

## A WORD FROM OUR CHAIR



On behalf of the American Cancer Society, we are pleased to announce the 20th Anniversary Orlando Cattle Baron's Ball. Please join us on April 6, 2019 at Rosen Shingle Creek to help us celebrate our 20th Anniversary in the Orlando area! The event, as always, will include live music, auctions, delicious food, and exciting activities. You are also in store for some fun, new surprises!

Cattle Baron's Ball is an organization of volunteers working together to support your local American Cancer Society and its fight against cancer. Since the first Orlando Cattle Baron's Ball in 1999, we have proudly contributed more than \$6 million to local and national cancer support services, as well as groundbreaking cancer research.

To our loyal supporters, we send our heartfelt appreciation for your continued support and look forward to seeing you again soon! To our new friends, we thank you for your consideration, and we hope to call you a partner at this year's event as we work to eliminate cancer. Thank you from the bottom of our hearts, and from the survivors who continue to fight on.

With much gratitude,  
Tyler Kurau, 2019 Event Chair  
& all of the Orlando Cattle Baron's Ball Committee

## 2019 EVENT DETAILS

The American Cancer Society's Cattle Baron's Ball brings together cowboys and cowgirls for an evening of western-themed fun and raises funds to help the Society attack cancer from every angle. This year's Cattle Baron's Ball will be held on Saturday, April 6, 2019 at Rosen Shingle Creek in Orlando. Festivities begin at 6 p.m. with a reception that includes a silent auction, followed by a gourmet dine-around featuring food from many of Central Florida's finest chefs, a live auction and incredible entertainment.

The Orlando Cattle Baron's Ball promises another year of toe-tapping, knee-slapping, rip-roaring good times, all for an even better cause! So grab your hat, pull on your boots, and join us!

### WHO IS ATTENDING?

More than 900 guests are expected to attend, including corporate sponsors, business and philanthropic leaders.

### EVENT HISTORY

The first Cattle Baron's Ball was held in 1974 in Dallas, TX. Since then, the Cattle Baron's Ball has grown into one of the premier fundraising events, both locally and across the nation, supporting the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer.

Featuring remarkable support from Central Florida's top executives and community leaders, the Orlando Cattle Baron's Ball continues to make a measurable impact in the fight against cancer year after year. Now in its 20th year in Orlando, this event brings community members together who are committed to raising awareness and funds to help attack cancer from every angle.

### WHY SUPPORT?

According to the American Cancer Society, more than 1.7 million new cancer cases are expected to be diagnosed in the United States this year. More than 600,000 will lose their battle. That's more than 1,600 people a day. You can help more people finish their fight by celebrating with us at the 2019 Orlando Cattle Baron's Ball!



# SATURDAY, APRIL 6, 2019

## ORLANDO, FL



Attacking from every angle.™



**AS A SPONSOR OF THE 20TH ANNIVERSARY CATTLE BARON'S BALL** you will be leading the way in the fight against cancer in your community. In partnering with YOUR American Cancer Society, you will continue our mission of creating a world with less cancer and more birthdays by helping people stay well, get well, finding cures and fighting back!

AMENITIES	SUMMERLIN PRESENTING OR CO-PRESENTING	ORANGE BLOSSOM	MAGNOLIA	MOCKINGBIRD	LAKE EOLA	DOC PHILLIPS
Table/Seating	3 Tables of 10	2 Tables of 10	1 Table of 12	1 Table of 10	1 Table of 8	2 Reserved Seats
Recognition in Evening Program Signage at Table, Slideshow and Website/Social Media	Full Page	Full Page	1/2 Page	1/4 Page	Listed	Listed
Cattle Baron's Ball Recognition Memorabilia	★	★	★	★		
Recognition on Event Invitation	Logo	Logo	Logo	Listed		
VIP Check-In	★	★	★			
Recognition in Print and Billboard Ads	★	★	★			
Laureate Society for Individual Donors*	★	★	★			
Hotel	4 rooms	2 rooms	1 room			
Logo on Mobile Bidding Platform	★					
Personal Wrangler Table Service	★					
Logo on Volunteer Shirts	★					

\*The American Cancer Society Laureate Society recognizes the Society's major contributors (\$10,000 and up) in the fight against cancer. This nationwide program honors those individuals who continue to significantly invest in the fight against cancer. As a member of the Laureate Society, you will enjoy benefits designed exclusively for you, such as access to personalized resources and services, invitations to special events, and more.



