# 42nd Annual Cattle Baron's Gala

## Digital Sponsorship Opportunities

### 2020 Cattle Baron's Gala

**Lone Starry Night**

*ILLUMINATING THE PATH TO A CURE*

**Benefiting American Cancer Society**

**October 24, 2020**

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### Table: Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Prominent Gala Recognition</th>
<th>Recognition on Premise Virtual Program</th>
<th>Main Invitation Recognition (Pre-Cruise $10,000)</th>
<th>Social Media Recognition</th>
<th>Co-Branded Dinner Menu</th>
<th>Exclusive Pre-Cruise Celebration</th>
<th>Digital Displaying &amp; Program Acknowledgement</th>
<th>Booth Checklist Recognition</th>
<th>Chair Afforded</th>
<th>Special Event Branded Printed Materials</th>
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<tr>
<td>Presenting $75,000</td>
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<td>Clyde Ford $50,000</td>
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<td>Lone Starry Night $35,000</td>
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<td>Mission District $3,000</td>
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*Presented by* [Mays Cancer Center](#), [UT Health MD Anderson Cancer Center](#), [University Health System](#)

The American Cancer Society's mission is to save lives, celebrate lives, and lead the fight for a world without cancer.
42nd Annual Cattle Baron’s Gala Digital Sponsorship Opportunities

**RANCH CHIC Fashion Show 2020**

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>PROMINENT BARGE ROYAL RECOGNITION</th>
<th>RECOGNITION DURING VIRTUAL PROGRAM</th>
<th>MAIN INVASION RECOGNITION (FEBRUARY 20)</th>
<th>SOCIAL MEDIA RECOGNITION</th>
<th>CO-BRANDED FAVOR BAG/ART</th>
<th>EXCLUSIVE 2020 VIP CELEBRATION</th>
<th>ILLUMINATION GARDEN (Ticket to Ride Ball)</th>
<th>DIGITAL SPONSOR PROGRAM ADVISORY</th>
<th>RANCH CHIC RECOGNITION</th>
<th>RANCH CHIC HYBRID GIVE BACK</th>
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2020 CATTLE BARON’S GALA
LONE STARRY NIGHT
ILLUMINATING THE PATH TO A CURE

PRESENTED BY
Mayo Cancer Center
UT Health MD Anderson Cancer Center
University Health System

**OUR MISSION IS SIMPLE.**

**SAVE LIVES AND CELEBRATE LIFE. EVERY SINGLE DAY.**

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer; through research, education, advocacy, and service.

Progress in the war against cancer has triggered a 29% decline in U.S. deaths over the past two decades, but we can’t stop there. Over 1.8 million new cancer cases are expected to be diagnosed in the United States in 2020, and more than 604,520 Americans will lose their battle - that’s over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

Today we ask you to join us as a united force against all cancers by making a mission donation to the American Cancer Society through our premier Cattle Baron’s Gala event.

**GENEROSITY**

**SAVING LIVES TOGETHER**

- Research
- Hope Lodge Lodging Relief fund
- General Mission Funding

What does it take to outsmart cancer? Research. We’ve invested more than $4.9 billion in cancer research since 1946, all to find more - and better - treatments, uncover factors that may cause cancer, and improve cancer patients’ quality of life.

Our Hope Lodge facilities have transitioned to support the community’s response by offering free rooms to health care workers on the front lines. These health care heroes are putting themselves at risk to care for our communities, and many have temporarily separated from their families to reduce the risk of transmitting the virus to their loved ones. Help support our Hope Lodge and/or Lodging relief fund!

At the American Cancer Society, we’re on a mission to free the world from cancer. Until we do, we’ll be funding and conducting research, sharing expert information, supporting patients, and spreading the word about prevention. All so you can live longer — and better.

All general mission donations will be unrestricted and used to support the area of greatest need.

2020 CATTLE BARON’S GALA
LONE STARRY NIGHT
ILLUMINATING THE PATH TO A CURE

PRESENTED BY
Mayo Cancer Center
UT Health MD Anderson Cancer Center
University Health System
## CATTLE BARON'S DIGITAL SPONSORSHIP CHOICE

- [ ] $75,000 - Cattle Baron's Presenting Sponsorship
- [ ] $50,000 - Clydesdale Sponsorship
- [ ] $35,000 - Twinkling Texas Tycoon Sponsorship
- [ ] $15,000 - Wild West Moonlight Sponsorship
- [ ] $12,500 - Stainless Steel Sponsorship
- [ ] $7,500 - Carl Rogers Sponsorship
- [ ] $5,000 - Heritage Sponsorship
- [ ] $5,000 - Multiplying Country Sky Sponsorship
- [ ] $3,000 - Mutton Bustin' Sponsorship

## RANCH CHIC DIGITAL FASHION SHOW

- [ ] $18,000 - Ranch Chic Presenting Sponsorship
- [ ] $10,000 - Ranch Chic Runway Sponsorship
- [ ] $7,500 - Ranch Chic Red Carpet Sponsorship
- [ ] $5,000 - Ranch Chic Chic Show Sponsorship
- [ ] $2,500 - Ranch Chic Fashionista Sponsorship
- [ ] $1,000 - Ranch Chic Hybrid Row Sponsorship

## ILLUMINATION GARDEN HONOREE DONATION

- [ ] $200 - Honoree Donation
- [ ] $1,000 - Mission Support
- [ ] $500 - Donor Name
- [ ] $250 - Donation Amount

### BILLING & PAYMENT INFORMATION

- **Donor/Company Name:** [Insert Name]
- **Contact Name:** [Insert Contact Name]
- **Address:** [Insert Address]
- **City, State, Zip:** [Insert City, State, Zip]
- **Office Phone:** [Insert Office Phone]
- **Cell Phone:** [Insert Cell Phone]
- **Email:** [Insert Email]

### Options

- [ ] Check Enclosed
- [ ] Invoice me at the above address
- [ ] Charge my credit card
- [ ] None of the above

- **Credit Card Information:**
  - **Name:** [Insert Name]
  - **Billing Address:** [Insert Billing Address]
  - **City, State, Zip:** [Insert City, State, Zip]
  - **Card Type:** [Insert Card Type]
  - **Exp. Date:** [Insert Exp. Date]
  - **Security Code:** [Insert Security Code]

### Signature

- **American Cancer Society 7800 West IH-10 Suite 130, San Antonio, TX 78250**
- **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 CattleBaronGala.org and incorporated herein by this reference.