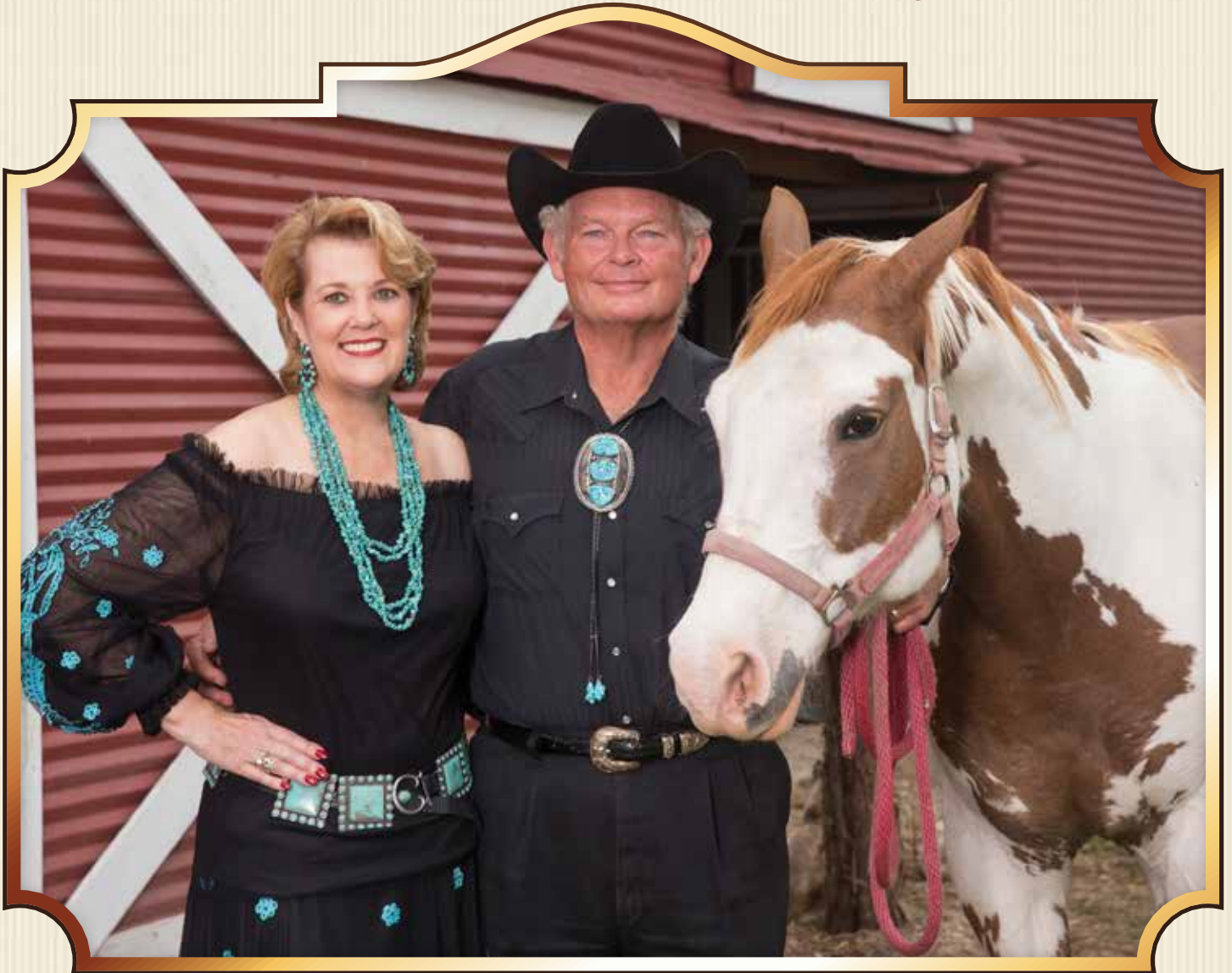


TRUE GRIT

Means Never Giving Up



Vicki and I are privileged to invite Southeast Texans to join us in our support of the American Cancer Society and Cattle Baron's Ball on Saturday, November 12. One of our all-time heroes is John Wayne, and his unforgettable portrayal of Rooster Cogburn in True Grit was the inspiration behind this year's theme. And the way we see it, you've got to have plenty of grit if you or someone you love receives the unfortunate news they have cancer.

All year long, our hard-working committee of volunteers have dedicated themselves to putting together an extraordinary evening for our guests; True Grit will be

a night full of music, delicious cuisine, plenty of entertainment and pure fun! But as we say at each planning meeting, "It's not about the party... It's about WHY we have the party!"

Won't you show your True Grit and help us raise awareness and critical funding for cancer research and free local services? On behalf of the American Cancer Society, thank you in advance for your generous support.

Tim and Vicki Bauer
2016 CATTLE BARON'S BALL CHAIRS

THE NITTY GRITTY



In 2014, cancer patients received more than

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In 2014, we provided lodging to

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In 2014, we taught

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Texas women with cancer how to manage the appearance-related side effects of cancer.



