

# BECOME A CATTLE BARON'S HONORARY CHAIR

San Antonio Cattle Baron's Honorary Chairs are community and business leaders who are determined to raise awareness and funds to support the success of the annual San Antonio Cattle Baron's Gala. In doing so, this prestigious group will be assisting the American Cancer Society in its mission to eliminate cancer as a major health concern. The 44<sup>th</sup> Annual San Antonio Cattle Baron's Gala will be held on Saturday, October 22, 2022.

## DUTIES & RESPONSIBILITIES

- Attend the Cattle Baron's Kickoff Party and pre-events held throughout the year leading up to the Cattle Baron's Gala
- Fundraise with the goal to reach or exceed a \$10,000 benchmark prior to the Cattle Baron's Gala through one or more of the following avenues:
  - Corporate underwriting (refer to 2022 partnership packet)
  - Personal or corporate purchase of 2022 Cattle Baron's Gala tickets and/or tables
  - Sale of event tickets through personal and/or corporate contacts
  - Silent/live auction item procurement
  - Personal or corporate cash donations to support the American Cancer Society's mission
  - In-kind event donation (i.e., valet service, alcohol, printing, premium gift, decorations, and other amenities to offset the expense.)
  - Personal fundraising endeavors
- Aspire to recruit at least one connection from your corporate or personal network to serve on the event planning committee
- Allow the use of your name, company affiliation/logo, and photo to promote and publicize the gala
- Use your personal and professional connections, social networks, and the campaign website to ensure successful support of gala events
- Attend the 44<sup>th</sup> Annual San Antonio Cattle Baron's Gala on October 22, 2022, to be recognized as an honorary chair
- Serve as a community leader for the American Cancer Society's mission and programs
- Become a sponsor of the Cattle Baron's Gala
- Purchase a table or tickets to the event
- Donate an item to our auction

## BENEFITS

- Recognition at the Cattle Baron's Gala event
- Two (2) entries to the Cattle Baron's Gala event when \$2,500 in fundraising is achieved
- Ten (10) VIP entries to the Cattle Baron's Gala event when \$10,000 benchmark is achieved
- Official black cowboy hat
- Top Cattle Baron's Honorary Chair will be awarded official brown cowboy hat
- Opportunity to return as an Alumni Cattle Baron's Honorary Chair in subsequent years and earn additional Cattle Baron recognition upon achieving the \$10,000 benchmark fundraising goal
  - Year 2: belt buckle / silver charm bracelet with CBG logo and year
  - Year 3 & 4: bolo tie / silver charm
  - Year 5: official white cowboy hat with recognition on the event website, invitation, and evening program for achievement of raising \$50,000 over the course of five years
- Personal and/or corporate donations used to underwrite the event or sponsor a table will receive additional amenities listed in the partnership packet based on level of involvement

\*Benefits may be adjusted based upon time of \$10,000 fundraising benchmark achievement. This includes event entries, recognition, and gift(s).



# CATTLE BARON'S HONORARY CHAIR INFORMATION FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Office Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Preferred Form of Contact:  Phone (C)  Phone (O)  Text  Email  Administrative Assistant

*If administrative assistant is preferred, please provide name, phone, and email:* \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Company Name: \_\_\_\_\_ Occupation/Title: \_\_\_\_\_

Birthday Month & Day: \_\_\_\_\_ Fundraising Goal (Must be \$2,500+): \_\_\_\_\_

Please share or attach your biography (can be personal and fun!): \_\_\_\_\_

Please select all that describe your experience with cancer:

- I have/had cancer.
- I am a caregiver for someone who has/had cancer.
- My relative has/had cancer.
- My friend has/had cancer.
- Other

*If selected other, please explain:* \_\_\_\_\_

How has cancer impacted you or your loved ones? If not, why are you choosing to support San Antonio Cattle Baron's and the American Cancer Society? \_\_\_\_\_



Please attach headshot if available and return to [jordan.keller@cancer.org](mailto:jordan.keller@cancer.org).

