42ND ANNUAL CATTLE BARON’S GALA
UNDERWRITING OPPORTUNITIES

2020 CATTLE BARON’S GALA

LONE Starry NIGHT

ILLUMINATING THE PATH TO A CURE

BENEFITING AMERICAN CANCER SOCIETY

October 24, 2020
Pedrotti’s Ranch 13715 FM 1560 N, Helotes, TX 78023

PRESENTED BY

The American Cancer Society’s mission is to save lives, celebrate lives, and lead the fight for a world without cancer.
Letter from the 2020 Cattle Baron’s Gala Chairs,

“A Lone Starry Night – Illuminating the Path to a Cure” is the theme for this year’s American Cancer Society Cattle Baron’s Gala. Through groundbreaking cancer research and world-class patient care, we are ILLUMINATING A PATH to a world free from cancer. We are putting an end to the difficult and debilitating cancer treatments, surgeries and side-effects. Together, with the American Cancer Society, we’re on a mission to decrease the burden of cancer in San Antonio, South Texas and beyond.

Mays Cancer Center Director, Ruben Mesa, M.D., FACP, Virginia Kaklamani, M.D., and Maryam Elmi, MD, are proud to serve as the chair and co-chairs of the 42nd Annual Cattle Baron’s Gala. We thank you for being a part of our Cattle Baron’s family. This one-of-a-kind evening of food, fun, and live music will be held Saturday, October 24, 2020, at Pedrotti’s Ranch in Helotes.

This event is one of the significant sources of fundraising for our local American Cancer Society chapter and supports cancer research and programs that directly help local cancer patients.

Because of the generosity of our community over the past four decades, our families, friends, and neighbors fighting cancer can receive free transportation to treatments, wigs, and emotional support. Your donations also support the researchers who are helping to develop new therapies and getting us even closer to a cure.

For us, this is personal as we’ve seen the impact that cancer has on our friends and family. We are also leading this charge because of our patients, whose faith, courage, and resilience inspire us to do more to support them in their journey and help them beat this awful disease.

Join us as we “Illuminate the Path to a Cure” in the fight for everyone battling cancer today and in the future.

Here is how you can make a difference:

▪ Become a sponsor of the Cattle Baron’s Gala
▪ Purchase a table or tickets to the event
▪ Donate an item to our auction

Thank you again for your interest. We sincerely hope to see you as we join together for “Illuminate the Path to a Cure” on October 24, 2020!

Cattle Baron’s Gala Chair
Ruben Mesa, MD, FACP
Director
Mays Cancer Center
UT Health San Antonio MD Anderson

Cattle Baron’s Gala Co-Chair
Virginia Kaklamani, MD, DSc
Associate Director for Clinical Research
Leader, Breast Oncology Program

Cattle Baron’s Gala Co-Chair
Maryam Elmi, MD, MSc, FRCSC
Breast Surgical Oncologist
# 42nd Annual Cattle Baron’s Gala Underwriting Opportunities

## PRESENTING SPONSOR $75,000

**Presenting Sponsor**

- VIP Premier Seating for 30
- VIP Party (night of Gala) for 30
- VIP Registration
- Headline Entertainment Meet and Greet (restrictions apply)
- Baron’s Award Party for 30
- Ranch Chic Fashion Show for 30

## CLYDESDALE SPONSOR $50,000

**Participant Benefits**

- VIP Premier Seating for 20
- VIP Party (night of Gala) for 20
- VIP Registration
- Headline Entertainment Meet and Greet (restrictions apply)
- Baron’s Award Party for 20
- Ranch Chic Fashion Show for 20

**Recognition Benefits**

- Save the Date logo recognition (based on print deadline 3/01/20)
- Cover of Main Invitation logo recognition (based on print deadline 7/10/20)
- Prominent Gala Presenting Sponsor Signage
- Prominent Social Media/Print/Television Recognition
- Cattle Baron’s pre-events Sponsorship
- Cattle Baron’s Gala event evening verbal recognition
- Co-branded Favor Bag Item
- Full Page Back Cover Advertisement

## HERITAGE SPONSOR $35,000

**Participant Benefits**

- VIP Premier Seating for 20
- VIP Party (night of Gala) for 20
- VIP Registration
- Headline Entertainment Meet and Greet (restrictions apply)
- Baron’s Award Party for 20

**Recognition Benefits**

- Main invitation logo recognition (based on print deadline 7/10/20)
- Prominent Social Media/Print Recognition
- Cattle Baron’s Gala event evening verbal recognition
- Co-branded Favor Bag Item
- Evening Program Full Page Advertisement

