



Sponsorship & Underwriting

CATTLE BARON'S BALL

ST. LOUIS 2013



**Dear Friends of the
American Cancer Society,**

It is our sincere pleasure to announce the American Cancer Society's signature gala, 'Cattle Baron's Ball,' is coming to Queeny Park in St. Louis on Saturday, August 17th, 2013. The Cattle Baron's Ball is a fun, western-themed party with delicious food, exciting gaming and midway events, silent and live auctions, live music, and much more.

Each of us has suffered the pain caused by cancer either personally or alongside a family member or friend. That's why the volunteers of the Cattle Baron's Ball are passionate

about the American Cancer Society's mission to eliminate this terrible disease.

Thanks to ongoing advances in the field of medical technology, there is more hope than ever that some day we may finally defeat cancer. There is no question that fundraising plays a vital role in finding a cure. Now more than ever, we need your support.

Funds raised through the Cattle Baron's Ball help support national and local research, advocacy

programs, and prevention and early detection education. Importantly, funds also support free patient services such as transportation and housing assistance, wigs, support groups, camps for kids with cancer, and more. One of these services, the American Cancer Society Hope Lodge St. Louis, gives patients and their families a home away from home while they undergo treatment.

What is the Cattle Baron's Ball?

The American Cancer Society is branding their St. Louis gala in a new way for 2013 by going west! Throw on your boots and cowboy hats and get ready to kick up your heels for an evening of fun. With live entertainment, delicious food, a live and silent auction, and more, the Cattle Baron's Ball will ensure that guests have a great time while fighting cancer.

The American Cancer Society is fortunate to have wonderful partnerships in the St. Louis area with community-driven donors who help inspire the fight for a cure for cancer. This event gives the American Cancer Society the opportunity to bring all of its top supporters together for a fun and playful evening to help fund our mission, including research initiatives, education, advocacy, and patient services.

With your help the American Cancer Society will host hundreds of passionate St. Louisans while raising much-needed funds to help people stay well, get well, find cures, and fight back. Thank you for your dedication to the cause!

It is a place they can feel comfortable outside of the hospital setting and share support with others fighting this courageous battle. And many patients wouldn't be able to get their treatment without this free place to stay. We are excited to have the Hope Lodge as our designated fundraising campaign for this event.

While there is more hope

today than ever before, funding is still needed. This is your chance to make a true impact in this fight! Enclosed you will find details on underwriting opportunities and their benefits. As you review this booklet, we encourage you to remember the American Cancer Society's mission.

So put on your boots and hat, gather your compadres, and join us to help those afflicted with cancer celebrate more birthdays! Please join us August 17th as we continue the fight!



Richelle Weisbrod & Pam Krekeler
*2013 Cattle Baron's Ball
Event Co-Chairs*

Photo Compliments of Westrich Photography

Event Details

WHAT: The American Cancer Society is branding their St. Louis gala in a new way for 2013 by going west! Throw on your boots and cowboy hats and get ready to kick up your heels for an evening of fun.

WHEN: Saturday, August 17, 2013

WHERE: Queeny Park

WHO: Hundreds of St. Louis's elite, including corporate sponsors, business and philanthropic leaders, underwriters, community supporters, and cancer survivors

WHY: Cancer is the leading cause of death in the world; 1 out of every 2 men, and 1 out of every 3 women will be diagnosed with cancer in their lifetime. The American Cancer Society helps to save lives and reduce suffering from cancer by helping people stay well, helping people get well, by finding cures, and by fighting back.

HIGHLIGHTS: With live entertainment, delicious food, a live and silent auction, and more, the Cattle Baron's Ball will ensure that guests have a great time while fighting cancer. Guests will also have the opportunity to honor and remember those who have battled cancer.

CONTACT INFO: Amanda Kernan, American Cancer Society, 314-286-8159, amanda.kernan@cancer.org

YOUR GIFTS AT WORK

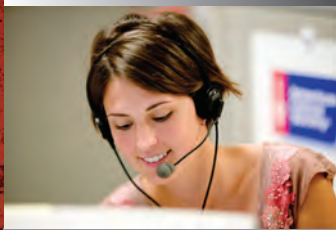
RESEARCH



\$120 PROVIDES

Your gifts provide researchers with a case of 144 petri dishes – allowing them to turn theories into cancer cures.

INFORMATION CENTER



\$350 PROVIDES

Your gifts provide 83 hours of toll-free access for the American Cancer Society's National Cancer Information Center. The center receives 1.2 million calls every year to its 24-hour toll free line, 1-800-227-2345, where specialists answer questions about cancer treatment options and local cancer resources.

SUPPORT



\$500 PROVIDES

Your gifts help provide visits to five women from the American Cancer Society's Reach to Recovery program. This program introduces breast cancer patients to select survivors who can answer questions and provide emotional support.

TREATMENT



\$100 PROVIDES

Your gifts provide expenses for a patient to stay for free during cancer treatment in one of the American Cancer Society's Hope Lodge facilities located in major cities nationwide.

