

Dear Friends,

Preparations have begun for the 8th annual Oklahoma City Cattle Baron's Ball, "Brandin' a cause, Ropin' in a cure" benefitting the American Cancer Society. We invite you to bust out those Stetsons, dust off your boots or slip into those Stilettoes, put on your best Cowboy and Cowgirl chic attire and join us for a rustic and rowdy good ole' time on Friday, August 20, 2010 at the historic Oklahoma City Farmers Public Market.

As you review the enclosed underwriting opportunities, you will find many new and exciting ways to help in the fight against cancer. Each item description also includes a list of amenities you will receive as a result of this vital partnership.

Cattle Baron's Ball is so much more than the best event in Oklahoma. It is a party with a purpose. Each of us has been personally touched by cancer in some way. While some have won their battles and others have lost, our goal is to win the war against cancer. This cannot be done without generous supporters of the American Cancer Society like you.

Once again, we want to thank you for your sponsorship. We cannot accomplish our goal without you! Everyone knows that Oklahomans throw a great party, but with the generosity of contributors and supporters, we can change lives. We hope you will get involved this year and be a hero for the cause! Join us on August 20th for an evening you won't forget!

Your 2010 Cattle Baron's Chairs,

Tara Linville
Event Chair

Angela Giddens
Co-Chair

Kara Darnell
Co-Chair

What is the Cattle Baron's Ball?

The American Cancer Society Cattle Baron's Ball in Oklahoma City is a gala event with a Western flair that includes dinner, live entertainment, live and silent auctions, a raffle, midway games and more. The silent and live auctions offer an array of treasures, including sports memorabilia, extravagant getaways, and impressive artwork. The Cattle Baron's Ball is a fun and unique way for people of OKC to work together in the fight against cancer. Each and every contribution helps fund the battle against cancer by supporting the Society's research, education, and advocacy programs, as well as its patient services.



Underwriting Opportunities for Cattle Baron's Ball

Cattle Baron - \$25,000

Headliner Entertainment
Dedicate the 2010 American Cancer Society
Cattle Baron's Ball

Wildcatter - \$20,000

Children's Party
Venue

Driller - \$15,000

Food and Beverage
VIP Party

Sheriff - \$10,000

Live Entertainment
Cowboy Gaming Area
Cattle Baron's T-Shirt
Parking/Transportation

Trailblazer - \$7,500

Invitation
Admission Tickets
Oklahoma Pony Preakness Racing Arena
Stage
VIP Gift Bags

Marshall - \$5,000

Evening Program
Photography
Decorations
Beverage Cups
Napkins
Volunteer T-Shirts
Cattle Baron's Ball Caps

Wrangler - \$3,500

Champagne and Diamonds
Mechanical Bull
Dance Floor
Silent Auction
Live Auction
Mug Slide
Wanted Dead or Alive-Johnny Rio Fast Draw
Cowboy Drinkin' Mug
Reusable Shopping Bags
Gift Boxes
Golf Towels

Cowboy - \$2,000

Save the Date Card
Security
Cowboy Foam Koozie
Snack Clips
Breath Mints
Corkscrews

Oiler - \$500

Individual Oiler Sponsor

underwriting descriptions

Cattle Baron: \$25,000

Headliner Entertainment

You will be stomping your feet and singing along as the 8th Annual Cattle Baron's Ball presents special performers to entertain you!

Dedicate the 2010 American Cancer Society Cattle Baron's Ball

Dedicate the 2010 American Cancer Society Cattle Baron's Ball to the person or people of your choice, and share your commitment and passion for the fight against cancer. As a major event sponsor, you will be recognized for your philanthropic support as a leader in the battle against cancer in partnership with the American Cancer Society.