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In Texas, nearly

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U.S. cancer rates are down

22%

since 1991



Of the cutting-edge researchers we have funded,

47

Have won the Nobel Prize.

Courage is being scared to death – but saddling up anyway.

When you support the American Cancer Society, you join millions of others who saddled up to fight to end cancer. Our lifesaving efforts have contributed to a 20 percent decline in cancer mortality rates since the early 1990s – a decrease that means we helped save 1.3 million birthdays in the United States. That's true grit.



SETXCattleBaronsBall.com



TRUE GRIT

SOUTHEAST TEXAS
CATTLE BARON'S BALL 2016

BENEFITING THE AMERICAN CANCER SOCIETY



GROWING A Zummo Family & GIVING: Tradition



In 1908, 11-year-old Frank Zummo left his native Sicily and immigrated to the United States to form Zummo Meat Packers, operating his fledgling business from the back of a one-horse wagon. Little did Frank know that 108 years later, that same company would grow into a multi-million dollar enterprise, distributing their popular products to more than 40 states across the U.S.

But through the highs and lows of expanding their business, the Zummo family has always believed in the importance of maintaining a strong connection to their community. On any given weekend, you can find the cousins (Frank, Greg or Mark) behind the grill, offering up their tasty products for an endless list of charitable organizations. This is a family that gives quietly, gives from their heart, and does not seek

the spotlight for their philanthropy. “Zummo’s mission is producing a quality product that our customers enjoy and showing appreciation to our community by giving back in as many ways possible. Supporting our community in times of need and compassionately caring for others has been our goal for 4 generations,” says Frank Zummo.

The 2016 Cattle Baron’s Committee is excited and proud they are this year’s Honorees because, as Greg noted, “Our family has lost loved ones to this horrible disease, just like countless others. However, research is providing us with cutting edge treatments, preventions and new information every day. We must all work together and never give up until we have discovered a cure for cancer.”

Do you have ?

AMENITIES	 Legendary Baron \$35,000	Texas Tycoon Baron \$25,000	Cattle Baron \$15,000	Lone Star Baron \$10,000	Oil Baron \$7,500	Trail Boss Baron \$5,000	Table Baron \$3,000	Table Underwriter \$1,500	Baron Sponsor \$500
Signage as "Stampede on the Neches" Presenting Sponsor	★								
Personal appearance in event TV PSA	★								
Mentioned in event radio PSA	★	★							
Recipient of prestigious Society Award	★	★	★	★					
Logo & link on Cattle Baron's Ball website	★	★	★	★	★				
Meet and greet with headline entertainer	★	★	★	★	★	★	★ <i>4 Guests</i>		
VIP parking	★ <i>15 Vehicles</i>	★ <i>10 Vehicles</i>	★ <i>7 Vehicles</i>	★ <i>5 Vehicles</i>	★ <i>4 Vehicles</i>	★ <i>3 Vehicles</i>	★ <i>2 Vehicles</i>		
Invitation to Underwriter Appreciation Party	★ <i>12 Guests</i>	★ <i>10 Guests</i>	★ <i>8 Guests</i>	★ <i>6 Guests</i>	★ <i>4 Guests</i>	★ <i>4 Guests</i>	★ <i>2 Guests</i>		
Invitation to event kickoff party	★	★	★	★	★	★	★		
VIP reception admission	★	★	★	★	★	★	★		
Social media recognition (FB and event website)	★	★	★	★	★	★	★		
Swag bag item (see adjacent page)	★	★	★	★	★	★	★		
Listing in event thank-you ad	★	★	★	★	★	★	★	★	★
Tables/tickets	★ <i>3 Tables of 10</i>	★ <i>2 Tables of 10</i>	★ <i>1 Table of 10</i>	★ <i>1 Table of 8</i>	★ <i>1 Table of 8</i>	★ <i>1 Table of 8</i>	★ <i>1 Table of 8</i>	★ <i>1 Table of 8</i>	★ <i>2 Barons Tickets</i>

TRUE GRIT?

CHOOSE YOUR LEVEL OF SUPPORT FOR THE AMERICAN CANCER SOCIETY.

\$35,000

LEGENDARY BARON

Event Title Sponsor

SOLD!

\$25,000

TEXAS TYCOON BARON

Choose one of the following:

Entertainment Sponsor · Catering Sponsor

\$15,000

CATTLE BARON

Choose one of the following:

Stage, Sound & Decor · VIP Reception

\$10,000

LONE STAR BARON

Choose one of the following:

Beverage Sponsor · Swag Bag Sponsor · Cooling Sport Towel · Rental Sponsor · Neoprene 6-Pack Tote

\$7,500

OIL BARON

Choose one of the following:

Wine Stopper · Stadium Blanket · Invitation & Program · Umbrella · Western Entertainment Sponsor

\$5,000

TRAIL BOSS BARON

Choose one of the following:

Photo Booth & Roping Steer · Koozie · Cocktail & Dinner Napkins · Entertainment Guide Cover · Event Book Cover · Ultra Clip · First-Aid Kit · Corky Notepad · Flashlight · Corkscrew · Mouse Pad · Flip n' Sip Aluminum Bottle · Salad Shaker

