BECOME A REAL MEN WEAR PINK HONORARY

San Antonio Real Men Wear Pink Honorary 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 Real Men Wear Pink campaign. In doing so, this prestigious group will be assisting the American Cancer Society in its mission to eliminate cancer as a major health concern. Top Real Men will be honored on Saturday, October 23, 2021, during the Cattle Baron’s Gala.

Duties and responsibilities:
- Attend the Real Men Wear Pink Kick-Off Celebration (in-person, virtual or hybrid)
- Generate at least $2,500 in revenue prior to the Cattle Baron’s Gala through one or more of the following avenues:*
  - Personal or corporate cash donations to support the American Cancer Society’s mission
  - Personal fundraising endeavors through the Real Men Wear Pink fundraising platform
  - Corporate underwriting (refer to 2021 Cattle Baron’s Gala underwriting packet)***
  - Corporate match contribution
  - Silent/live auction item procurement (optional)
- 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 your Real Men Wear Pink campaign
- Allow the use of your name, company affiliation/logo and photo to promote and publicize the Cattle Baron’s Gala
- Attend the Cattle Baron’s Gala on October 23, 2021, to be recognized as a Real Men Wear Pink Honorary*
- Serve as a community leader for the American Cancer Society’s mission and programs

Benefits:
- Official Real Men Wear Pink welcome packet
- Real Men Wear Pink recognition on event website, invitation, and evening program
- Recognition at the Cattle Baron’s Gala event
- Two (2) tickets to Cattle Baron’s Gala event when $2,500 goal is achieved

*$10,000+ goal is achieved Real Men Wear Pink Honorees receive:
- Official Real Men Wear Pink banded brown cowboy hat (first year)
- Top Real Men Wear Pink will be awarded Official Real Men Wear Pink black cowboy hat
- *One (1) VIP table of 8 at the Cattle Baron’s Gala event on October 23, 2021
- Opportunity to return as an Alumni Real Men Wear Pink Honorary in subsequent years and earn additional Real Men Wear Pink recognition upon achieving minimum fundraising goal:
  - Year 2: Men - belt buckle
  - Year 2: Women - silver charm bracelet with Real Men Wear Pink charm
  - Year 3 & 4: Men - Bolo Tie
  - Year 3 & 4: Women - silver charm
  - Year 5: a white hat for Real Men Wear Pink Honorary who have raised $50,000 within the course of 5 years or less through the Real Men Wear Pink Honorary Chair program

* If the $10,000 goal 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 TBD to allow the following of CDC and American Cancer Society Guidelines for In-person/ Hybrid Events.
***Corporate underwriting does not count toward Real Men Wear Pink Honorary benefits.
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 at least $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 minimum fundraising goal:
  - Year 2: Men - belt buckle (add year to the design) Women - silver charm bracelet w/CBB 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 goal is achieved
  - Two (2) tickets to Cattle Baron’s Gala event when $25,000 goal 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 goal 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 TBD 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.