

BECOME A CATTLE BARON'S HONORARY CHAIR

San Antonio Cattle Baron's Honorary Chairs are community and business leaders from the San Antonio area. The mission of this group is to promote and support the success of the 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 Cattle Baron's Gala will be held on Saturday, October 23, 2021 from 5-11 p.m.**

Duties and responsibilities:

- ❖ Attend the Cattle Baron's Honorary Chair Introduction Party -Virtual or Hybrid
- ❖ Attend two to three Cattle Baron events held prior to the Cattle Baron's Gala
- ❖ Generate a benchmark of \$10,000 in revenue prior to the Cattle Baron's Gala through one or more of the following avenues: *
 - Corporate underwriting (refer to 2021 underwriting packet)***
 - Personal or corporate purchase of 2021 Cattle Baron's Gala tickets and/or tables
 - Sale of event tickets through personal or corporate contacts
 - Silent/live auction item procurement (optional)
 - Personal or corporate cash donations to support the American Cancer Society's mission
 - In-Kind event expense 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 colleague from your corporation/company or network to serve on one of the event planning committees
- ❖ Reach out to personal and business contacts to ensure successful support of the gala events
- ❖ Allow the use of your name, company affiliation/logo and photo to promote and publicize the gala
- ❖ Attend the Cattle Baron's Gala on October 23, 2021 to be recognized as an honorary chair
- ❖ Serve as a community leader for the American Cancer Society's mission and programs

Benefits:

- ❖ Official brown cowboy hat (first year) *
- ❖ Top Cattle Baron's Honorary Chair will be awarded Official black cowboy hat*
- ❖ Baron corporate donations used to underwrite the event OR sponsor a table, additional benefits are included in the underwriting packet based on level of involvement
- ❖ Opportunity to return as an Alumni Cattle Baron's Honorary Chair in subsequent years and earn additional Cattle Baron recognition upon achieving your \$10,000 benchmark fundraising goal:
 - Year 2: Men - belt buckle (add year to the design) Women - silver charm bracelet w/CBG logo dated
 - Year 3 & 4: Men - Bolo Tie / Women - silver charm
 - Year 5: a white hat for those Cattle Baron's Honorary Chairs who have raised \$50,000 within the course of 5 years through the honorary chair program on recognition on event website, invitation and evening program
- ❖ Recognition at the Cattle Baron's Gala event
- ❖ One (1) VIP table of 8 at the Cattle Baron's Gala event when \$10,000 benchmark is achieved
- ❖ Two (2) tickets to Cattle Baron's Gala event when \$2,500 is achieved
- ❖ For personal or corporate donations used to underwrite the event OR sponsor a table, additional benefits are included in the underwriting packet based on level of involvement

If \$10,000 benchmark is not achieved six (6) weeks prior to the Cattle Baron's Gala event, Cattle Baron amenities may be adjusted and/or will not be received. This includes, table, recognition and gift(s). *Benefit recognition based on raising \$10,000+ for the mission of the American Cancer Society.

**Location and format may be changed to allow the following of CDC and American Cancer Society Guidelines for In-person/Hybrid Events.

***Corporate underwriting does not count toward Cattle Baron's Honorary Chair benefits.

