

# American Cancer Society's Cattle Baron's Ball of SETX *- 2020 Partnership Opportunities -*



# Your investment can help save lives.



To our community partners:

On behalf of the American Cancer Society, we extend an invitation for you to join forces in the fight against cancer through our 2020 Southeast Texas Cattle Baron's Ball - *This Ain't Our Last Rodeo!*.

Though so many things are changing in the world today, the need to fight cancer has not stopped, nor has the need to share stories of *hope* in communities like Southeast Texas. And just as many businesses, organizations and individuals have adapted new norms and embraced unique opportunities throughout the COVID-19 pandemic, the American Cancer Society is focused on carrying out initiatives with the safety of our supporters top of mind.

With the guidance of our leadership, volunteers and supporters, we have made the decision to move our traditional, in-person event for 2020 to a space that honors social distancing measures, yet still *unites* the community through the fight to end cancer.

***On the evening of November 12, our live broadcast of the Southeast Texas Cattle Baron's Ball – This Ain't Our Last Rodeo! will be streamed through the "Cattle Baron's Ball" Facebook page, event website, and via YouTube at 7:30pm. The professional production will be approximately one hour with live interviews and interactions from community supporters, sponsors, survivors, caregivers, etc. It will also feature some pre-recorded videos that are shared during this time. It will include a call to action for viewers to donate through mission giving and to support our digital silent auction via mobile bidding. We also encourage supporters to host their own, personal "Cattle Baron's" celebrations in your homes, businesses, favorite gathering spots, etc. – and literally bring the experience to you! Get gussied up in your favorite Cattle Baron's attire and tune in to watch the live celebration with your closest friends!***

We are making remarkable progress to help save more lives from cancer every day. In fact, the cancer death rate has declined by 29 percent since 1991 in the United States. That is real progress. In addition to lifesaving research, the Society is focused on providing access to care through transportation and lodging assistance in our community. Last year alone, we awarded local transportation grants to cancer centers in the Beaumont area. We are also preparing to open doors to the first ever American Cancer Society *Hope Lodge* in Houston, offering free lodging to over 60 patients each night of the year, traveling away from home for treatment. This facility alone will save patients and families over \$4.5 million in lodging each year.

Future funding of our mission depends on the pledges received this year, so we hope you'll join us in 2020 by investing in our lifesaving mission. You will be sure to find that community members will notice and appreciate your commitment to a cause that impacts us all. Together, we will save lives, celebrate lives, and lead the fight for a world without cancer.

Sincerely,

*Kathy Chessher*

Kathy Chessher  
American Cancer Society  
Southeast Texas  
Kathy.Chessher@cancer.org  
409.782.6635

# Cattle Baron's Ball Sponsorship Opportunities:

## **\$25,000 Legendary Baron Sponsor SOLD!**

### **\$20,000 Texas Tycoon Baron Sponsor**

- Logo on entertainment segments during event
- 3-minute live coverage of your "watch party" during event
- ½ page ad in digital program
- Logo prominently displayed on website and social media
- 30 Swag bags for your watch party guests
- Opportunity to provide a :30 branded video message to run prior to event
- Opportunity to provide 600 branded items for Swag Bags
- Social Media recognition (Facebook and website)

### **\$15,000 Mobile Bidding Sponsor**

- Logo exclusively branded on mobile bidding platform for event night for approximately 1000 users
- Opportunity for 3-minute live coverage of your "watch party" streamed through the live broadcast
- Half page ad in event night digital program
- Logo prominently placed on event website and social media
- 30 swag bags for your "watch party" guests (sponsor gift items, etc)
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event
- Opportunity to provide branded gift item to be included in 600+ guest "swag bags" for November 14 supporters

### **\$10,000 Spirit of Hope Celebration Sponsor: (Available Opportunities: 3)**

- Logo branded on event night "Spirit of Hope" ceremony and pre-event promotion
- Opportunity for 2-minute live coverage of your "watch party" streamed through the live broadcast
- Half page ad in event night digital program
- Logo prominently placed on event website and social media
- 25 swag bags for your "watch party" guests (sponsor gift items, etc)
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event
- Opportunity to provide branded gift item to be included in 600+ guest "swag bags" for November 14 supporters

### **\$7,500 Swag Bag Sponsors: (Available Opportunities: 3)**

- Opportunity to provide 200 branded swag bags to be distributed to event night supporters
- Opportunity for 2-minute live coverage of your "watch party" streamed through the live broadcast
- Half page ad in event night digital program
- Logo prominently placed on event website and social media
- 25 swag bags for your "watch party" guests (sponsor gift items, etc)
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event
- Opportunity to provide branded gift item to be included in 600+ guest "swag bags" for November 14 supporters

