

2014 Sponsorship and Underwriting Packet

Event Date
September 27, 2014

Event Location
COBO Center

1 Washington Blvd.
Detroit, MI 48226

**For additional information
please contact:**

Cattle Baron's Ball Office
American Cancer Society, Inc.
20450 Civic Center Drive
Southfield, MI 48076

Tel: 248.663.3414
Fax: 248.663.3409
Email: christine.kenny@cancer.org
Website: cbbdetroit.com





Event Facts

What/Where/When

The American Cancer Society's 12th annual Cattle Baron's Ball will be held Saturday, September 27, 2014 at COBO Center in Detroit. Festivities begin at 6 p.m. with a pre-event VIP reception followed by a fabulous strolling supper and dessert reception provided by metro Detroit's finest restaurants as well as a silent auction, special western-themed activities, incredible entertainment and a live auction.

Attendees

More than 1,000 guests are expected to attend including corporate sponsors, business and philanthropic leaders.

Event Leadership

The 2014 honorary chair of Cattle Baron's Ball is Tim Mahoney, Chief Marketing Officer Global Chevrolet and Global GM Marketing Operations Leader.

Sponsorship Opportunities

Diamond Baron Sponsor(s):	\$50,000
Platinum Baron Sponsor(s):	\$25,000
Gold Baron Sponsor(s):	\$15,000
Silver Baron Sponsor(s):	\$10,000
Bronze Baron Sponsor(s):	\$5,000

Event History

Cattle Baron's Ball is one of the premier cancer fundraising events both locally and across the nation. Since 2003, the gala has raised more than \$11 million to support our mission to save lives and create more birthdays by helping people stay well, get well, find cures and fight back. Featuring remarkable support from metro Detroit's top executives and community leaders, the celebration continues to succeed in setting revenue records year after year.

Public Recognition

The American Cancer Society brand awareness is 97% nationwide. No other health organization has a higher rating. Our brand helps to clearly identify our organization, set it apart from other organizations, and ultimately create relationships with our communities. Your participation in the Cattle Baron's Ball includes public recognition through our event collateral and media partner promotion.

Why Support

According to the American Cancer Society, approximately 1.6 million new cancer cases are expected to be diagnosed in the United States in 2014. More than 580,000 Americans will lose their battle. That's over 1,500 people a day. In the United States, one of every four deaths is from cancer. The American Cancer Society is committed to changing these devastating odds. Each year, millions of dollars directly fund local cancer research, services for cancer patients and their families as well as an array of support programs that impact our community.

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Honorary Chairs and Executive Committee

Honorary Chairs

- 2014** Tim Mahoney, *Honorary Chair*
2013 Saad Chehab, *Honorary Chair*
2012 Jim Farley, *Honorary Chair*
2011 Joel Ewanick, *Honorary Chair*
2010 Mark Reuss, *Honorary Chair* and Rick Siebert and Betsy Meter, *Executive Co-Chairs*
2009 Jeffrey D. Bergeron and Tamara Izzo, *Executive Co-Chairs*
2008 Ray G. Young, *Executive Chair*
2007 Jacqui A. Dedo, *Executive Chair*
2006 Eric Ridenour and Paul B. Wilbur, *Executive Co-Chairs*
2005 Greg C. and Ann Smith, *Executive Co-Chairs*
2004 Gary L. and Kay Cowger, *Executive Co-Chairs*
2003 Gary L. and Kay Cowger, *Executive Co-Chairs*

Executive Committee

Timothy J. Mahoney
CBB Honorary Chair
General Motors Company

Scott Adams
Eaton

Kevin Biddle
Dana Holding Corporation

Kathy Brennan
Community Liaison

KC Crain
Crain Communications Inc.

