

*Celebrating
30 Years*



2017

Sponsorship

OPPORTUNITIES

www.CattleBaronsGala.net



As we celebrate our 30-year anniversary with the Tyler American Cancer Society in the fight against cancer, we are humbled and honored to serve as your Cattle Barons' Gala Chairmen for 2017.

Since the inception of Tyler's first Cattle Barons Gala beginning in 1988, we have proudly contributed over \$11 million dollars to local and national cancer support services, as well as ground-breaking cancer research. To our local supporters, we send our heartfelt appreciation for your continued support. To new friends, we thank you for your consideration and hope to call you a partner at this year's event as we work in this fight against cancer.

Please join your 2017 Cattle Barons' Committee on August 12, 2017 at the Brunson Equestrian Center on the grounds of the beautiful, Texas Rose Horse Park. Kick up your heels while enjoying an evening of fabulous food, great entertainment, dancing, or being a lucky winner of spectacular auction items or at the gaming tables...you're in for a treat!

We are ALL impacted by cancer in some way; personally through family members or through dear friends. Young or old, male or female, cancer does not discriminate. Our battle in defeating cancer continues. It is our hope that you will join us as we raise funds to defeat this dreaded disease. Your unwavering gifts are greatly appreciated. From the survivors in East Texas and across the United States, "Thank You" for the opportunity to celebrate another birthday this year.

Darla Childress & Debra Smith

WHAT

As one of Texas' largest Cattle Barons' Galas, this annual event helps raise money to benefit the American Cancer Society. Since the first Gala in 1988, thousands of volunteers have raised over \$11 million dollars for cancer research, education and patient services. Gala tickets are \$200 per person for General Admission and \$300 per person for Barons' Admission.

WHY

Cancer is the second-leading cause of death in Texas. Each day, hundreds of Texans are diagnosed with cancer; 1 out of every 2 men and 1 out of every 3 women will be diagnosed with cancer in their lifetimes. The American Cancer Society seeks to eliminate cancer as a major health issue through research, prevention, education, advocacy and service.

HOW

General Information Line
903.597.1383 (ACS Office)
Website: www.cattlebaronsgala.net
Email: tylercattlebaronsgala@gmail.com

WHEN

Saturday, August 12th, 2017

WHERE

Texas Rose Horse Park /
Brunson Equestrian Center
14078 State Hwy 110 N.
Tyler, TX 75704



Making a difference to help save lives from cancer in Texas

The American Cancer Society is working toward a world free from the pain and suffering of cancer. With **care, empathy, courage, determination, and innovation**, there's hardly a person or family that hasn't benefited, directly or indirectly, from our work.

In 2015, here are just a few examples of how we put dollars to work in Texas:

CARING AND EMPATHY

HELPING PEOPLE FACING CANCER TODAY



Nearly 34,000 requests from people looking for information, help, and support via phone, email, and online chats



Patient navigators helped guide nearly 2,300 patients through the health care system



More than 21,200 nights of free or reduced cost lodging were provided



More than 30,900 rides to and from treatment



Helped more than 1,660 people manage the appearance-related side effects of treatment

COURAGE

HELPING PEOPLE TAKE STEPS TO STAY HEALTHY



Since 2011, funded more than \$1.6 million through our CHANGE grant program, which is helping to reduce the unequal burden of cancer



Received more than 234,500 visits to cancer.org from residents in our state



Creating healthy communities

We will never give up, so that no one ever gives up hope. We encourage cancer prevention by advocating for healthy communities, promoting cancer screening, and equipping individuals with the help they need to reduce their risk of cancer.

DETERMINATION

RALLYING COMMUNITIES AND CREATING PARTNERSHIPS TO HELP SAVE LIVES



Our advocacy affiliate, the American Cancer Society Cancer Action NetworkSM, supported successful legislation to increase transparency regarding which prescription drugs are covered by consumer health plans, including a requirement that health plans disclose all consumer out-of-pocket costs in a dollar amount.

INNOVATION

FINDING CANCER'S CAUSES AND CURES



Nearly \$30.4 million in cancer research grants are currently being funded in our state.

One of many research grants funded to save lives

Clinical data suggests that exposure to estrogen can decrease a woman's risk of colon cancer. Society-funded grantee, Clinton Allred, PhD, with Texas A&M University, is working to understand how estrogen can partially protect women from colon cancer prior to menopause by slowing down and/or stopping the tumor formation. This study will also help inform future approaches to colon cancer treatment in women.