\$3,000

TABLE BARON UNDERWRITER

Choose one of the following:

VIP Parking Pass · Cattle Baron's Ball Underwriter Appreciation Party · Gel Sanitizer · Coin Purse · Auction Bidder Paddle · Wine Tote · Multi-Purpose Lighter · Tri-Highlighters · USB Drive · Chip Clip · Sunglasses Visor Clip

\$1,500

TABLE UNDERWRITER

Table of Eight Guests

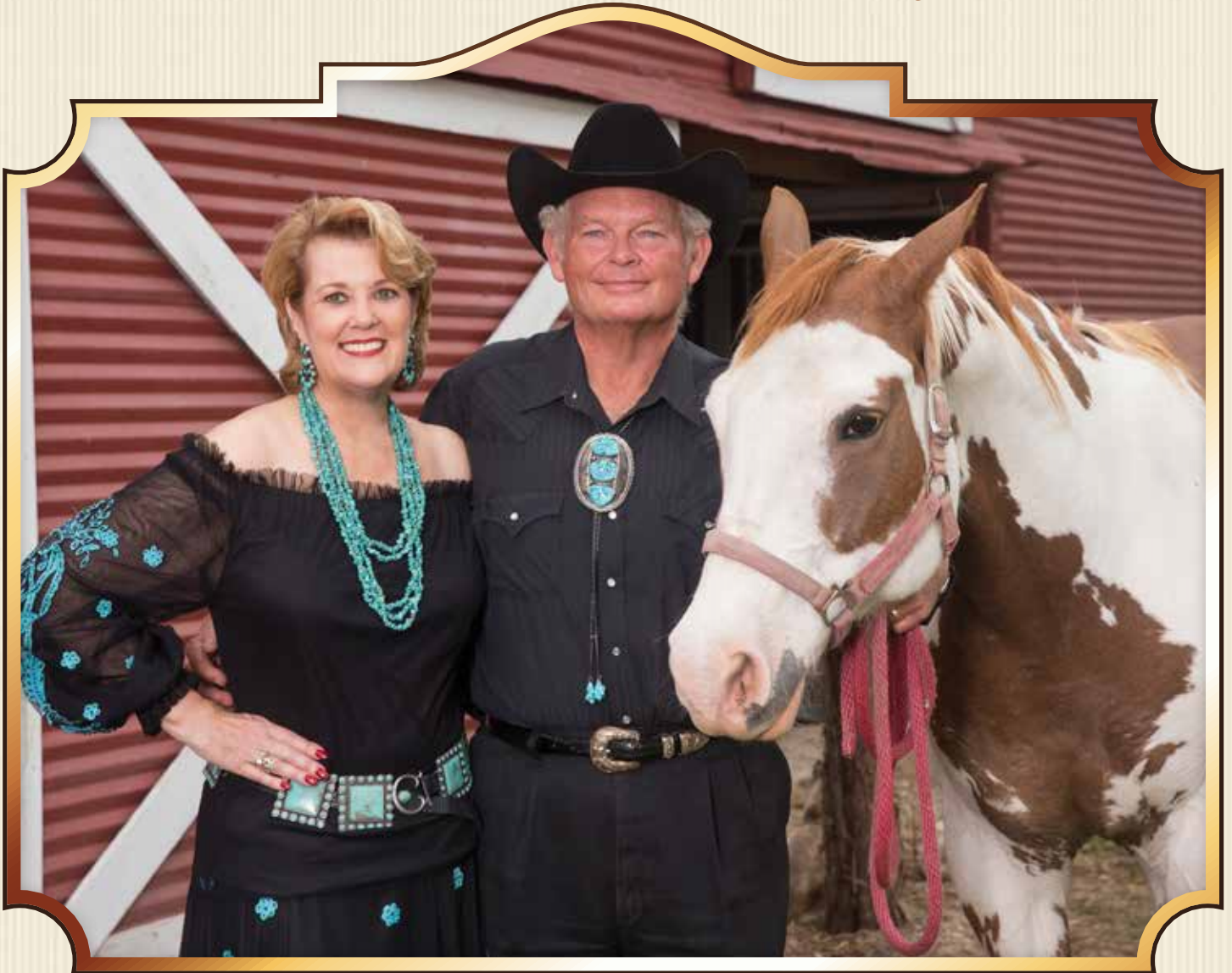


TITLE SPONSOR:

**SOUTHEAST TEXAS
CHEVY DEALERS**

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2016 CATTLE BARON'S BALL CHAIRS

YOUR HELP BY THE NUMBERS



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More than 100 years ago, we began the fight of a lifetime. Today, you can join us to help finish the fight! When you support the American Cancer Society, you join millions of others who are committed to the fight to end cancer, and can feel good about supporting our lifesaving efforts. The Society has contributed to a 20 percent decline in cancer mortality rates since the early 1990s – a decrease that means we helped save 1.3 million birthdays in the United States.





TRUE GRIT

SOUTHEAST TEXAS
CATTLE BARON'S BALL 2016

BENEFITING THE AMERICAN CANCER SOCIETY