Cattle Baron Amenities:

- ✓ 3 VIP tables
- ✓ 10 Parking Passes
- ✓ Name and logo included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ 1 Company banner around stage area
- ✓ Full-page advertisement in program*
- ✓ Acknowledgement in pre and post event publicity
- ✓ Admission to VIP area (24 wristbands)
- ✓ Private Server for your tables
- ✓ 12 VIP Gift Bags
- ✓ Opportunity to place a promotional item in VIP Gift Bags
- ✓ 24 Cattle Baron's t-shirts
- ✓ Your company logo on the back of event t-shirt
- ✓ American Cancer Society's prestigious Society Award

Wildcatter: \$20,000

Children's Party

How would you like to be the sponsor of a child's smile? Your special guests will be pediatric cancer patients from Oklahoma City and the surrounding area. Fun will be had by all. The laughter you hear will warm your heart and assure that your sponsorship enables some very special kids to have a wonderful time.

Venue

The 2010 Cattle Baron's Ball will be held at the historic Oklahoma City Farmers Market in downtown Oklahoma City. This beautiful venue is going to make this an event our guests won't soon forget!

Wildcatter Amenities

- ✓ 3 VIP tables
- ✓ 8 Parking Passes
- ✓ Name and logo included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Half-page advertisement in program*
- ✓ Acknowledgement in pre and post event publicity
- ✓ Admission to VIP area (24 wristbands)
- ✓ Private Server for your tables
- ✓ 12 VIP Gift Bags
- ✓ Opportunity to place a promotional item in VIP Gift Bags
- ✓ 24 Cattle Baron's t-shirts
- ✓ Your company logo on the back of event t-shirt
- ✓ American Cancer Society's prestigious Society Award



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Driller: \$15,000

Food and Beverage

Get ready to receive the highest praise all night long as guests enjoy a feast. We're going to rustle up some of the best finger lickin' food and drinks you've ever tasted! As a special sponsor, your company name and/or logo will be displayed at the food and beverage station of your choice. 3 available at \$5,000.00 each.

VIP Party

Underwrite the expenses associated with the annual VIP Party, an event that takes place before the Cattle Baron's Ball to honor the Ball sponsors and special guests. Your company name and/or logo will be included in the VIP Party Invitation and on signage at the party as well.

Driller Amenities:

- ✓ 2 VIP tables + 4 general admission tickets
- ✓ 5 parking passes
- ✓ Name and logo included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Half-page advertisement in program*
- ✓ Acknowledgement in pre and post event publicity
- ✓ Admission to VIP area (16 wristbands)
- ✓ Private Servers for your tables
- ✓ 8 VIP Gift Bags
- ✓ Opportunity to place a promotional item in VIP Gift Bags
- ✓ 20 Cattle Baron's t-shirts
- ✓ Your company logo on the back of event t-shirt
- ✓ American Cancer Society's prestigious Society Award

Sheriff: \$10,000

Live Entertainment

You will be two-stepping the night away and singing along with the rising star there to entertain you!

Cowboy Gaming Area

The Cowboy Gaming Area features blackjack, craps and other games that keep Cattle Baron's Ball attendees going all night.

Cattle Baron's T-shirts

Each attendee will receive a commemorative t-shirt when leaving the event. Shirts will prominently display your logo on one sleeve, with other top sponsors on the back of the t-shirt.

Parking/Transportation

The Cattle Baron's Ball will offer parking and/or transportation to all its guests. This is a great opportunity to advertise your company and location to every attendee of the Ball!

Sheriff Amenities:

- ✓ 2 VIP tables
- ✓ Name and logo included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Quarter-page advertisement in program*
- ✓ Acknowledgement in pre and post event publicity
- ✓ Admission to VIP area (16 wristbands)
- ✓ 8 VIP Gift Bags
- ✓ Opportunity to place a promotional item in VIP Gift Bags
- ✓ 16 Cattle Baron's t-shirts
- ✓ Your company logo on the back of event t-shirt
- ✓ American Cancer Society's prestigious Society Award



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Trailblazer: \$7,500

Invitation

Help us spread the word about The Best Little Party in Oklahoma! Cattle Baron's Ball invitations will be mailed to all past and prospective guests prior to the event. Your company will be featured on the invitation.