## TWINKLING TEXAS TYCOON SPONSOR $25,000

**Participant Benefits**

- VIP Premier Seating for 20
- VIP Party (night of Gala) for 20
- VIP Registration
- Baron’s Award Party for 20

**Recognition Benefits**

- Main invitation logo recognition (based on print deadline 7/10/20)
- Signage with name/logo on sponsored area
- Social Media/Print Recognition
- Co-branded Favor Bag Item
- Evening Program Half (½) Page Advertisement

## Sponsorship Opportunities

### PRESENTING SPONSOR $75,000

- Catering with napkins
- Staging
- Production
- Entertainment

### CLYDESDALE SPONSOR $50,000

- Front Welcoming Entry
- Arena Entry
- Food Stations

### HERITAGE SPONSOR $35,000

- Main Gala Invitation
- Evening Program
- Table and Chairs
- Favor Bags
- Live Auction

### TWINKLING TEXAS TYCOON SPONSOR $25,000

- Main Gala Invitation
- Evening Program
- Table and Chairs
- Favor Bags
- Live Auction
### LONE STARRY NIGHT
**SPONSOR $18,000**

**Participant Benefits**
- VIP Reserved Seating for 20
- VIP Party (night of Gala) for 20
- VIP Registration
- Baron’s Award Party for 20

**Recognition Benefits**
- Main invitation logo recognition (based on print deadline 7/10/20)
- Signage with name/logo on sponsored area
- Social Media/Print Recognition
- Co-branded Favor Bag Item
- Evening Program Quarter (1/4) Page Advertisement

**Sponsorship Opportunities (choose one)**
- Presenting Sponsor Ranch Chic Fashion Show
- Presenting Sponsor Wrangler Day

### WILD WEST MOONLIGHT
**SPONSOR $15,000**

**Participant Benefits**
- VIP Reserved Seating for 10
- VIP Party (night of Gala) for 10
- VIP Registration
- Baron’s Award Party for 10

**Recognition Benefits**
- Main invitation logo recognition (based on print deadline 7/10/20)
- Signage with name/logo on sponsored area
- Social Media/Print Recognition
- Co-branded Favor Bag Item
- Evening Program Quarter (1/4) Page Advertisement

**Sponsorship Opportunities (choose one)**
- Valet Parking
- Opening Band(s)
- Comfort Stations

### GLISTENING COUNTRY SKY
**SPONSOR $10,000**

**Participant Benefits**
- VIP Reserved Seating for 10
- VIP Party (night of Gala) for 10
- VIP Registration
- Baron’s Award Party for 10

**Recognition Benefits**
- Main invitation logo recognition (based on print deadline 7/10/20)
- Signage with name/logo on sponsored area
- Social Media/Print Recognition
- Co-branded Favor Bag Item
- Evening Program Quarter (1/4) Page Advertisement

**Sponsorship Opportunities (choose one)**
- Wine Glasses
- Centerpieces
- Bid Board
- Registration
- Children’s Art Project
- Bid Paddles
- Beverage Stations (3)
- Save the Date Mailer
- Fund the Mission w/ ink pens
- Presenting Sponsor - Baron’s Award

### SHINING SADDLE
**SPONSOR $6,500**

**Participant Benefits**
- Reserved Seating for 10
- Baron’s Award Party for 2

**Recognition Benefits**
- Main invitation logo recognition (based on print deadline 7/10/20)
- Signage with name/logo on sponsored area
- Social Media/Print Recognition
- Business name recognition in Evening Program

**Sponsorship Opportunities (choose one)**
- Midway Card
- Wristbands
- Beer Sponsor
- Main Invitation Reply Card
- Baron’s Award Patron Party
- Silent Auction w/ ink pens
- Specialty Cups
- Photographer
- Event Security
- Favor Bag Item (choose one)
- Revenue Enhancer Game (Wine Pull, Purse Game, Roll the Dice game, etc.)
- Photo Booth
- Beverage Napkins
- Late Night Snack
### 42nd Annual Cattle Baron’s Gala Underwriting Opportunities & Commitment Form

#### CATTLE BARON’S TABLE $7,000

**Participant Benefits**
- VIP Reserved Seating for 10
- VIP Party (night of Gala) for 10
- VIP Check-In
- Valet Parking
- Baron’s Award Party for 4

**Recognition Benefits**
- Main invitation logo recognition (based on print deadline 7/10/20)
- Social Media/Print Recognition
- Recognition in Event Program

#### CALF ROOPER TABLE $5,000

**Participant Benefits**
- Reserved Seating for 10
- Baron’s Award Party for 2

**Recognition Benefits**
- Main invitation logo recognition (based on print deadline 7/10/20)
- Social Media/Print Recognition
- Recognition in Event Program

