time of social distancing.

- **80%:** COVID-related calls in March
- **$50K:** Information and support for 2,000 callers

**Advocacy for cancer community**

ACS CAN, our nonprofit, nonpartisan, advocacy affiliate, is working tirelessly to continue to advance the cancer-fighting mission during these trying times.

- Advocating for policies that will help ease the increased burden created by the pandemic
- Fighting for continued relief for the nonprofit sector to ensure timely and critical services during and beyond COVID-19

**DONATE NOW**

**$60K** daily operating cost of 14 Hope Lodge communities

**$23M** annual Hope Lodge program cost
# Presenting Sparkles & Spurs Sponsor

## $20,000

Polk County’s Cattle Baron’s Ball has been one of the most well attended events in Polk County. We invite you to partner with the American Cancer Society for a one-of-a-kind, exclusive sponsorship opportunity.

<table>
<thead>
<tr>
<th>Partnership:</th>
<th>Partnership with the American Cancer Society and ability to co-brand in the fight against cancer through our most distinguished event in Polk County.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure:</td>
<td>Recognition as the Presenting Sponsor of the Polk County Cattle Baron’s Ball. All materials and press releases will refer to the event as the American Cancer Society’s Cattle Baron’s Ball presented by (Your Company Name).</td>
</tr>
<tr>
<td>Media Coverage:</td>
<td>Company leadership/logo (when applicable) will be highlighted in all media and press releases – including radio announcements, print ads and feature stories.</td>
</tr>
<tr>
<td>Promotional:</td>
<td>Your company logo will be included in all promotional materials including print and electronic media, mailings, and event posters.</td>
</tr>
<tr>
<td>Tables:</td>
<td>Admission for 2 tables with 10 seats each (20 seats total) and preferred seating with signage at reserved tables acknowledging your Presenting Sponsorship.</td>
</tr>
<tr>
<td>Social Media:</td>
<td>3 exclusive social media posts on the CBB Polk and ACS Polk Facebook pages with logo and link to company website in addition to standing recognition on CBB Facebook page cover photo.</td>
</tr>
<tr>
<td>Website:</td>
<td>Recognition as the Presenting Sponsor on the event website.</td>
</tr>
<tr>
<td>Program:</td>
<td>Recognition as the Presenting Sponsor in the Cattle Baron’s Ball program.</td>
</tr>
<tr>
<td>Gift Item:</td>
<td>We welcome you to supply the American Cancer Society with one company logo item to be given to event attendees.</td>
</tr>
<tr>
<td>Announcements:</td>
<td>Recognition as the Presenting Sponsor during event announcements.</td>
</tr>
<tr>
<td>Signage:</td>
<td>Prominent signage with logo will be displayed at the event advertising status as the Presenting Sponsor.</td>
</tr>
<tr>
<td>Personal Ranchers:</td>
<td>Receive one local volunteer rancher for each table (2 ranchers total). Ranchers will assist with check-in, serving, &amp; more to create the ultimate experience for your company’s distinguished guests.</td>
</tr>
</tbody>
</table>
Diamond Spur Sponsor
$10,000

**Partnership:** Partnership with the American Cancer Society and ability to co-brand as a Diamond Spur Sponsor in the fight against cancer through our most distinguished event in Polk County. Limit of 4 Diamond Spur Sponsors.

**Media Coverage:** Your company will be highlighted in media advertising including print and radio.

**Promotional:** Your company logo will be included in all promotional print and digital materials.

**Table:** Admission for 2 tables with 10 seats and preferred seating with signage at your reserved table acknowledging your Diamond Sponsorship.

**Social Media:** 3 exclusive social media posts with logo and link to website.

**Website:** Recognition as a Diamond Spur Sponsor on the event website.

**Program:** Recognition as a Diamond Spur Sponsor in the evening program and all event print materials.

**Gift Item:** We welcome you to supply the American Cancer Society with one company logo item to be given to event attendees.

**Announcements:** Recognition as a Diamond Spur Sponsor during event announcements.

**Signage:** Prominent signage with logo will be displayed at the event advertising sponsorship level. Additional signage displayed as the sponsor of an event revenue enhancer of your choosing. Revenue Enhancers include Wine Toss, Lasso Challenge, Chances for Chow, and more (based on availability).