Admission Tickets

Every partygoer needs a ticket to get in! Have your company name and logo along with the Cattle Baron's Ball logo printed on all of the tickets. Every Cattle Baron's Ball attendee will have your company name and logo in their pocket.

Oklahoma Pony Preakness Racing Arena

Cattle Baron's Ball Pony Preakness races have become a tradition and you can choose to sponsor this year's competition! Races are run on handmade stick ponies ridden by select "jockeys." The Preakness Racing Sponsor will receive signage in the "arena" and recognition during the contest.

Stage

Sponsor the Cattle Baron's Ball stage and see your name and logo, front and center throughout the night.

Trailblazer Amenities:

- ✓ 1 VIP table + 4 general admission tickets
- ✓ Name and logo included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Quarter-page advertisement in program*
- ✓ Acknowledgement in pre and post event publicity
- ✓ Admission to VIP area (8 wristbands)
- ✓ 4 VIP Gift Bags
- ✓ Opportunity to place a promotional item in VIP Gift Bags
- ✓ 12 Cattle Baron's t-shirts
- ✓ Your company logo on the back of event t-shirt

VIP Gift Bags

These wonderful Cattle Baron's Ball Gift Bags are a MUST! Each VIP level couple will receive a gift bag the night of the Ball. Your company name and/or logo will be on one side with the Cattle Baron's Ball logo on the other.

Marshall: \$5,000

Evening Program

The Cattle Baron's Ball evening program, containing all pertinent event information, is distributed to guests upon arrival. Your company will receive recognition in the printed piece.

Photography

Underwrite our event photographer! Attendees are photographed as they arrive, and photographers also take candid pictures during the event. The Photography Sponsor will be recognized at the photography staging area and your company name and/or logo will appear on all photos that guests take home.

Decorations

Provide all of the festive floral centerpieces and decorations for the night of the Ball. Each table will feature your company name and/or logo with the flower arrangement.

Beverage Cups

Underwrite all of the beverage cups for the Cattle Baron's Ball. Your name, along with the Cattle Baron's Ball artwork, will be printed and in every hand at the Ball!

Napkins

One of the largest quantity items at the Ball, guests will surely not miss your generosity. Your name, along with Cattle Baron's Ball artwork, will be printed.

Marshall Amenities:

- ✓ 1 VIP table
- ✓ Name included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Acknowledgement in pre and post event publicity
- ✓ Admission to VIP area (8 wristbands)
- ✓ 4 VIP Gift Bags
- ✓ Opportunity to place a promotional item in VIP Gift Bags
- ✓ 8 Cattle Baron's t-shirts
- ✓ Your company logo on the back of event t-shirt

Volunteer T-Shirts

These t-shirts will be worn by the volunteers at the Ball. A friendly reminder of your participation will be visible to all guests throughout the evening with your company name and/or logo and the Cattle Baron's Ball logo.

Cattle Baron's Ball Caps

All VIP level couples will receive a commemorative cap in their tote bag when leaving the event. Caps will display your company logo as well as the Cattle Baron's Ball logo. Caps will be placed in VIP Gift Bags given to each VIP couple.

underwriting descriptions

Wrangler: **\$3,500**

Champagne and Diamonds

A wonderful area will be set up at the event where 50 specialty glasses will be on display. Each glass will have a cubic zirconia gem and will be numbered. A drawing will be held during the program, and the person holding the lucky number will win a wonderful piece of jewelry. This is a tremendous opportunity to promote and feature your business.

Mechanical Bull

Our guests will try their hand at staying on the mechanical bull! Your company's name and/or logo will be displayed at the Bull Arena area.

Dance Floor

Your company name will be recognized around the dance floor as the sponsor of one of the main attractions for the Ball.

Silent Auction

Your support will help underwrite this popular attraction the evening of the Ball. Your name and/or logo will be displayed in the Silent Auction area and on the bid sheets.