CAMPS



PRICELESS

How can you put a price on a child's smile?

Camps for children with cancer run by the American Cancer Society let kids be kids. They swim, play sports, and enjoy other camp-style fun in a supportive environment that recognizes their special medical needs. And the kids attend free of charge thanks to 14 generous donors.

The Cattle Baron's Ball 2013 Underwriting Index

Underwriting Opportunities

\$30,000

St. Louis Cattle Baron's Ball
SHOW ME STATE WRANGLER
PRESENTING SPONSOR

\$20,000

ST. LOUIS WRANGLER

- Food & Beverage
- Venue
- Entertainment
- Staging, Lighting, & Sound

\$15,000

MISSISSIPPI WRANGLER

- Junior Cattle Baron's Ball
- Printed Materials
- Cattle Baron's Ball Bank

\$10,000

GATEWAY WRANGLER

- VIP Party
- Gaming Area
- Gift Bags

\$7,500

RIVER CITY WRANGLER

- Live Auction
- Silent Auction
- Volunteer T-shirts
- Bartenders
- Save the Date Card

\$5,000

SHERIFF

- Margarita and Rocks Raffle
- Event Decor
- Valet Parking
- Tables, Linens and Chairs
- Photo Booth

\$3,000

COWBOY

- Wine Ring Toss
- Pig or Mouse Races
- VIP Gift Bags Item Sponsor



SHOW ME STATE WRANGLER

PRESENTING SPONSOR

\$30,000

- 3 Baron tables with premier seating (24 VIP seats) at Cattle Baron's Ball with table service
- Company logo displayed on JumboTron during the Cattle Baron's Ball
- Company logo on all event napkins
- Display of 4 banners at event (to be provided by ACS)
- Presenting Sponsor signage located at entrance of the Cattle Baron's Ball
- Name and logo included on event invitations and event programs
- Acknowledgement as Presenting Sponsor in pre and post event publicity
- Recognition on website and all print materials and media promotions as Presenting Sponsor
- 1 full page back cover advertisement on the event program
- \$100 in gaming chips per guest
- Opportunity to include a gift item in VIP gift bag
- American Cancer Society's prestigious Society Award presented at the Cattle Baron's VIP Party
- 12 VIP Gift Bags
- Valet Parking
- Invitation to Cattle Baron's VIP party for 24
- 24 Bloody Mary Morning gift bags

ST. LOUIS WRANGLER

\$20,000

- 2 Baron tables with premier seating (16 VIP seats) at Cattle Baron's Ball with table service
- 1 Rancher table (8 seats)
- Company logo to be displayed on JumboTron during Cattle Baron's Ball
- Display of 3 banners at event (to be provided by ACS)
- Name and logo included on event invitations and event programs
- 1 full page advertisement in event program
- Logo on official Cattle Baron's Ball website
- Acknowledgement in pre and post event publicity
- \$75 in gaming chips per guest
- Opportunity to offer promotional materials in VIP gift bag
- American Cancer Society's prestigious Society Award presented at the Cattle Baron's VIP Party
- 12 VIP Gift Bags
- Valet Parking
- Invitation to Cattle Baron's VIP party for 16
- 24 Bloody Mary Morning gift bags

MAY CHOOSE TO UNDERWRITE:

- Food & Beverage
- Venue
- Entertainment
- Staging, Lighting, & Sound

MISSISSIPPI WRANGLER

\$15,000

- 2 Baron tables with premier seating (16 VIP seats) at Cattle Baron's Ball with table service
- Company logo displayed on JumboTron during the Cattle Baron's Ball
- Display of 2 banners at event (to be provided by ACS)
- Name and logo included on event invitations and event programs
- 1/2 page advertisement in event program
- Logo on official Cattle Baron's Ball website
- Acknowledgement in pre and post event publicity
- \$50 in gaming chips per guest
- Opportunity to offer promotional materials in VIP gift bag
- American Cancer Society's prestigious Society Award presented at the Cattle Baron's VIP Party
- 8 VIP Gift Bags
- Valet Parking
- Invitation to Cattle Baron's VIP party for 16
- 16 Bloody Mary Morning gift bags

MAY CHOOSE TO UNDERWRITE:

- Junior Cattle Baron's Ball
- Printed Materials
- Cattle Baron's Ball Bank

GATEWAY WRANGLER

\$10,000

- 1 Baron table with premier seating (8 VIP seats) at Cattle Baron's Ball with table service
- 1 Rancher table (8 seats)
- Company logo to be displayed on JumboTron during ball
- Display of 1 banner at event (to be provided by ACS)
- Name and logo included on event invitations and event programs
- 1/4 page advertisement in event program
- Logo on official Cattle Baron's Ball website
- Acknowledgement in pre and post event publicity
- Opportunity to offer promotional materials in VIP gift bag
- American Caner Society's prestigious Society Award presented at the Cattle Baron's VIP Party
- 8 VIP Gift Bags
- Valet Parking
- Invitation to Cattle Baron's VIP Party for 8
- 16 Bloody Mary Morning gift bags