\$100,000 LEGENDARY BARON
AS A PRESENTING SPONSOR

- * 42 Barons' Tickets (Legendary Seating at Concert for 42)
- * 18 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available
 - o OPTION: **Presenting Sponsor:** *The American Cancer Society presents the 2017 Cattle Barons' Gala sponsored by YOUR BUSINESS! You will be recognized as a leader in the fight against cancer by being the largest sponsor for the Gala.*

\$75,000 ULTIMATE BARON
AS THE HEADLINER & MAIN STAGE SPONSOR

- * 36 Barons' Tickets (Ultimate Seating at Concert for 36)
- * 16 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available
 - o OPTION: **Headliner & Main Stage Sponsor:** *Following a great tradition of attracting the finest available entertainment in the country music industry, this sponsor will be recognized as a sponsor of the Headlining Entertainment and the Entertainment Set Up, providing the event entertainment, lighting, sound and main stage, and will be recognized accordingly.*

\$50,000 LONE STAR BARON
THE VIP RECEPTION & GALA CATERING

- * 30 Barons' Tickets (Lone Star Seating At Concert For 30)
- * 12 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available
 - o OPTION: **VIP Reception & Gala Catering Sponsor:** *The Cattle Barons' Gala is known for serving fabulous Southwest fare! The VIP Reception is a private, pre-party featuring delicious hors d'oeuvres, while the Gala hosts a mouth-watering buffet. As the sponsor of the catering for both, your business will receive high praise for providing great grub to all guests.*

\$35,000 ROYAL BARON
SPONSORING GALA CATERING

- * 24 Barons' Tickets (Royal Seating at Concert for 24)
- * 10 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction

HELP THE FIGHT: SIGNS OF HOPE
 Ways for businesses and individuals to support the ACS and the long drive to conquer cancer. Signs of Hope sponsors will have their name or company's name individually displayed at the Gala. Sponsors can join for \$650 as a Patron or for \$300 as a Donor.

\$25,000 ELITE BARON
GALA DECORATIONS PROVIDER

- * 20 Barons' Tickets (Elite Seating at Concert for 20)
- * 8 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available
 - o OPTION: **Gala Decorations Sponsor:** *With the 30th Anniversary theme and the amazing decor created by our talented CBG Committee, expect to be amazed at the elegance of a grand arena. Creativity at its best will shine from your sponsorship enabling our team to transform the venue into a night to remember.*

VIP/Barons' Tickets: Private Reception at 6:00 pm and arena table seating at the Gala for sponsorship levels \$7,500 and above.
Barons Tickets: Arena table seating for concert and early admission to the Gala at 6:30 pm.
General Admission: Bleacher seating for concert. Doors open at 7:00 pm.

\$20,000 DIAMOND BARON
VENUE & GALA ENTRANCE PROVIDER

- * 16 Barons' Tickets (Diamond Seating at Concert for 16)
- * 6 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available
 - o OPTION: **Venue & Gala Entrance Sponsor:** *An expected 1,200 to 1,500 guests will pass through the Gala entrance into the beautiful Branson Equestrian Center and your business logo or name could be the one that all guests see as they enter to celebrate life and hope!*
 - o OPTION: **2017 Cattle Barons' Gala T-Shirt Sponsor:** *This t-shirt can be seen at enhancer events and distributed to Gala guests. As the sponsor of the ONLY event t-shirt produced and distributed throughout the year, you will see your company logo throughout the community.*

- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available
 - o OPTION: **Gala Catering Sponsor:** *From appetizers to entrees to dessert, your sponsorship of this portion of the event will be appreciated by all.*
 - o OPTION: **Beverage Station Sponsor:** *From agua to tasty beverages, guests will appreciate the availability of choices served throughout the Gala. Your sponsorship as the Royal Baron will keep the crowd hydrated!*

BE A SOUVENIR BAG UNDERWRITER

Underwrite an item for our fantastic souvenir bag. See your name or company logo on the item of your choice distributed to the guests of the 2016 Cattle Barons' Gala. See next page for suggested items. Call us if you do not see what you are looking for and we will find the perfect item for you. This is a great advertising opportunity for you or your company.