Alex Crowther
Carat

Paul Edwards
General Motors Company

John Forte
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Millennial Media

Bill Hahn
PricewaterhouseCoopers LLP

Ken Hopkins
JTEKT

Bill Kolb
*McCann Worldgroup:
Commonwealth
McCann + MRM
McCann + McCann*

George N. Lenyo
Ernst & Young, LLP

Lee Manduzzi
Robert Bosch LLC

Curt McAllister
Toyota

Kristin McCallum Ritter
PricewaterhouseCoopers LLP

Al Morris
CBB Auction Chair
AOL

Ray Mylenek
Eagle Ottawa

Gregory Nowak
CBB Finance Chair
Miller, Canfield, Paddock and Stone

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CBB Sponsorship Chair
Cooper Standard

Vivian Pickard
General Motors Company

Tom Rivers
Nielsen

David Scheinberg
PCGCampbell

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Ernst & Young, LLP

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Megan Stooke
General Motors Company

Susan Venen-Bock
Ford Motor Company

Founding Chairs
Gary L. and Kay Cowger
Community Liaisons

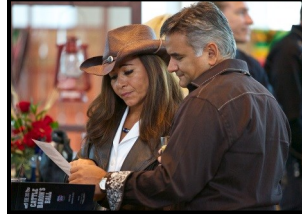


Recent Gala Sponsors

Aisin World Corporation of America	Entrega Systems	MTV
Ally Financial, Inc.	Ernst & Young	NBC Universal Sales & Marketing
AOL	ESPN/ABC	NCM Media Networks
Aon Hewitt	Experi-metal	Nielsen
Autoliv North America, Inc.	Facebook	Others First
Baker Tilly Virchow Krause	Faurecia North America	Peninsula Wealth Management Group
Barbara A. Karmanos Cancer Institute	Federal-Mogul Corporation	PricewaterhouseCoopers LLP
BBC America	Ford Motor Company	PVS Chemicals Inc.
Behr America Inc.	Forte Belanger / John & Karen Forte	Quicken Loans/Rock Financial Inc.
BorgWarner Inc.	Fox Broadcasting	R. L. Polk & Company
Bose Corporation	Fuse	Robert Bosch Corporation
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Cars.com	General Motors Corporation	Screenvision
Casadei Steel	George P. Johnson	Scripps Networks
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Clear Channel	Henkel Technologies	Taubman Centers, Inc.
Comerica Bank	Hirotec	Team Detroit
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Conde Nast	Hulu	The Timken Corporation
Continental Automotive	Huntington National Bank	The Wall Street Journal
Cooper Standard Automotive	I H S Automotive	Time Warner
Crain Communications, Inc.	Interpublic Group	Towers Watson
Cumulus Media Networks	Johnson Controls	Toyota
Current TV	JTEKT	Tremor Video
Custom Business Solutions	Kelley Blue Book	Tribune 365
Dana Holding Corporation	Kitch	TriMas Corporation
Dassault Systemes	KPMG	UBS Financial Services
Deloitte	Lear Corporation	UHY
Delphi Foundation	Lee Hecht Harrison	Univision
Denso International America, Inc.	Liberty Mutual	UniWorld Group, Inc.
Detroit Auto Dealers Association	Linamar	UofM Comprehensive Cancer Center
Digitas	LS Brinker	US Bank
Discovery Communications	MAHLE	Viacom
Doner	Marcom, Inc.	Visteon Corporation
Eagle Ottawa	McDonald Hopkins PLC	Wear Master Auto Services
Eaton Corporation	McNish Group	Westwood One
Edmunds.com	Meritor	Wolverine Packing
Emerald Steel	Michelin North America	Yahoo!
Employees Only	Microsoft Corporation	Yatooma & Associates
	Mooradian & Associates	Zubi Advertising

CATTLE BARON'S Ball

Event Photos



Trees of Hope:
Guests wrote tributes in honor or memory of friends and family members who have battled cancer

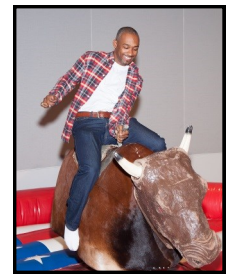


VIP Reception kicks off an evening of celebration!

Kay and Gary Cowger with 2013 Cowger Leadership Award Winner George Lenyo



More than 20 of metro Detroit's best restaurants provide a delectable strolling supper and dessert reception



1,000 guests enjoy live entertainment, festive games and western-themed activities, plus a spectacular silent and live auction!



We tip our hats to you for your generous support of the American Cancer Society, helping us to create a world with less cancer and more Birthdays!

Photos provided by Distinctive Portraits Inc. and Eighteen Photography.

