



American Cancer Society's 41st Annual Cattle Baron's Gala Underwriting Opportunities

October 5, 2019

Estancia At Thunder Valley

One Estancia Lane, Boerne, Texas

A DREAM
as big as
TEXAS



Presented By:



A PARTNERSHIP WHERE KNOWLEDGE PROMOTES HEALTH



Letter from the 2019 Cattle Baron's Gala Chairs,

"A Dream as Big as Texas." That's the theme for this year's American Cancer Society Cattle Baron's Gala. More than a slogan, this "big dream" is about a world free from cancer - about ending difficult and debilitating cancer treatments, surgeries and side-effects. It's about the day when lives won't be cut short because of a devastating cancer diagnosis.

With our honorary chairs Bexar County Judge Nelson Wolff and Tracy Wolff, we are proud to serve as chairs for this 41st Annual Cattle Baron's Gala and we thank you for taking the time to learn more. This one-of-a-kind evening of food, fun and live music will be held Saturday, October 5, 2019 at the amazing Estancia at Thunder Valley in Boerne.

This event is one of the major sources of fundraising for our local Cancer Society and supports cancer research as well as 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 San Antonio researchers who are helping to develop new treatments and getting us ever closer to curing cancer.

For us, this dream is personal as we've seen the impact of cancer on members of our families. 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 journeys and help them beat their diagnoses.

Please join us 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 "A Dream as Big as Texas" on October 5th!

A DREAM
as big as
TEXAS



George B. Hernández, Jr.
President/CEO
University Health System

Michael Roussos
University Hospital Administrator
University Health System

41st 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
- Kick Off Party for 10

Recognition Benefits

- Save the Date logo recognition (based on print deadline 3/15/19)
- Cover of Main invitation logo recognition (based on print deadline 8/19)
- 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

A DREAM
as big as
TEXAS



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
- Kick Off Party for 10

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/19)
- 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
- Kick Off Party for 10

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/1/19)
- 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

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
- Kick Off Party for 10

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/1/19)
- 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

Presented By:



A PARTNERSHIP WHERE KNOWLEDGE PROPPES HEALTH



41st Annual Cattle Baron's Gala Underwriting Opportunities

LONE STAR 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
- Kick Off Party for 20

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/1/19)
- 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 MUSTANG 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
- Kick Off Party for 10

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/1/19)
- 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
- Presenting Sponsor Texas Hold' Em Poker Tournament
- Presenting Sponsor Hoffmann Smith Golf Tournament

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
- Kick Off Party for 10

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/1/19)
- 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
- Silent Auction w/ ink pens
- Beverage Stations (3)
- Save the Date Mailer
- Fund the Mission w/ ink pens
- Presenting Sponsor - Baron's Award

SADDLE UP SPONSOR \$6,500

Participant Benefits

- Reserved Seating for 10
- Baron's Award Party for 2
- Kick Off Party for 2

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/1/19)
- Signage with name/logo on sponsored area
- Social Media/Print Recognition
- Business name recognition in Evening Program

Sponsorship Opportunities (choose one)

- Midway Card
- Wrist Bands
- Beer Sponsor
- Main Invitation Reply Card
- Baron's Award Patron Party
- Specialty Cups
- Photographer
- Event Security
- Favor Bag Item (choose one)
- Revenue Enhancer Game (Wine Pull, etc.)
- Photo Booth
- Beverage Napkins
- Late Night Snack

A DREAM
as big as
TEXAS



Presented By:



A PARTNERSHIP WHERE KNOWLEDGE PROGRESSES HEALTH



41st Annual Cattle Baron's Gala Underwriting Opportunities & Commitment Form

CATTLE BARON'S TABLE \$7,500

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
- Kick Off Party for 4

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/19)
- Social Media/Print Recognition
- Recognition in Event Program

CALF ROPER TABLE \$5,000

Participant Benefits

- Reserved Seating for 10
- Baron's Award Party for 2
- Kick Off Party for 2

Recognition Benefits

- Main invitation logo recognition (based on print deadline 8/19)
- Social Media/Print Recognition
- Recognition in Event Program

- WE HAVE BEEN KICKIN' IT TO CANCER FOR 41 YEARS
Help us keep up the fight by recognizing a loved one on the wall the night the of the Cattle Baron's Gala.

Name

\$250

ADDITIONAL OPTIONS

- My company has a Corporate match program
- I decline all benefits
- I cannot attend the Gala but would like to make a donation in the amount of \$_____

BILLING & PAYMENT INFORMATION

UNDERWRITING CHOICE

- ~~Presiding~~ \$75,000
- Clydesdale \$50,000
- Heritage \$35,000
- Texas Tycoon \$25,000
- Lone Star \$18,000
- Wild Mustang \$15,000
- Country Sky \$10,000
- Saddle Up \$6,500
- Cattle Baron's Table \$7,500
- Calf Roper Table \$5,000

Donor/Company Name _____ I wish to be listed anonymously
(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 _____ Underwriting Total _____
Billing Address _____ City, State, Zip _____
MC | Visa | Amex Card # _____ Exp. Date _____ Security Code _____
Signature _____ Date _____

A DREAM
as big as
TEXAS



A PARTNERSHIP WHERE KNOWLEDGE PROMOTES HEALTH

