

UNDERWRITING OPPORTUNITIES  
20<sup>TH</sup> ANNUAL

- 2016 CATTLE BARON'S BALL

# VIVA LA CURE

AMERICAN CANCER SOCIETY -



SEPTEMBER 24<sup>TH</sup>, 2016



LAS PALMAS RACE PARK



# CATTLE BARON'S BALL OF THE RGV CHAIRS



On behalf of the American Cancer Society, we are pleased to announce "Viva La Cure"-the 20th annual Cattle Baron's Ball to be held September 24, 2016 at Las Palmas Race Track. There will be live music, complete with dinner, exciting auctions, and other fun activities. This ranch-style gala, a perennial favorite, is unique because of its location and relaxed atmosphere, combined with the proven ability to raise funds for a deserving cause.

Young or old, male or female, cancer is a disease that does not discriminate. Our life has personally seen the devastating effects of this terrible disease, and it is our hope that by supporting and donating our time and efforts in raising money towards cancer research, we all might be able to make a difference in combating this disease. The Cattle Baron's Ball of the RGV has a rich history of not only hosting the best non-profit event in the RGV, but the Ball has also done a tremendous job of raising much needed funds which are so appropriately utilized by the American Cancer Society.

Last year, the Cattle Baron's Ball raised \$125,000 for cancer research, and it is our goal to raise even more this year...But we cannot do it without your help. The generosity of businesses and individuals in our great community is something we hope to utilize in making this year's Cattle Baron's Ball of the RGV the best yet.

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 together to

eliminate cancer. Thank you from the bottom of our hearts and from the survivors in our community that will celebrate another birthday this year.

**Viva La Cure!**

Your 2016 Cattle Baron's Ball of the RGV Chairmen,

*Carina Keale & Olivia James*

## 2016 HONOREE

Nobody plans to be diagnosed with cancer. It isn't invited into your life, and it certainly doesn't fit into anyone's schedules, dreams or long-term visions. However, millions of Americans every year receive the same news that I did on November 5, 2015. It doesn't discriminate against age, race, sex, or fitness level. It can creep into your life and change everything overnight. When I received the dreaded diagnosis, I was angry. How could this happen to me? I was in some of the best shape of my life, having recently lost 30 pounds after my pregnancy. I was exercising daily and eating right. But as the doctor began to explain to us the biopsy results, none of that mattered. My life would forever be changed. Between the shock and anger, my mind immediately flashed to my family. How will I be able to care for my baby girl and my family? Although I didn't know what the road ahead looked like, I knew that I had to stay strong for my girls and my husband.

Ten days after my diagnosis, I was receiving my first chemotherapy treatment. It all happened so fast; tests, scans, and additional biopsies to determine the staging of my cancer and whether or not it had spread to other

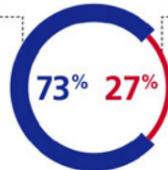
parts of my body. I went from a clean mammogram in July 2013 to Stage III breast cancer in 27 months. The protocol for my treatment was 12 weekly Taxol treatments, followed by four treatments of a chemotherapy cocktail known as the "red devil" spread out in three week increments. After that, a unilateral mastectomy to my right breast with complete lymph node dissection and then 35 days of radiation. An unprovoked war was about to take place in my body to kill cancer by poison, surgical amputation and radioactive burning. Drastic indeed, but it did not break my positive spirit!

Even though I did not get to choose whether or not I got cancer, I do control how I will handle this diagnosis. I choose to fight. I choose to win, and I choose to learn from this experience. I also look to inspire others that will go through battle after me. As a survivor with four young girls, I will forever be an advocate for breast cancer awareness and research funding so that someday not only will we find a cure, but prevent cancer all together. I also look to inspire others that will go through this battle after me.

*Veronica Cavazos Bishop*

### HERE'S HOW WE SPENT THE MONEY

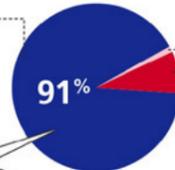
**PROGRAM SERVICES**  
 CANCER RESEARCH | \$177M  
 PATIENT SUPPORT | \$280M  
 PREVENTION INFO & EDU | \$132M  
 DETECTION & TREATMENT | \$92M



**SUPPORTING SERVICES**  
 \$49M | MGMT & GEN EXPENSES  
 \$206M | FUNDRAISING EXPENSES

### AND WHERE IT CAME FROM

**PEOPLE LIKE YOU**  
 SPECIAL EVENTS  
 PERSONAL GIFTS  
 CORPORATE GIFTS  
 BEQUESTS, ETC



1% GRANTS AND CONTRACTS FROM GOVERNMENT AGENCIES  
 8% INVESTMENT INCOME

Many of these donors were individuals who gave an average gift of just \$50 to help those affected by cancer.



