2012 Waco Cattle Baron’s Ball
Through The Looking Glass
Initial Chairmen and Sponsorship Committee

Honorary Chairman: Bill Goss
General Chairmen: Carolyn and Rusty Haferkamp

Sponsorship Opportunities 254.753.0807

2011 A TRIBUTE TO COURAGE
Lorie Dicorte, Catherine Campbell and Missi Maresh

2010 GRAB A CURE BY THE HORNS
Amanda and Mark Stewart
Jessica and Zollie Steakley

2009 COWBOY UP FOR A CURE
Debbie Kem, Michelle Shero

2008 LEGENDS & HEROES
Michelle Dunnam, Stevie Sheffield and Misti Smith

2007 KICK’N IT UP A NOTCH
Gayla and David Smith
Misti and Shane Smith

2006 RIDE A CAUSE, ROPE A CURE
Yvonne Minor and Amanda Farr

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Nancy Goodnight
Hillary Grant Young

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Lorie Dicorte and Tom Cox
Nancy and Wade Gupton

2003 STEERS, STRIPES AND STRICKERIES
A Tribute to courage and survival
Kim and Greg Salisbury
Cheryl and Bain Holy

2002 10 YEARS IN THE SADDLE
Commemorating Ten Years of Waco Cattle Baron’s Ball
Kathy and Charlie Douthit
Merry and Will Jones

2001 STARS OVER TEXAS
Donna and Darrell Wheeler
John and Brenda Stephens

2000 LITTLE BIT OF TEXAS
Mary Lou and Ronnie Glassman
Amy and Cory Christie

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Danni and Dan Mayfield
Aim and Marshall Owen

1998 THE GREAT TEXAS ROUND UP
Darla and Phil Meacham

1997 UNDER A TEXAS SKY
Marilyn and Marty Englander
Angie and Kevin Six

1996 ON THE CHISHOLM TRAIL
Susan and Phil Meacham

1995 THE COWBOY WAY
Debbie and Russell Trippet
Mary Jane and Hal Whicker

1994 A LONE STAR STATE OF MIND
Debbie and Russell Trippet
Mary Jane and Hal Whicker

1993 CATTLE BARON’S BALL WACO
Shepheard Yor
Meg Davis Bauer, Missy Lowder

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Meg Oates Bauer
Liz Bowles
Mark Bowles
Katherine Brock
Chris Brummett
Tiffany Brummett
Stephanie Butler
Amy Christie
Brady Corn
Sheree Corn
Juliana Davis
Lee Davis
Leti Deaver
Kathy Douthit
Amanda Firmin
Tiffany Brummett
Staci Gerick
Nancy Goodnight
Nancy Gupton
Randall Harris
Jessica Holman
Cheryl Huly
Diane Hunt
Shawn Hunt
Sheila Hykel
Angela Crow Jones
Merry Jones
Kim Keele
Heather Keeton
John McDonald
Melissa McDonald
Johnny Mankin
Karla Mathis
Teresa Mellon
Kirsty Morgan
John Murphy
Leslie Murphy
Kate Nelson
Kim Neuhart
Kristen Pool
Molly Rieger
Shane Rieger
Scott Rogers
David Smith
Gayla Smith
Cissy Smith
Shane Smith
Tom Smith
Alison Sorley
Amanda Stewart
Duane Sulak
Nancy Sulak
Lea Swanson
Nancy Toups
Ron Toups
Shane Turner
Joel Weismann
Bethany Williams
Jennifer Wilson

GENERAL CHAIRMEN: CAROLYN AND RUSTY HAHERKAMP

2012 WACO CATTLE BARON’S BALL
Through The Looking Glass
Reflecting on 20 Years of Waco Cattle Baron’s Ball
Serving McLennan, Bell, Bosque, Coryell, Falls, Freestone, Hill, and Limestone Counties
Since 1993
WITH EACH DIAGNOSIS, SOMEONE’S WORLD IS TURNED COMPLETELY UPSIDE DOWN. Life is no longer about reaching career goals, planning vacations or saving for a child’s college education. It is instantly about survival – surviving the cancer and surviving life while fighting the cancer. Small things that we take for granted, such as transportation to doctor appointments, become huge obstacles to overcome. Can you imagine your life through that looking glass?

In addition to assisting with cancer, education, research and prevention, the American Cancer Society provides programs designed to help patients navigate through this unfamiliar territory. And, you, the generous people of Waco, have spent the last 19 years helping with these efforts through the Waco Cattle Baron’s Ball. Since 1993, we have raised approximately $6 million for the American Cancer Society.

It is in this spirit that we have selected “Through the Looking Glass” as the theme for this year’s Cattle Baron’s Ball. Together, we reflect on the previous precedent of extraordinary giving here in Central Texas, yet we remain keenly aware that still every day, too many newly diagnosed patients find themselves in this topsy-turvy world of cancer. Until cancer is completely eradicated, there is much work to be done.

As you contemplate the sponsorship opportunities in this packet, please remember that when you give, you give hope. And, when you receive recognition for your gift, you give others the courage to give, too. Thank you for your continued support of the American Cancer Society and for your consideration of these 20th anniversary sponsorship opportunities.