Live Auction

Going once, going twice, sold to the generous underwriter who wants to put their name on our popular live auction and bid paddles! Your company name and/or logo will be featured on the bid paddles.

Mug Slide

For a gaming ticket, guests can play the mug slide game, trying to get their beverage mug to land behind the marked line on the bar top. Your company name will be displayed in the mug slide area of the midway.

Wrangler Amenities:

- ✓ 6 VIP Tickets
- ✓ Name included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Acknowledgement in pre and post event publicity
- ✓ 3 VIP Gift Bags
- ✓ 6 Cattle Baron's t-shirts
- ✓ Admission to the VIP area (6 wristbands)

Wanted Dead or Alive-Johnny Rio Fast Draw

He's BAACK! A new sheriff is in town-it's YOU! Fast draw against the "Most Notorious Bandit this side of the River." He'll let you know if you're good enough! Your company name and/or logo will be displayed at the booth.

Cowboy Drinkin' Mug

Underwrite these popular mugs available for purchase at the Ball. Cowboys with this mug have the chance to win a pair of boots! Your name/and or logo will be displayed at the purchase station.

Reusable Shopping Bags

An eco-friendly shopping bag will be embellished with your company logo as well as the Cattle Baron's logo. Shopping bags will be placed in the VIP Gift Bags given to each VIP couple.

Gift Boxes

Underwrite this fantastic game at the Ball, and guests will see your company name and/or logo displayed in the beautiful Gift Box area!

Golf Towels

Golf towels will bear your company name and/or logo with the Cattle Baron's Ball logo. Golf Towels will be placed in VIP Gift Bags that go to each VIP couple.



cowboy: \$2,000

Save-the-Date Card

In order to remind all those invited, we will send Save the Date cards to over 2,000 past and prospective guests. Your company logo will be featured on the card.

Security

Making sure we don't get too rowdy. Your company will underwrite the cost of security for the Cattle Baron's Ball.

Cowboy Foam Koozie

Always a favorite! Keep your beverage cool with your company's name always at hand. Foam Boot Koozies will be placed in VIP Gift Bags that go to each VIP couple.

Snack Clips

No kitchen is complete without snack clips to seal in the freshness and keep out the humidity! The clip will bear both your logo and the Cattle Baron's Ball logo. Chip clips will be placed in VIP Gift Bags that go to each VIP couple.

Breath Mints

Keep your breath mint fresh! Breath mints in credit card sized packages will bear both your company logo and the Cattle Baron's Ball logo. Breath mints will be placed in VIP Gift Bags that go to each VIP couple.

Corkscrews

Corkscrews will bear both your company logo and the Cattle Baron's Ball logo. Corkscrews will be placed in VIP Gift Bags that go to each VIP couple.

Additional custom items available for promotional underwriting opportunities.

Cowboy Amenities:

- ✓ 4 VIP Tickets
- ✓ Name included on event invitations and event programs*
- ✓ Name and logo displayed at event
- ✓ Acknowledgement in pre and post event publicity
- ✓ 2 VIP Gift Bags
- ✓ 4 Cattle Baron's t-shirts

OILER: \$500

Individual Oiler Sponsor

For those individuals or businesses who wish to go above and beyond in their individual ticket purchase.

Oiler Amenities:

- ✓ 2 VIP Tickets
- ✓ Name included on event invitations and event programs*
- ✓ Acknowledgement in pre and post event publicity
- ✓ 1 VIP Gift Bag
- ✓ 2 Cattle Baron's t-shirts
- ✓ Admission to the VIP area (2 wristbands)

Table Sponsorship Opportunities

\$2,000 Deputy Table

- Admission to the VIP area (8 wristbands)
- Reserved table for 8 at the 2010 Cattle Baron's Ball
- Your company/individual name listed in the event program*
- 4 VIP Gift Bags
- 8 Cattle Baron's t-shirts

\$1,500 Outlaw Table

- Reserved table for 8 at the 2010 Cattle Baron's Ball
- Your company/individual name listed in the event program*
- 8 Cattle Baron's t-shirts