## SUMMERLIN PRESENTING SPONSOR - \$40,000

### OR CO-PRESENTING \$30,000 EACH, SHARED WITH ANOTHER COMPANY \*

- › Naming rights to the ball; the American Cancer Society 2018 Cattle Baron's Ball Presented by Your Company.
- › Prominent logo placement recognizing your company as Presenting Sponsor (or Co-Presenting) on all ball collateral, including promotional materials, save the date, invitation, signage and slideshow at event, volunteer t-shirts, mobile bidding platform, website and social media, print and billboard ads, a full page in a prime position in the evening program given to 900+ guests, and in post-event communications.
- › 3 tables of 10 with premier seating with corporate/individual table signage.
- › Exclusive personal wranglers serving you and your guests.
- › Valet parking and VIP check-in for you and your guests.
- › 4 hotel rooms at the Rosen Shingle Creek on the night of the ball.
- › Opportunity for CEO or designee to welcome guests and speak at the ball.
- › Presenting and Co-Presenting companies have first right of refusal for 2020 Cattle Baron's Ball.

## ORANGE BLOSSOM - \$25,000\*

- › Prominent logo placement recognizing your company as an Orange Blossom Sponsor on save the date, invitation, signage and slideshow at event, website and social media, print and billboard ads, a full page in the evening program given to 900+ guests, and in post-event communications.
- › 2 tables of 10 with preferred seating with corporate/individual table signage.
- › Valet parking and VIP check-in for you and your guests.
- › 2 hotel rooms at the Rosen Shingle Creek on the night of the ball.

## MAGNOLIA - \$10,000\*

- › Logo placement recognizing your company as a Magnolia Sponsor on save the date, invitation, signage and slideshow at event, website and social media, print ads, and a 1/2 page in the evening program given to 900+ guests.
- › 1 table of 12 with preferred seating with corporate/individual table signage.
- › Valet parking and VIP check-in for you and your guests.
- › 1 hotel room at the Rosen Shingle Creek on the night of the ball.

## MOCKINGBIRD - \$5,000

- › Recognition as a Mockingbird Sponsor on invitation, signage and slideshow at event, website and social media, and a 1/4 page in the evening program given to 900+ guests.
- › 1 table of 10 with corporate/individual table signage.
- › Valet parking for you and your guests.

## LAKE EOLA - \$3,000

- › Recognition as a Lake Eola Sponsor in the evening program given to 900+ guests.
- › 1 table of 8 with corporate/individual table signage.

## DOC PHILLIPS - \$700

- › Special seating and recognition.
- › Recognition as a Doc Phillips Sponsor in the evening program given to 900+ guests.
- › 2 reserved seats in the preferred seating section with other Doc Phillips sponsors.

## INDIVIDUAL TICKETS - \$250

## NAMING OPPORTUNITIES

### ENTERTAINMENT - \$10,000\* (1 AVAILABLE)

- › Logo on signage on stage and in the evening program given to 900+ guests.
- › 1 table of 8 with corporate/individual table signage.

### VALET - \$10,000\* (1 AVAILABLE)

- › Logo recognition at valet area and in the evening program given to 900+ guests.
- › Opportunity to leave branded items in valeted cars. (Examples: water bottles, koozies, etc.)
- › 1 table of 8 with corporate/individual table signage.

### GAMES - \$5,000 (2 AVAILABLE)

- › Logo recognition in Games area and in the evening program given to 900+ guests.
- › 1 table of 8 with corporate/individual table signage.

### DEPARTURE GIFTS - \$5,000 (1 AVAILABLE)

- › Logo recognition on table for departure gifts for patrons of the Cattle Baron's Ball, and in the evening program given to 900+ guests.
- › 1 table of 8 with corporate/individual table signage.

### MISSION AREA - \$3,500 (2 AVAILABLE)

- › Logo recognition in Mission Area and in the evening program given to 900+ guests.
- › 4 tickets to Cattle Baron's Ball.

### REGISTRATION CHECK-OUT - \$2,500

- › Logo recognition at Registration/Check-Out and in the evening program given to 900+ guests.
- › 4 tickets to Cattle Baron's Ball.

## MISSION OPPORTUNITIES

Can't attend Cattle Baron's Ball, but still want to help us attack cancer from every angle?

### HOME AWAY FROM HOME - \$5,000

\$5,000 could help provide a cancer patient and their caregiver with a month of free lodging at an American Cancer Society Hope Lodge when their best hope for effective treatment is away from home.

### RIDES - \$5,000

\$5,000 could help provide 500 rides to and from treatment for cancer patients who otherwise may not have access to lifesaving care.

### RESEARCH - \$3,500

\$3,500 could help support 3 years of follow-up for 100 participants enrolled in our Cancer Prevention Study - 3, a research study that will help us better understand what causes cancer so that we can ultimately help prevent it.

### INFORMATION - \$2,500

\$2,500 could help provide free 24-hour information and support via phone, email, and online chats for 100 people.

### NAVIGATION - \$1,500

\$1,500 could help connect trained patient navigators to 10 cancer patients so they can understand their diagnosis and get the help they need.

### SUPPORT - \$1,000

\$1,000 could help provide a breast cancer patient with one-on-one peer support from a trained volunteer breast cancer survivor.