BECOMING AN UNDERWRITER  
CAN MAKE A DIFFERENCE!

## TEXAS CATTLE BARON

\$ 25,000

Presenting Sponsor

## LONE STAR

\$ 15,000

Underwriting Opportunities - Choice of One

- ★ Stage, Sound & Lighting
- ★ Headline Entertainer
- ★ Catering

Gift Bag Items: ★ T-Shirt - SOLD



## TEXAS TYCOON

\$ 10,000

Underwriting Opportunities - Choice of One

- ★ Tent
- ★ Program w/ Back cover ad
- ★ Decorations
- ★ Entry Boulevard

Gift Bag Item: ★ Baseball cap

## WILDCATTER

\$ 7,500

Underwriting Opportunities - Choice of One

- ★ Live Auction, Auctioneer & bid paddles
- ★ Tables & Chairs
- ★ Raffle
- ★ Invitations
- ★ Valet Parking

Gift Bag Item:

- ★ Chef Apron
- ★ Multipurpose BBQ Lighter

★ Tote Bag - SOLD



## MARSHALL

\$ 5,000

Underwriting Opportunities - Choice of One

- ★ Check-in/out Reception Area
- ★ Centerpieces
- ★ Photobooth
- ★ Opening Band
- ★ VIP Gift Item
- ★ Video Screen
- ★ Raffle
- ★ Bid Board
- ★ Silent Auction

Gift Bag Item: ★ Coffee Mug  
★ Wine Opener

★ Longneck Koozie

★ Plastic Tumbler

★ Beverage Coaster

## TEXAS RANGER

\$ 3,500

Underwriting Opportunities - Choice of One

- ★ Mechanical Bull
- ★ Stick Horse Races
- ★ Security
- ★ Save the Date

Gift Bag Item: ★ Can Koozie

★ Mint Tin

★ iPhone Credit Card/ID Holder

★ Credit Card Holder Keychain

## SHERIFF

\$ 2,500

Underwriting Opportunities - Choice of One

- ★ Boot Shine
- ★ Beverage Stations
- ★ Food Stations
- ★ Mystery Boxes
- ★ Beverage Napkin
- ★ Main Invitation Envelope
- ★ Breakfast Tacos
- ★ Program Inner Back Cover
- ★ Program Inner Front Cover

Gift Bag Item: ★ Chip Clip

★ Coin Bag

★ Hand Sanitizer

★ Stress Ball

★ Indicates First Right of Refusal Given to Last Year's Underwriter

**AS AN UNDERWRITER OF THE CATTLE BARON'S BALL OF THE RGV**, you are partnering with the American Cancer Society, the largest non-governmental funder of cancer research in the nation. All net proceeds raised from this event help to further the American Cancer Society's mission of eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research.

## TABLE & TICKET PRICES:

- VIP Gold Baron Table of 10 \$2,000
- Silver Baron Table of 10 \$1,250
- Gold Baron Ticket \$175 each
- Silver Baron Ticket \$150 each
- Wrangler Ticket\* \$100 each  
\*(standing room only)



<b>TEXAS CATTLE BARON \$25,000</b>	<b>LONE STAR \$15,000</b>	<b>TEXAS TYCOON \$10,000</b>	<b>WILDCATTER \$7,500</b>	<b>MARSHALL \$5,000</b>	<b>TEXAS RANGER \$3,500</b>	<b>SHERIFF \$2,500</b>
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	2 VIP Gold Baron Tables	1 VIP Gold Baron Table	1 Silver Baron Table	1 Silver Baron Table			
Table Seating							
Recognition in media promotions	★						
Evening Program Recognition (artwork provided by donor)*	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter Page	
Recognition on all printed materials (Invitation & Program)*	★	★	★	★	★	★	★
Recognition on official website and Facebook	★	★	★	★	★	★	★
Invitation to Kick-Off Event	★	★	★	★	★	★	★
Tote Bags	20 Tote Bags	10 Tote Bags	10 Tote Bags	10 Tote Bags	10 Tote Bags	5 Tote Bags	5 Tote Bags
Signage at the event (24" x 36" poster)	★	★	★	★	★	★	★
VIP Amenities/Meet & Greet with Headline Entertainer	★	★	★	★	★		
Society Award from the American Cancer Society	★	★	★				
Video Screen Recognition	★	★	★	★	★	★	★

\*If committed prior to deadline



For more information on becoming a sponsor, contact:  
Aida Moreno • American Cancer Society • 956.682.8329