Sincerely,

Rusty and Carolyn Haferkamp,
2012 Cattle Baron’s Chairmen

THE SOCIETY CONTINUES TO PROPEL CANCER PREVENTION AND TREATMENT

The American Cancer Society funds more cancer research than any other private, not-for-profit, non-governmental organization in the United States—nearly $3.6 billion since 1946. In fact, the Society has funded 44 researchers who later went on to win Nobel prizes, a record unmatched in the not-for-profit arena. Here are just a few of the scientific breakthroughs where the Society has played a significant role:

- **85 percent** 5-year survival rates for many forms of childhood leukemia.
- **Pap test** to detect cervical cancer decreases deaths by more than 70%.
- **Mammography** to screen for breast cancer.
- **Lumpectomy + radiation** for treatment of breast cancer.
- **PSA test** for prostate cancer screening.

TWO DECADES OF PROGRESS
IN THE FIGHT AGAINST CANCER:
1993–2012

Making Progress

Over the last 20 years, the Waco Cattle Baron’s Ball has raised approximately $6 million for cancer research, education and patient services. During that same time, numerous advancements have been made in the fight to eradicate cancer.

★ From 1991 to 2001, cancer incidence rates decreased 0.5%, while death rates from all cancers, combined, dropped 1.1 percent per year from 1991 to 2001.

★ Trends in death rates during the most recent 10 and 5-year periods (1998-2007 and 2003-2007) decreased for 7 of the top 15 cancer types in both men and women (colon and rectum, brain [malignant], stomach, and kidney cancers, and non-Hodgkin lymphoma, leukemia, and myeloma); for cancers of the lung, prostate, and oral cavity in men; and for breast and bladder cancers in women.

★ Overall cancer incidence rates declined about 1 percent a year and overall death rates fell an average 1.6 percent each year between 2003 and 2007.

★ In 2007, the American Cancer Society reported a drop of 3,014 cancer deaths in the United States from 2003 to 2004. This marked the first decline in actual number of cancer deaths in the more than 70 years since nationwide data began to be compiled.

★ In 2007, overall 5 year relative survival rates reached 66 percent for cancers diagnosed between 1996 and 2002.
YOUR AMERICAN CANCER SOCIETY
IN CENTRAL TEXAS

Every year, the Society makes a substantial impact in the Central Texas area, which includes 25 counties. In 2010, the Society made the following contributions to Central Texas:

- **4,919 cancer patients** received services.
- Assisted in the organization of **46 Relay for Life events**, raising $3,068,700.
- Helped with **3 gala events**, raising $325,776.
- **Awarded 6 grants** totaling $4 million ($3.4 million at UT-Austin and $600,000 at Texas A&M in Temple).
- Secured $**450 million in funding** for the Cancer Prevention and Research Institute of Texas.
- Secured $**22.7 million in funding** for a comprehensive, statewide tobacco prevention and cessation program.
- Secured $**5.2 million** for the Texas Breast and Cervical Cancer Early Detection Program that provides screening to low-income women.

Over the next several decades, contemporary research is poised to make even greater advances in cancer prevention and treatment. With your contributions, generations of Central Texans and their families will continue to receive the necessary care and services to help them in their fight.

Texas Cattle Baron

Oppotunities:

**Headliner Sponsor**

As a Texas Cattle Baron Underwriter at the 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer and for being the largest sponsor of the Ball.

Amenities:

- Name / logo prominently featured on all promotional materials
- Recognition in the Main Invitation
- Full page ad in the Evening Program
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception to receive Society Award or Spirit of Hope Award
- Appearance in a TV spot promoting the Ball
- Limousine transportation to and from the Ball
- Discounted gaming chips the night of the Ball
- Two Gold Baron Tables (20 tickets)
As a Texas Legend Underwriter at the 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**Amenities:**
- Name/logo prominently featured on all promotional materials
- Recognition in the Main Invitation
- Full page ad in the Evening Program
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception to receive Society Award or Spirit of Hope Award
- Appearance in a TV spot promoting the Ball
- Limousine transportation to and from the Ball
- Discounted gaming chips the night of the Ball
- Fourteen (14) Gold Baron Tickets

As a Cowboy Statesman Underwriter at the 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**Amenities:**
- Recognition in the Main Invitation
- Full page ad in the Evening Program
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception to receive Society Award or Spirit of Hope Award
- Appearance in a TV spot promoting the Ball
- Discounted gaming chips the night of the Ball
- Eight (8) Gold Baron Tickets & Six (6) Silver Baron Tickets
As a Lone Star Underwriter at the 2012 Cattle Baron's Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**OPPORTUNITIES:**

- Patron T-Shirt Sponsor
- Beverage Sponsor
- VIP Party Sponsor
- Venue Sponsor (2)

**AMENITIES:**

- Recognition in the Main Invitation
- Half page ad in the Evening Program
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception to receive Society Award or Spirit of Hope Award
- Appearance in a TV spot promoting the Ball
- Discounted gaming chips the night of the Ball
- Six (6) Gold Baron Tickets & Six (6) Silver Baron Tickets