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American Cancer Society History and Mission

History and Mission

Founded in 1913, the American Cancer Society is the nation's largest community-based voluntary health organization and has played a role in virtually every cancer breakthrough in recent history. As a global grassroots force, the Society tackles every cancer in every community to eliminate the disease as a major health problem.

Recent Accomplishments

The American Cancer Society's patient navigation services continues to expand, with new centers at health care facilities across the nation. The program provides one-on-one guidance to people facing cancer through every step of their journey, serving more than 88,000 cancer patients and families yearly and fulfilling more than 157,000 requests for service. Thanks to our cancer-fighting efforts, more than 400 people a day in the US are celebrating birthdays this year who would have otherwise been lost to the disease.

Research

As the largest nongovernmental funder of cancer research, having spent more than \$3.9 billion on cancer research since 1946, we've played a role in nearly every cancer breakthrough in recent history. We fund beginning researchers with cutting-edge ideas early in their careers – 47 of whom have gone on to win the Nobel Prize, the highest accolade in scientific achievement.

Education

We provide information that empowers people to take steps that help them prevent cancer or find it early, when it's most treatable. We partner with cities, towns, community groups, schools, faith-based organizations, corporations, and others to bring practical cancer-fighting information through our programs that promote physical activity and smoking cessation.

Advocacy

American Cancer Society advocates and grassroots volunteers give cancer a voice and face by promoting effective cancer policies and legislation at the federal, state and local levels. Current advocacy efforts include fighting for everyone to have access to quality health care, lifesaving screenings, clean air, and more.

Patient Services

Each year, we help cancer patients everywhere get the help they need when they need it. For example, last year alone we assisted nearly a million people who called us for help, providing free services like a place to stay while traveling away from home for treatment, rides to treatment, emotional support, and much more.

For more information about the American Cancer Society, visit www.cancer.org or call 800.227.2345.



Diamond Baron Sponsor - \$50,000

(multiple opportunities available)

The Diamond Baron Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Diamond Baron level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well, get well, find cures and fight back.

Recognition Benefits

- Company CEO/Donor qualifies as a member of the Cattle Baron's Ball Executive Committee
- Prominent recognition throughout event materials include, but are not limited to:
 - ◇ Company/Donor name printed on the event invitation as one of the Cattle Baron's Ball sponsors (print deadline 6/20/14)
 - ◇ Company/Donor name printed in the Cattle Baron's Ball night-of-event program book as one of the event sponsors (print deadline 8/25/14)
 - ◇ One full-page acknowledgement in the Cattle Baron's Ball night-of-event program book with preferred page positioning (print deadline 8/25/14)
 - ◇ Company/Donor name and logo will appear on the sponsor page of Cattle Baron's Ball event website
 - ◇ Company/Donor name printed on the Cattle Baron's Ball night-of-event signage as one of the event sponsors (print deadline 8/25/14)
 - ◇ Company/Donor name or logo listed with sponsors on night-of-event video reel which will be featured at the event
- Verbal recognition from podium at the event
- Mention in all press releases
- Inclusion in Cattle Baron's Ball donor acknowledgement in Crain's Detroit Business
- Additional recognition
 - ◇ Company/Donor name printed in the American Cancer Society Golf Invitational program book as one of the event sponsors (print deadline 5/15/14)
 - ◇ Company/Donor name printed in the Cattle Baron's Shoot Out program book as one of the event sponsors (print deadline 8/25/14)

Participant Benefits

- Three (3) Cattle Baron's Ball tables with premier seating for 30 guests
- Opportunity for ten (10) Cattle Baron's Ball guests to attend a pre-event VIP Party
- Selection of complimentary photographs from the night-of-event celebration
- Opportunity to provide a guest gift to include in the departure bags (subject to ACS approval)
- Additional hospitality amenities include two (2) of the following:
 - ◇ One foursome at the American Cancer Society Detroit Select Golf Invitational on June 9, 2014 at Orchard Lake Country Club (commitment must be made by 5/15/14)
 - ◇ Six (6) attendees at the Cattle Baron's Shoot Out on September 12, 2014 at The Huntsman Hunt Club
- Knowledge that you have made a difference in the lives of millions with cancer

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Platinum Baron Sponsor - \$25,000

(multiple opportunities available)

The Platinum Baron Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Platinum Baron level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well, get well, find cures and fight back.