### **\$5,000 Silver Sponsor**

- Half page ad in event night digital program
- Logo placed on event website and social media
- 15 swag bags for your "watch party" guests (sponsor gift items, etc)
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event
- Opportunity to provide branded gift item to be included in 600+ guest "swag bags" for November 14 supporters

### **\$3500 Bronze Sponsor:**

- Quarter page ad in event night digital program
- Logo placed on event website and social media
- 10 swag bags for your “watch party” guests (sponsor gift items, etc)
- Opportunity to provide cobranded video message to be featured on ACS social media outlets prior to event
- Opportunity to provide branded gift item to be included in 600+ guest “swag bags” for November 14 supporters

### **\$1500 Friends of Baron’s Ball Sponsor:**

- Name placed on event website, social media and event night digital program available to all event night viewers
- Opportunity to provide branded gift item to be included in 600+ guest “swag bags” for November 14 supporters

## **Become a Fund the Mission Donor**

**Pledge any amount:** Donors are encouraged to pledge at the amount of their choice that is allocated 100% to programs and services provided by the American Cancer Society, such as direct transportation assistance for patients receiving treatment in SETX, cancer research or the Houston Hope Lodge. As there are no sponsorship amenities provided for “Fund the Mission” donations, it is 100% tax deductible.

### **Local Transportation Grant Initiative:**

Access to care, specifically transportation, continues to be a burden on many local patients facing treatment. Through our “Fund the Mission” initiative, donors have the opportunity to allocate contributions 100% to funding local transportation grants. All dollars pledged through this initiative will be available via application for cancer centers in our local communities.

### **Cancer Research (General) Initiative:**

Next to the Federal Government, the Society is the largest funder of cancer research. In fact, we are currently funding over \$410 million in research grants. You can help grow those efforts by pledging a donation that will be allocated 100% to cancer research.

### **Houston Hope Lodge:**

The American Cancer Society Houston Hope Lodge is the largest Hope Lodge in the nation, with multiple stories, 64 patient suites, and occupying more than 68,000 square feet. At capacity, it will offer 23,000 nights of lodging per year, representing a combined savings to patients of over \$4 million.

**Pledge a minimum of \$2500:** Any donor who pledges a minimum of \$2,500 toward the “Fund the Mission” initiative by October 9 will be offered the opportunity for a 30 second feature in the event night “Fund the Mission” video.

**Commit your contribution by November 2:** Any donors who commit to “Fund the Mission” by November 2 will also be featured in the event night digital program available to all event night viewers.

## **Recognize your loved ones with a “Spirit of Hope” Tribute:**

The live broadcast will include a special “Spirit of Hope” ceremony where the names of loved ones who have battled cancer will be displayed. With a minimum \$20 donation, Tributes can be made in memory of or in honor of loved ones by visiting [setxcattlebaronsball.com](http://setxcattlebaronsball.com) until November 2, 2020.



# Cattle Baron's Ball Celebration 2020 | Commitment Form

- Partnership opportunities are available on a first come first serve basis. The first donor to formally commit to each level will receive the specific amenities offered.
- For any amenities that include branding opportunities for the event night program, the deadline will be November 2 to ensure appropriate branding is delivered.
- For any amenities that include personalized video message opportunities during the live broadcast, videos must be received by November 2.
- To formally secure your commitment, please send this form to: [Kathy.Chessher@cancer.org](mailto:Kathy.Chessher@cancer.org)
- A link for payment will then be sent to you for online payments. If a check should be processed, please include a copy of this completed form to the address below.

Cattle Baron's Ball Partnership \$ \_\_\_\_\_ Amenity: \_\_\_\_\_

Fund the Mission Contribution \$ \_\_\_\_\_

**Total Partnership Commitment \$ \_\_\_\_\_**

**For Fund the Mission contributions, please select the area you would like your funds allocated toward:**

Cancer Research \_\_\_\_\_ Houston Hope Lodge \_\_\_\_\_ Local Transportation Grants \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St. \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company name as you wished to be recognized:

\_\_\_\_\_

My payment is enclosed \_\_\_\_\_ Please invoice me for payment \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp date: \_\_\_\_\_ Signature: \_\_\_\_\_

Date commitment received by ACS: \_\_\_\_\_ Date payment received by ACS: \_\_\_\_\_

**Please make checks payable to:** American Cancer Society

Tax ID: 13-1788491  
1640 N. Major Dr  
Beaumont, TX 77713

**For more info, or to confirm your partnership:** [Kathy.Chessher@cancer.org](mailto:Kathy.Chessher@cancer.org) | 409.782.6635