**Personal Ranchers:** Receive one personal volunteer rancher for your included tables. Rancher will assist with check-in, serving, & more to create the ultimate experience for your company’s distinguished guests.
Ruby Spur Sponsor
$5,000

**Partnership**: Partnership with the American Cancer Society and ability to co-brand as a Ruby Spur Sponsor in the fight against cancer through our most distinguished event in Polk County.

**Media Coverage**: Your company name will be highlighted in print and advertising.

**Promotional**: Your company name will be included on all promotional print materials.

**Table**: Admission for 1 table with 10 seats and signage at your reserved table acknowledging your Ruby Spur Sponsorship.

**Social Media**: 2 exclusive social media posts with logo.

**Website**: Recognition as a Ruby Spur Sponsor on the event website.

**Program**: Recognition as a Ruby Spur Sponsor in the evening program and print materials at event.

**Gift Item**: We welcome you to supply the American Cancer Society with one company logo item to be given to event attendees.

**Announcements**: Recognition as a Ruby Spur Sponsor during event announcements.

**Signage**: Prominent signage with logo will be displayed at the event advertising sponsorship level.
Sapphire Spur Sponsor
$2,000

**Partnership:** Partnership with the American Cancer Society and ability to co-brand as a Sapphire Spur Sponsor in the fight against cancer through our most distinguished event in Polk County.

**Media Coverage:** Your company name will be highlighted in print and advertising.

**Table:** Admission for 1 table with 10 seats and signage at your reserved table acknowledging your Sapphire Spur Sponsorship.

**Social Media:** 1 Non-exclusive sponsor recognition post with logo

**Website:** Recognition as a Sapphire Spur Sponsor on the event website.

**Program:** Recognition as a Sapphire Spur Sponsor in the evening program and all event print materials.

**Announcements:** Recognition as a Sapphire Spur Sponsor during event announcements.

**Signage:** Prominent signage with logo will be displayed at the event advertising sponsorship level.
Table Spur Sponsor
$1,000

**Partnership:** Partnership with the American Cancer Society in the fight against cancer through our most distinguished event in Polk County.

**Table:** Admission for 1 table with 10 seats and signage at your reserved table.

**Program:** Recognition as a Table Spur Sponsor in the evening program and all event print materials.
Additional Sponsorship Opportunities

Each opportunity below includes one table of 10 seats, signage at the sponsored area, and recognition in the program and on social media.

Watering Hole (Bar) Sponsor: $5,000

Auction Tent Sponsor: $5,000

Revenue Enhancer Sponsor: $3,000 (multiple Revenue Enhancers available)

Stage/Entertainment Sponsor: $3,000

Dessert Tent Sponsor: $3,000

Photo Booth Sponsor: $1,500 (must provide photo booth and attendants) SOLD!
COVID-19 Virtual Event Alternate Plan

We are living in a world where much is unknown. While we are hopeful we will be able to hold the fabulous in-person event our community has come to love at the Bunch Ranch on November 7, 2020, we also recognize the unprecedented times we are experiencing. Because the health and safety of our community is always our primary focus, we are planning for an in-person event, while also preparing for the possibility of needing to move the event to a different format.

We hope we can count on you for support, because we know that cancer patients need us now, more than ever. The American Cancer Society is helping patients through this pandemic, and will continue to be here to help in the days, months, and years that follow. If you can, we hope you will consider joining us in our effort.

Many of the sponsorship amenities listed in this packet will transfer seamlessly to a different kind of event. Being recognized on social media, for instance, will stay the same. Printed materials, such as the program or recognition at the event, would move to a digital format. If it is determined that the event cannot be held in person as planned, sponsorship amenities will be adjusted as follows:

<table>
<thead>
<tr>
<th>In-Person Event Amenity (varies by sponsorship level)</th>
<th>Comparable Digital Event Amenity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table with 10 seats</td>
<td>10 meal vouchers to be used to pick up dinner and dessert for that evening at designated time and location.</td>
</tr>
<tr>
<td>Personal Ranchers (Presenting and Diamond Sponsors)</td>
<td>Delivery of food (including appetizer, dinner, dessert and cocktail kit) and other items to one selected location by volunteer rancher.</td>
</tr>
<tr>
<td>Recognition in Program</td>
<td>Recognition in digital program emailed to all participants and posted on website.</td>
</tr>
<tr>
<td>Signage at Event</td>
<td>Logo displayed and recognized during digital event.</td>
</tr>
</tbody>
</table>