\$175 Bootleggers Ticket

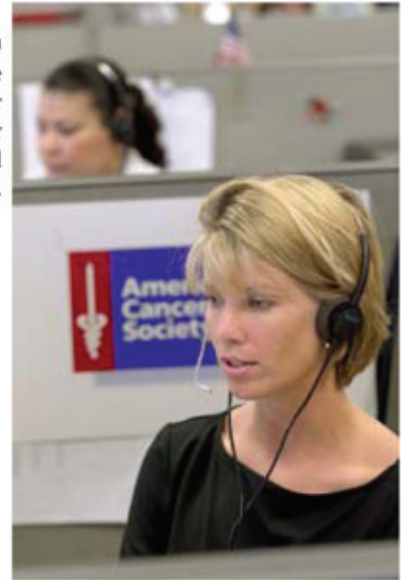
- Admission to the 2010 Cattle Baron's Ball
- Admission to the VIP area (1 wristband)
- 1 Cattle Baron's Ball t-shirt
- 1 VIP Gift Bag per couple

\$125 Individual Ticket

- General admission to the 2010 Cattle Baron's Ball
- 1 Cattle Baron's Ball t-shirt

► **\$250** provides 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-ACS-2345, where specialists answer questions about cancer treatment options and local cancer resources.

Your gifts at Work



▲ **\$120** provides researchers with a case of 144 petri dishes - allowing them to turn theories into cancer cures.



◀ **\$1,000** provides 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.



◀ **\$500** helps 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.

► **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 generous donors.



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1-800-ACS-2345
www.cancer.org

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How American Cancer Society Funds Were Used in the High Plains 2008-09

37% National Research, Programs, and Other Activities

Includes grants, fellowships, nationwide 24-hour Cancer Information Center and Web site, and other national activities.

22% Prevention and Detection

Through Education and Advocacy, Reaching people with information about healthy lifestyle behaviors and age appropriate cancer screening guidelines.

22% Patient Services

Programs supporting cancer patients and their loved ones from the time of diagnosis through the balance of life.

16% Fundraising

3% Management

American Cancer Society Programs and Patient Support

The American Cancer Society offers a number of support and educational programs, community resource information, and general assistance for patients undergoing cancer treatment, all free of charge.

Look Good...Feel Better

A program designed to help women deal with the side effects of cancer treatment. Licensed cosmetologists volunteer their time to teach patients about wigs, turbans and head wraps, and makeup tricks which can help a woman regain her sense of self confidence and ultimately help her look good and feel better. The program is primarily offered in group sessions. Contact The American Cancer Society at 405-841-5800 for session locations and times.

A "Look Good...Feel Better" self-help kit is also available for patients living in areas where no group session is available or also for those who are too ill or unable to find transportation to a group session. To receive the self-help kits call the Look Good...Feel Better toll-free number at 1-800-395-LOOK. A 30 minute video and patient instruction booklet is included with the kits, however, the free makeup kits, valued at \$300, are available only to patients attending a group session.

I Can Cope

An online educational program designed to help cancer patients as they face the many challenges cancer presents. The program addresses the changing needs of the patient and their families and clarifies facts and myths through a series of educational classes.

"I Can Cope" offers a variety of 1-hour sessions including "Relieving Cancer Pain", "Keeping Well in Mind and Body", and "Managing Cancer-Related Fatigue". "I Can Cope" classes can be found on the American Cancer Society Web site on the "I Can Cope Online" page at www.cancer.org.

Guest Room Program

A program designed to provide free accommodations for patients undergoing treatment on an outpatient basis at a facility at least 100 miles roundtrip from their place of residence. Oklahoma City hotels currently participate in the program by donating room and tax only, as availability permits. The Guest Room Program will be utilized only by those patients having a financial need, and who would otherwise be unable to receive treatment without this assistance. Contact The American Cancer Society at 405-841-5800 for more information or to schedule assistance.

