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
Mays 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.
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 (Exclusive)
- **Participant Benefits**
  - 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
- **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

#### 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**
  - 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
- **Sponsorship Opportunities (choose one)**
  - Catering with napkins
  - Staging
  - Production
  - Entertainment

#### 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)
  - Signage with name/logo on sponsored area
  - Social Media/Print Recognition
  - Co-branded Favor Bag Item
  - Evening Program Full Page Advertisement
- **Sponsorship Opportunities (choose one)**
  - Front Welcoming Entry
  - Arena Entry
  - Food Stations

#### 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 (choose one)**
  - 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

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### 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

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### 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

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### 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
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

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)

Name $250

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 $________

BILLING & PAYMENT INFORMATION

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 _________________________________________________________________________________
Accr ____________ Invoice me at the above address ____________ Charge my credit card ____________ Wire ____________
Cardholder Name __________________________________________________________
Billing Address __________________________________________________________ City, State, Zip ____________
MC I Visa I Amex Card # _____________________________ Exp. Date ____________ Security Code ____________
Signature _____________________________ Date ____________

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American Cancer Society is a 501(C)(3) Tax ID 13.1788491

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.