Above all, your sponsorship is a partnership with the American Cancer Society in the fight against cancer through our most distinguished event in Polk County

Cancer hasn’t stopped. So neither will we.
Sponsorship Commitment
2019 Polk County Cattle Baron’s Ball

Business name: ___________________________________________________________

Street address: __________________________________________________________

City: ___________________________ State: ___________ ZIP: ____________________

Contact name: __________________________________________________________

Telephone number (business): ____________________________________________

Fax number: __________________________________________________________

How business name should be displayed: ________________________________

LEVEL SELECTION – Please send highest quality logo/300 DPI minimum to Cassandra.Fridovich@cancer.org upon commitment
☐ $20,000 – Sparkles & Spurs Presenting Sponsor
☐ $10,000 – Diamond Spur Sponsor
☐ $5,000 – Ruby Spur Sponsor
☐ $2,000 – Sapphire Spur Sponsor
☐ $1,000 – Table Spur Sponsor
☐ $5,000 – Watering Hole (Bar) Sponsor
☐ $5,000 – Auction Tent Sponsor
☐ $5,000 – Revenue Enhancer Sponsor
☐ $3,000 – Stage/Entertainment Sponsor
☐ $3,000 – Dessert Tent Sponsor

METHOD OF PAYMENT – Due in full by October 1, 2019 American Cancer Society’s Tax-Id # is 13-18788491

☐ Enclosed is my sponsorship check (made payable to the American Cancer Society) in the amount of $ ____________________.

☐ Charge $ ____________ to my credit card. (Please print clearly.)

Card Type: ☐ VISA ☐ MasterCard ☐ Discover ☐ AMEX

Cardholder name: __________________________________________________________

Billing address: __________________________________________________________

Card number: ___________________________ Exp. date:_______Sec. code: __________

☐ Please send remittance form to: __________________________________________

We are unable to be designated as a sponsor this year, but enclosed is our donation of $ ____________________.

Sponsor Signature: __________________________________________________________ Date: ____________________

Questions? Email Cassandra.Fridovich@cancer.org to learn more or if you are interested in donating auction items or becoming an underwriting sponsor.

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at cancer.org and click on the “privacy” link at the bottom of the page or call us anytime at 1-800-227-2345.
Attacking from every angle in Florida

Here are just a few examples of how we are attacking cancer in Florida and beyond.

Attacking as Activists

The American Cancer Society mobilizes grassroots activists and community leaders to lead the fight against cancer.

- ACS CAN, the Society's nonpartisan sister organization, works to make cancer a national, state and local public policy priority.
- 18 million people nationwide benefiting from expanded access to health insurance.
- Currently, in partnership with more than 325 hospitals and treatment facilities to help support cancer patients' needs, quality of life and survivorship.
- Congress approved increased funding for the National Institutes of Health, including $475 million for the National Cancer Institute for FY 2017.

Attacking with Breakthroughs

The American Cancer Society launches innovative research and develops revolutionary approaches to reduce the cancer burden for everyone.

- Currently funding $410 million in research grants, including $9 million at Florida institutions.
- Invested more than $4.6 billion over the years in cancer research and funded 47 eventual Nobel Prize recipients.

Attacking with Communities

The American Cancer Society is mobilizing communities to make sure patients can get to the treatment they need and raising awareness and funds through community efforts like Making Strides Against Breast Cancer, Relay For Life and more.

- Providing more than 41,000 nights of free and reduced-cost lodging to Florida patients.
- Providing more than 43,000 rides to treatment appointments to Florida patients.

Attacking with Direction

The American Cancer Society is empowering people with our 24/7 helpline and website, patient navigators and science-based guidelines and advice.

- Handled more than 1.34 million calls and live chats in 2017.
- Our website, cancer.org, had more than 106 million visits in 2017 for the latest information on virtually all cancer topics.
- Partnering with more than 288 Florida health systems and clinics to increase screenings and/or HPV vaccination rates.

2018 projections unless otherwise noted