Road to Recovery

A volunteer driven program dedicated to providing cancer patients with free transportation to and from radiation and/or chemotherapy treatment. Patients must reside within the Oklahoma County area and must be ambulatory (able to walk to and from and get in and out of the van without assistance). Contact the American Cancer

Society at 405-841-5800 for more information or to schedule assistance.

Mileage Reimbursement

Patients can apply for a \$50 gas card every 12 months for trips taken for chemotherapy, radiation, and/or cancer surgery. Patients must reside in the High Plains Division (KS, MO, OK, NE) and travel at least 100 miles roundtrip to be eligible. Funding for gas cards is limited. Contact The American Cancer Society at 405-841-5800 for more information.

Personal Health Manager (PHM)

A free organizer made specifically to assist cancer patients with maintaining documents such as lab results, appointment times, health care facility contacts, copies of insurance and/or bills, medications, and more. Either pick one up at the American Cancer Society Oklahoma City Office or call 405-841-5800 to be shipped a PHM.

Teens with Cancer Website

www.2bme.org is a website designed specifically for teens dealing with a cancer diagnosis. The site provides information on nutrition, physical side effects, and social/emotional concerns.

Air Transportation Assistance

The American Cancer Society is pleased to partner with AirLifeLine in offering free air transportation to and from treatment for cancer patients and their families. For information on qualification guidelines, please call toll-free: 1-877-AIR-LIFE (877-247-5433) or visit www.airlifeline.org.

Angel Flight, Inc. - Oklahoma- Angel Flight, Inc. is a non profit volunteer organization of pilots donating their time and use of their airplanes with the purpose of providing free air transportation to patients in the Heartland. For more information call 405-841-5800 or visit them online at www.angelflight.com.

Reach to Recovery

A volunteer visitation program comprised of breast cancer survivors who respond to concerns of breast cancer patients and their families facing diagnosis, treatment, and effects of breast cancer. A "Reach to Recovery" volunteer provides a "listening ear", recommends resources and offers emotional support. Contact The American Cancer Society at 405-841-5800 for more information or to request a visit.

Wig Room

The American Cancer Society receives donations of new and used wigs, which are available free of charge to cancer patients. Turbans, hats and other head wraps are

also available. Patients can visit The American Cancer Society Oklahoma City Wig Room, Monday through Friday, 8:30 a.m. - 5:00 p.m.

Effective July 1, 2000, Oklahoma House Bill 2725 requires health insurance companies to cover the cost of 1 new wig (scalp prosthesis) per year up to \$150. A Physician prescription for "scalp prosthesis" along with receipt for the wig is submitted to patient's insurance company for reimbursement.

Nutritional Supplement

Nutritional supplement is available, in the form of Ensure, and is free of charge to cancer patients having a financial need. Patient's physician must submit a Nutritional Supplement Request form, which allows patient to pick up one case of Ensure per month. Supplies are limited. Contact The American Cancer Society at 405-841-5800 for more information.

Ostomy Supplies

The American Cancer Society receives donations of ostomy supplies. Supplies are available free of charge for cancer patients and are limited in availability.

Cancer Survivor's Network

The Cancer Survivor's Network is an internet-based source of information and support for cancer patients and family members. Survivors and their families, friends and caregivers share experiences of living with cancer and caring for those they love. Access the network at www.cancer.org.

Camp Live-A-Dream

A camp experience where children can celebrate life while living with, through, and beyond the diagnosis of cancer. Camp Live-A-Dream is open to children ages nine through 17 years, who have or have had cancer. Applications are available at the American Cancer Society Oklahoma City office. For more information, contact the American Cancer Society at 405-841-5800.

Support Groups

The American Cancer Society Oklahoma City Office keeps a running list of current support groups within Western Oklahoma. Contact 405-841-5800 for a listing in your area.

American Cancer Society Toll-Free Number and Website

The American Cancer Society operates a toll-free number 24 hours a day, 7 days a week, 365 days a year. Call 1-800-ACS-2345 or access us at www.cancer.org.