MAY CHOOSE TO UNDERWRITE:

- VIP Party
- Gaming Area
- Gift Bags

RIVER CITY WRANGLER

\$7,500

- 1 Baron table with premier seating (8 VIP seats) at Cattle Baron's Ball with table service
- Opportunity to offer promotional materials in VIP Gift Bags
- Name included on event invitations and event programs
- Name displayed at event
- 1/4 page advertisement in program
- Acknowledgement in pre and post event publicity
- 4 VIP Gift Bags
- Valet Parking
- Invitation to Cattle Baron's VIP party for 8
- 8 Bloody Mary Morning gift bags

MAY CHOOSE TO UNDERWRITE:

- Live Auction
- Silent Auction
- Volunteer T-shirts
- Bartenders
- Save the Date Card

TABLE OPTION A — **BARON TABLE** \$2,500

- Reserved table for 8 at the 2013 Cattle Baron's Ball with table service and premier seating
- 4 VIP gift bags
- Sign recognition on table
- Name recognition in event program (if committed by July 1st, 2013)
- 8 Bloody Mary Morning gift bags
- Valet Parking

SHERIFF

\$5,000

- 1 Baron table with premier seating (8 VIP seats) at Cattle Baron's Ball with table service
- Name included on event invitations and event programs
- Name displayed at event
- Name and logo printed on items corresponding to sponsorship opportunities
- Logo on sponsor page of program
- Acknowledgement in pre and post event publicity
- 4 VIP Gift Bags
- Valet Parking
- Invitation to Cattle Baron's VIP Party for 8
- 8 Bloody Mary Morning gift bags

MAY CHOOSE TO UNDERWRITE:

- Margarita and Rocks Raffle
- Event Decor
- Valet Parking
- Tables, Linens and Chairs
- Photo Booth

TABLE OPTION B—RANCHER TABLE \$1,500

- Reserved table for 8 at the 2013 Cattle Baron's Ball
- Sign recognition on table
- 8 Bloody Mary Morning gift bags
- Valet Parking

COWBOY

\$3,000

- 1 Rancher table (8 seats) at Cattle Baron's Ball
- Sign recognition on table
- Name and logo included on event programs
- Name and logo displayed at event
- Acknowledgement in pre and post event publicity
- Opportunity to offer promotional materials in gift bags
- 8 Bloody Mary Morning gift bags

MAY CHOOSE TO UNDERWRITE:

- Wine Ring Toss
- Pig or Mouse Races
- VIP Gift Bags Item Sponsor:

**As a Gift Bags Item Sponsor, you have the opportunity to provide a unique gift with your company's name/logo alongside the Cattle Baron's Ball event logo. All gifts will be included in the complimentary gift bags to be sent home with all VIP guests.

Suggested Items:

- Leather Coaster
- Commemorative Cup
- Keychain and/or Flashlight
- Hand Sanitizer
- Reusable Hot/Cold Pack
- Drink Koozie
- Teflon Potholder/Hot Pad
- Stainless Travel Mug

RESTRICTED GIFT SPONSORSHIP

Welcome to the American Cancer Society Hope Lodge in St. Louis. We understand that undergoing treatment for cancer can be both financially and emotionally overwhelming. In an effort to ease the burden of cancer, the American Cancer Society provides free housing to cancer patients traveling to St. Louis for treatment.

Finding emotional and social support from other survivors can be as important as getting the proper medical care. At Hope Lodge, patients live with other patients going through similar experiences and are supported by caring staff and volunteers. The nurturing, comfortable environment provided to patients during their stay allows them to focus on what is most important — fighting cancer!

While you are staying at Hope Lodge, you are family.



“When I was told about Hope Lodge, I asked about the cost. When they said it was free, I held my face in my hands and wept.”

“Hope Lodge is a place where I have found new friends, safety and shelter from the storms of life and hope for the future.”



A world with
less cancer
is a world with more
birthdays.

This world is not just a dream. Eleven million cancer survivors will celebrate birthdays this year. That's a sign of progress, proof that a world with more birthdays is possible. See how you can help at morebirthdays.com. Or call 1-800-227-2345. Together we'll stay well, get well, find cures and fight back.

THE OFFICIAL SPONSOR OF BIRTHDAYS.®



WANTED

Hundreds of St. Louis's elite, including corporate sponsors, business and philanthropic leaders, underwriters, community supporters and cancer survivors

WHEN: Saturday, Aug. 17, 2013

WHERE: Queeny Park

WEBSITE: stlcattlebaronsball.org

Throw on your boots and cowboy hats and get ready to kick up your heels for an evening of fun.

Cattle Baron's Ball will ensure that guests have a great time while fighting cancer.

- Live Entertainment
- Delicious Food
- A Live And Silent Auction
- Opportunity To Honor And Remember Those Who Have Battled Cancer



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4207 Lindell Blvd
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