Recognition Benefits

- Company CEO/Donor qualifies as a member of the Cattle Baron's Ball Executive Committee
- Prominent recognition throughout event materials include, but are not limited to:
 - ◊ Company/Donor name printed on the event invitation as one of the Cattle Baron's Ball sponsors (print deadline 6/20/14)
 - ◊ Company/Donor name printed in the Cattle Baron's Ball night-of-event program book as one of the event sponsors (print deadline 8/25/14)
 - ◊ One full-page acknowledgement in the Cattle Baron's Ball night-of-event program book with preferred page positioning (print deadline 8/25/14)
 - ◊ Company/Donor name and logo will appear on the sponsor page of Cattle Baron's Ball event website
 - ◊ Company/Donor name printed on the Cattle Baron's Ball night-of-event signage as one of the event sponsors (print deadline 8/25/14)
 - ◊ Company/Donor name or logo listed with sponsors on night-of-event video reel which will be featured at the event
- Verbal recognition from podium at the event
- Mention on all press releases
- Inclusion in Cattle Baron's Ball donor acknowledgement in Crain's Detroit Business
- Additional recognition
 - ◊ Company/Donor name printed in the American Cancer Society Golf Invitational program book as one of the event sponsors (print deadline 5/15/14)
 - ◊ Company/Donor name printed in the Cattle Baron's Shoot Out program book as one of the event sponsors (print deadline 8/25/14)

Participant Benefits

- Two (2) Cattle Baron's Ball tables with premier seating for twenty (20) guests
- Opportunity for six (6) Cattle Baron's Ball guests to attend a pre-event VIP Party
- Selection of complimentary photographs from the night-of-event celebration
- Opportunity to provide a guest gift to include in the departure bags (subject to ACS approval)
- Additional hospitality amenities include two (2) of the following:
 - ◊ One foursome at the American Cancer Society Detroit Select Golf Invitational on June 9, 2014 at Orchard Lake Country Club (commitment must be made by 5/15/14)
 - ◊ Four (4) attendees at the Cattle Baron's Shoot Out on September 12, 2014 at The Huntsman Hunt Club
- Knowledge that you have made a difference in the lives of millions with cancer

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Gold Baron Sponsor - \$15,000

(multiple opportunities available)

The Gold Baron Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Gold Baron level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well, get well, find cures and fight back.

Recognition Benefits

- Prominent recognition throughout event materials include, but are not limited to:
 - ◇ Company/Donor name printed on the event invitation as one of the Cattle Baron's Ball sponsors (print deadline 6/20/14)
 - ◇ Company/Donor name printed in the Cattle Baron's Ball night-of-event program book as one of the event sponsors (print deadline 8/25/14)
 - ◇ One half-page acknowledgement in the Cattle Baron's Ball night-of-event program book (print deadline 8/25/14)
 - ◇ Company/Donor name will appear on the sponsor page of Cattle Baron's Ball event website
 - ◇ Company/Donor name printed on the Cattle Baron's Ball night-of-event signage as one of the event sponsors (print deadline 8/25/14)
- Company/Donor name or logo listed with sponsors on night-of-event video reel which will be featured at the event
- Additional recognition
 - ◇ Company/Donor name printed in the American Cancer Society Golf Invitational program book as one of the event sponsors (print deadline 5/15/14) OR Company/Donor name printed in the Cattle Baron's Shoot Out program book as one of the event sponsors (print deadline 8/25/14)

Participant Benefits

- One (1) Cattle Baron's Ball table with premier seating for ten (10) guests
- Opportunity for four (4) Cattle Baron's Ball guests to attend a pre-event VIP Party
- Selection of complimentary photographs from the night-of-event celebration
- Opportunity to provide a guest gift to include in the departure bags (subject to ACS approval)
- Additional hospitality amenities include one (1) of the following:
 - ◇ One foursome at the American Cancer Society Detroit Select Golf Invitational on June 9, 2014 at Orchard Lake Country Club (commitment must be made by 5/15/14)
 - ◇ Four (4) attendees at the Cattle Baron's Shoot Out on September 12, 2014 at The Huntsman Hunt Club
- Knowledge that you have made a difference in the lives of millions with cancer

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Silver Baron Sponsor - \$10,000

(multiple opportunities available)

The Silver Baron Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Silver Baron level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well, get well, find cures and fight back.