#### MUTTON BUSTIN’ TABLE $3,000

**Participant Benefits**
- Reserved Seating for 10
- Baron’s Award Party for 2

**Recognition Benefits**
- Main invitation name recognition (based on print deadline 7/10/20)
- Social Media/Print Recognition
- Recognition in Event Program

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**WE HAVE BEEN KICKIN’ IT TO CANCER FOR 42 YEARS**

Help us keep up the fight by recognizing a loved one in the **ILLUMINATION GARDEN AT THE CATTLE BARON’S GALA.**

(Picture displayed)

<table>
<thead>
<tr>
<th>Name</th>
<th>$250</th>
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**ADDITIONAL OPTIONS**
- My company has a Corporate match program
- I cannot attend the Gala but would like to make a donation in the amount of $________

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**BILLING & PAYMENT INFORMATION**

**UNDERWRITING CHOICE**
- Presenting $75,000
- Clydesdale $50,000
- Heritage $35,000
- Twinkling Texas Tycoon $25,000
- Lone Starry Night $18,000
- Wild West Moonlight $15,000
- Glistening Country Sky $10,000
- Shining Saddle $6,500
- Cattle Baron’s Table $7,000
- Calf Roper Table $5,000
- Mutton Bustin’ Table $3,000
- Illumination Garden $250 (Tribute to a loved one)

**Donor/Company Name __________________________________________________________ (As it is to be listed in print materials/program)**

**Contact Name __________________________________________________________ Title __________________________________________**

**Address __________________________________________________________ City, State, Zip __________________________________**

**Office Phone _____________________________ Cell Phone ____________________________ Fax ____________________________**

**Email ___________________________________________________________________________________________________________**

- Check Enclosed
- Invoice me at the above address
- Charge my credit card
- Wire

**Cardholder Name ____________________________________________________________ Card # ____________________________ Exp. Date __________ Security Code _________**

**Billing Address __________________________________________________________ City, State, Zip __________________________________**

**Underwriting Total __________________________ Signature __________________________ Date __________________________**

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**American Cancer Society 7800 West IH-10 Suite 130, San Antonio, TX 78230 210.595.0221 susan.delano@cancer.org**

American Cancer Society is a 501(C)(3) Tax ID 13-1788491

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The American Cancer Society’s mission is to save lives and lead the fight for a world without cancer. All donations become the property of the American Cancer Society and will be used to support the mission. Event sponsorships and underwriting contributions are subject to the Terms and Conditions available at CattleBaronsGala.org and incorporated herein by this reference.
American Cancer Society
Terms and Conditions - Event Sponsorship and Underwriting

The following terms and conditions apply to sponsorships and/or underwriting of events of the American Cancer Society, Inc. ("ACS"):  

1. Sponsorship Commitment. Sponsor has made a financial contribution (the "Payment") as a sponsor and/or underwriter of the ACS event (the "Event") identified on an sponsor commitment form, sponsorship package, pledge form, ACS website or similar agreement (each, a "Sponsorship Commitment"). ACS will have unrestricted use of the Payment. Any goods or services contributed by Sponsor or promotional activities conducted by Sponsor in connection with Event are provided as charitable contribution to ACS and without consideration.  

2. Sponsorship Acknowledgements. ACS will provide the public recognition and acknowledgment applicable to Sponsor's support level as set forth in the Sponsorship Commitment (the "Sponsorship Acknowledgements"). Acknowledgement of Sponsor's sponsorship, while identifying Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Sponsorship Acknowledgments are not being provided as consideration of the Payment and the value of such acknowledgments will not exceed 2% of the Payment value. ACS will arrange and bear all costs and expenses related to Sponsor Acknowledgments.  

3. Sponsorship Benefits. ACS will provide the additional sponsorship benefits (such as Event admission, food and beverage, entertainment, VIP seating, etc.) applicable to Sponsor's support level as set forth in the Sponsorship Commitment ("Benefits"). ACS will arrange and bear all costs and expenses related to Benefits.  

4. Tax Treatment. The American Cancer Society is a qualified public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code") and nonrefundable. To the extent that Sponsor's Payment exceeds the fair market value of all goods, services and other return benefits received by Sponsor, it is considered a charitable donation to ACS and tax deductible to the extent permitted by law. ACS will provide Sponsor with documentation of the fair market value of all return benefits received in connection with the Event.. In no event will the value of return benefits exceed the Payment. The return benefits are not intended to be available as a regularly occurring sale or an offer of advertising. Sponsor is responsible for consulting with its own tax advisor regarding the deductibility and treatment of its Payment, including contributed goods, for its own tax purposes. Contributed services are not tax deductible.  