As a Texas Tycoon Underwriter at the 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**OPPORTUNITIES:**

- Gift Bag Sponsor
- Main Invitation Sponsor
- Evening Program Sponsor

**AMENITIES:**

- Recognition in the Main Invitation
- Half page ad in the Evening Program
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception to receive Society Award or Spirit of Hope Award
- Appearance in a TV spot promoting the Ball
- Discounted gaming chips the night of the Ball
- Four (4) Gold Baron Tickets & Six (6) Silver Baron Tickets
$7,500

**Wildcat Opportunities:**
- Decorations Sponsor
- Rental Sponsor
- Sound and Lighting Sponsor (2)

As a Wildcat Underwriter at the 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**Amenities:**
- Recognition in the Main Invitation
- Half page ad in the Evening Program
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception
- Discounted gaming chips the night of the Ball
- Four (4) Gold Baron Tickets & Six (6) Silver Baron Tickets

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$5,000

**Texas Ranger Opportunities:**
- Patron Invitation Sponsor
- Audible Auction Sponsor
- Casino Sponsor (2)
- Printing Sponsor (2)
- Lil’ Wrangler Sponsor
- Skeet Shoot Sponsor
- Posted Bid Board Sponsor
- Event Electricity Sponsor
- Key Ring
- Shoe Polisher
- Measuring Cups
- Wine Bag
- Wine Opener

As a Texas Ranger Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**Amenities:**
- Recognition in the Main Invitation
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception
- Discounted gaming chips the night of the Ball
- Four (4) Gold Baron Tickets & Two (2) Silver Baron Tickets
**Sheriff**

**Opportunities:**

- Tribune Sponsor
- Evening Program Sponsor (front inside cover and back inside cover)
- Casino Raffle Sponsor
- Silent Auction Sponsor
- Event Cooling Sponsor
- Admission Packet Sponsor
- Gift Bag Item Sponsor:
  - Koozie/Pocket Coolie
  - Pill Box
  - Lip Balm
  - Flashlight
  - First Aid Kit
  - Hand Sanitizer
  - Calculator
  - Mint Tin

As a Sheriff Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**Amenities:**

- Recognition in the Main Invitation
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception
- Discounted gaming chips the night of the Ball
- Two (2) Gold Baron Tickets & Four (4) Silver Baron Tickets

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**$2,500 Trail Blazer**

**Opportunities:**

- Accounting/Treasury Sponsor
- Bank Sponsor
- Bar Sponsor
- Kick-Off Party Sponsor
- Margarita and Rocks Sponsor
- Thank-You Party Sponsor
- Stage Screen Sponsor (2)
- Carving Station Sponsor
- Valet Parking Sponsor
- Dessert Bar Sponsor
- Beverage Napkin Sponsor
- Silent Auction Sponsor
- Event Cooling Sponsor
- Admittance Packet Sponsor
- Gift Bag Item Sponsor:
  - Chip Clip
  - Letter Opener
  - 12-oz Cup
  - File
  - Magnetic Pad
  - Pen
  - Dental Floss
  - Band Aid Dispenser
  - Keyboard Brush
  - Electronic Cleaning Cloth

As a Trail Blazer Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

**Amenities:**

- Recognition in the Main Invitation
- Special recognition on signage during the Ball
- Invitation to Kick-off Party
- Invitation to VIP Cocktail Reception
- Discounted gaming chips the night of the Ball
- Two (2) Gold Baron Tickets & Two (2) Silver Baron Tickets
IN HONOR OF THE 20TH ANNIVERSARY OF THE
WACO CATTLE BARON’S BALL, AS A HISTORIAN,

WHERE YOUR MONEY GOES

NATIONAL RESEARCH AND PROGRAMS
33%

PREVENTION/DETECTION/TREATMENT
18%

MANAGEMENT & GENERAL
3%

FUNDRAISING
17%

PATIENT PROGRAMS
29%

As a Marshall Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

As a Historian Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

$1,500

MARSHALL

OPPORTUNITIES:

ADMITTANCE PASS SPONSOR
SECURITY SPONSOR
LIL’ WRANGER GIFT BAG SPONSOR
RESERVATION CARD SPONSOR
RESERVATION CARD RETURN ENVELOPE SPONSOR
PATRON INVITATION ENVELOPE SPONSOR

MAIN INVITATION ENVELOPE SPONSOR
SAVE THE DATE MAGNET SPONSOR
WINE PULL SPONSOR
MYSTERY BOX SPONSOR
PARKING PASS SPONSOR
CHECK-IN SPONSOR (2)

$1,000

HISTORIAN

OPPORTUNITIES:


AMENITIES:

• Recognition in the Main Invitation • Special recognition on signage during the Ball • Invitation to Kick-off Party • Invitation to VIP Cocktail Reception • Discounted gaming chips the night of the Ball • Two (2) Silver Baron Tickets

As a Historian Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

As a Marshall Underwriter At The 2012 Cattle Baron’s Ball, you will be recognized for your philanthropy as a leader in the fight against cancer.

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GENERAL CHAIRMAN: CAROLYN AND RUSTY HAFERKAMP

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