Recognition Benefits

- Recognition throughout event materials include, but are not limited to:
 - ◇ Company/Donor name printed on the event invitation as one of the Cattle Baron's Ball sponsors (print deadline 6/20/14)
 - ◇ Company/Donor name printed in the Cattle Baron's Ball night-of-event program book as one of the event sponsors (print deadline 8/25/14)
 - ◇ Company/Donor name printed on the Cattle Baron's Ball night-of-event signage as one of the event sponsors (print deadline 8/25/14)
 - ◇ Company/Donor name will appear on the sponsor page of Cattle Baron's Ball event website

Participant Benefits

- Reserved seating at Cattle Baron's Ball for eight (8) guests
- Knowledge that you have made a difference in the lives of millions with cancer

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Bronze Baron Sponsor - \$5,000

(multiple opportunities available)

The Bronze Baron Sponsor is dedicated to maintaining a sustainable event to help the American Cancer Society realize its mission of eradicating cancer and supporting those with the disease. A Bronze Baron level sponsorship is a unique opportunity for a corporation to save lives and create more birthdays by helping people stay well, get well, find cures and fight back.

Recognition Benefits

- Recognition throughout event materials include, but are not limited to:
 - ◇ Company/Donor name printed in the Cattle Baron's Ball night-of-event program book as one of the event sponsors (print deadline 8/25/14)
 - ◇ Company/Donor name printed on the Cattle Baron's Ball night-of-event signage as one of the event sponsors (print deadline 8/25/14)
 - ◇ Company/Donor name will appear on the sponsor page of Cattle Baron's Ball event website

Participant Benefits

- Reserved seating at Cattle Baron's Ball for four (4) guests
- Knowledge that you have made a difference in the lives of millions with cancer

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2014 Sponsorship and Underwriting

AS IT WILL APPEAR IN PRINT

Corporation Name: _____
 Contact Name: _____
 Title: _____
 Email: _____ Phone: _____
 Mailing Address: _____
 City/State/Zip: _____
 List Executive Committee member name and title (\$25,000+ sponsorships only): _____

ADDITIONAL CONTACT

Name: _____ Title: _____
 Email: _____ Phone: _____
 Mailing Address: _____
 City/State/Zip: _____

SPONSORSHIP LEVELS

- \$50,000 Diamond Sponsor
- \$25,000 Platinum Sponsor
- \$15,000 Gold Sponsor
- \$10,000 Silver Sponsor
- \$5,000 Bronze Sponsor

UNDERWRITING OPPORTUNITIES

- \$15,000 Entertainment
- \$12,000 Advertising
- \$12,000 Departure Gift
- \$10,000 Table & Chair Rental
- \$10,000 Wine
- \$8,000 Linen
- \$8,000 Electronic Auction System
- \$7,000 Valet for Guests
- \$4,000 Event Signage
- \$4,000 Photography
- \$4,000 Security
- \$4,000 Web Design
- \$2,500 Soft Drinks & Mixers
- \$2,500 Videography
- \$2,500 Volunteer Food & Beverage

All sponsorships receive table amenities. Benefit descriptions are available upon request. Detroit Select Golf Invitational program print deadline: May 15, 2014; Shoot Out program print deadline: August 25, 2014. Cattle Baron's Ball invitation print deadline: June 20, 2014; Cattle Baron's Ball program print deadline: August 25, 2014.

Underwriting commitments do not include seating or other taxable benefits for Cattle Baron's Ball 2014. Underwriting commitments can be made payable to the American Cancer Society or can be paid directly to the vendor. All underwriters will be recognized in the night-of-event program book.

Fax, mail or e-mail this form to the Cattle Baron's Ball office using the contact information listed below.

- Please send an invoice.
- Payment is enclosed. Checks should be made payable to the American Cancer Society.
- I would like to make a 100% tax deductible donation to Cattle Baron's Ball 2014 in the amount of: \$ _____

The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please call the Society at 1-800-227-2345 or visit cancer.org and click on the "privacy" link at the bottom of the page.

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