5. Use of Names and Logos. Sponsor grants to ACS the free, unlimited, non-exclusive, nontransferable, nonassignable, revocable right and license to use the Sponsor's name and logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments, Benefits and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor has the right to publicly announce and promote its sponsorship of the Event using the ACS name as follows: “[Sponsor] is [or was] a proud Sponsor of the [Event]” or in similar language approved in advance by ACS. Any online announcement, a link to www.cancer.org will be provided. Any use of the ACS logo or any use of the ACS name other than the language set forth above, requires the prior written review and approval of ACS. No event shall Sponsor use ACS's name or logo in connection with the sale of a product or service. Upon request, Sponsor will provide ACS with copies of any Sponsor materials that use the ACS name or logo. All use of the ACS name or logo inures to the benefit of ACS. All Sponsor's right to use the ACS name and/or logo will terminate one (1) year after the Event, or earlier upon ACS's written notice of termination. Both parties further agree not to use each other’s intellectual property in any way that would imply endorsement of one’s self or demean, defame, embarrass, diminish or cause any harm to the other.  

6. Sponsorship Scope. Unless otherwise expressly identified on the Sponsorship Commitment, Sponsor will be a non-exclusive sponsor of the Event and ACS reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgements and Benefits provided by ACS relate only to the identified Event, and not similar ACS events held in other locations.  

7. Tobacco Affiliations. “Tobacco Company” means any company that manufactures tobacco products and is commonly considered to be part of the tobacco industry, including subsidiaries and parent companies, and companies under common control with such company, as well as philanthropic foundations and other organizations closely linked with the tobacco industry. Sponsor represents and warrants that it (i) is not a Tobacco Company; (ii) does not own 5% or more of a Tobacco Company; and (iii) is not 5% or more owned by a Tobacco Company. Sponsor will adhere to ACS’s no smoking policy when on ACS premises and the Event location.  

8. Force Majeure. Neither Sponsor nor ACS will be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts of God, fire, flood, communicable disease outbreak, epidemic, public health emergency, natural catastrophe, severe weather, war, terrorism, labor dispute, governmental regulation or act, or similar events beyond the party’s reasonable control, including any quarantine, travel warning or restriction or other action of government agencies or commercial entities intended to control, mitigate or otherwise address the foregoing (a “Force Majeure Event”).  

9. Discretionary Authority. Sponsor understands that the Event is being conducted, and Sponsor’s Payment will be utilized, in furtherance of ACS's charitable mission. Sponsor acknowledges that ACS shall retain full discretion and control over the Event, including planning, schedule and operations. ACS reserves the right to reschedule or cancel the Event for any Force Majeure Event or any other reason it deems necessary or advisable, including without limitation logistical complications, public health concerns, severe weather forecast or other circumstances potentially affecting Event operations. In such cases, ACS will make reasonable efforts to provide Sponsorship Acknowledgements and Benefits at a rescheduled or comparable event within a reasonable time with Sponsor’s approval.  

10. Applicable Law, Jurisdiction, and Special Damages. These Terms and Conditions will be governed by the laws of the state of Georgia. The state and federal courts located in Fulton County, Georgia will have exclusive jurisdiction over all claims brought under this Agreement. Neither party will be liable for any indirect, special or consequential damages. This limitation of liability will not limit either party’s gross negligence or willful misconduct.  

11. Miscellaneous. If any provision of these Terms and Conditions of Sponsorship are held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of these Terms and Conditions, and the application of such provision in any other circumstances, will not be affected thereby. The remedies specified herein are cumulative and in addition to any remedies available at law or in equity. Waiver of a breach of any provision of these Terms and Conditions does not constitute a waiver of any other breach of the same provision or any other provision of these Terms and Conditions All Sections of these Terms and Conditions that by their nature are intended to survive expiration or termination will so survive. These Terms and Conditions, together with the Sponsorship Commitment, constitutes the entire agreement between the parties with respect to its subject matter, and supersedes all other communications between the parties with respect to such subject matter. In the event of a conflict between these Terms and Conditions and the Sponsorship Commitment, these Terms and Conditions will control. Nothing in this Agreement shall be construed to create a partnership or joint venture between the parties and neither party shall have the right to bind the other to any contracts, agreements, or other obligations without the express, written consent of an authorized representative of such party. These Terms and Conditions, and the rights granted hereunder, may not be assigned by either party without the prior written consent of the other party.