Anniversary Sponsorship Levels & Options



\$15,000 PLATINUM BARON

- * 14 Barons' Tickets (Platinum Seating at Concert for 14)
- * 4 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and the Cattle Barons' Gala Website and other media, as available

o OPTIONS:

- * **Silent Auction Bidding:** This year's CBG guests will have the option to use mobile bidding during the Silent Auction or have use of a concierge service for bidding. Bidding can be accessed from either a smart phone or from other concierge devices available at the auction. Mobile bidding allows you to bid from any place. Sponsorship of this auction trend will bring your business name to the attention of all who participate!
- * **Live Auction, Auctioneer & Bid Cards:** The Live Auction is an integral part of our Gala, and a huge part of the evening's agenda. As the sponsor of the Live Auction and Auctioneer, your name and company logo will be printed on all Bid Cards, will be prominently displayed in signage and mentioned repeatedly by our Auctioneer. Be a part of the excitement!
- * **Saloons/Bar Sponsor (all 5 bars):** (Individual Bar Sponsorships Available) As the Bar Sponsor, your company's name or logo will appear on the swizzle sticks used in all mixed beverages. "PLEASE DRINK RESPONSIBLY" signage will be placed at all bars.
- * **Bartenders:** ACS is in compliance with all TABC rules and uses professional bartenders. As guests receive quality bartending service, they'll definitely notice your company logo on each bartender's name tag.
- * **Gala Invitation:** As the Gala Invitation Sponsor, your name/company logo will be featured on the back cover of each highly-anticipated invitation, which is mailed and delivered to over 3,000 households and businesses each year.
- * **Video Screens & Projection Display:** Be featured on the newest High Resolution HD LED screens! Sponsor all of the screens and projectors and have your company name or logo displayed for all to see. You will also have priority placement on the rolling Thank You segments.
- * **Souvenir Bag:** Options are Available Upon Request

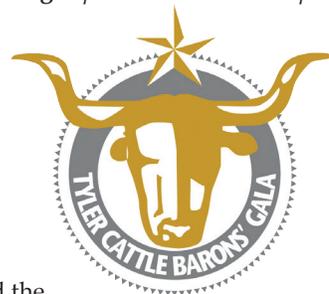


\$7,500 SILVER BARON

- * 10 Barons' Tickets (Silver Seating at Concert for 10)
- * 2 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and the Cattle Barons' Gala Website and other media, as available

o OPTIONS:

- * **VIP Reception:** The exclusive VIP Reception will serve guests during the 6:00 pm time slot prior to opening of the Gala. This will be held in the upper room of the arena center to share scrumptious appetizers and tasty beverages while having an aerial view of this spectacular venue. Guests will see your name or logo prominently displayed!
- * **Miss Purdy's Old Fashion Photos:** Walk back in time! Guests will enjoy posing in old west clothing and accessories as they are photographed in front of a stagecoach from out West. Be the first to have your name/company sponsor this unique experience and Gala keepsake!
- * **Tribute Book/Circle of Roses:** (2 opportunities) Your name or company logo will be printed on the cover of the book and also displayed in the Circle of Roses area at the Gala.
- * **Luminaries of Love:** Glowing luminaries will be displayed throughout the Gala to honor or remember loved ones with cancer. Your name or company logo will be displayed for this special remembrance.
- * **Souvenir Bag:** Options are Available Upon Request



\$10,000 GOLD BARON

- * 12 Barons' Tickets (Gold Seating at Concert for 12)
- * 2 VIP Tickets
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala

o OPTIONS:

- * **Valet Parking:** Your company logo or name will be displayed at the valet stand and on signs throughout the parking lot. Included in this package, your logo or name will be printed on all VIP guest car tags for exclusive parking. This sponsor may also provide one, co-branded keychain to be distributed as guests depart from the valet stand.
 - * **Vegas-Style Gaming:** As the Gaming Sponsor, your name or company logo will be featured in the Gaming area of the arena full of fun Vegas-Style Gaming and Midway activities.
 - * **Silent Auction/Midway:** Be the sponsor to keep guests nice and cool in the air-conditioned area of the arena as they search the many enticing items for bidding. Have your name or company logo prominently displayed to show your support!
 - * **Tyler Rose Horse Park:** As Gala guests enter this beautiful venue, your name or company logo will be displayed to welcome guests upon arrival. Be the first to welcome them to the 2017 Tyler Cattle Barons' Gala!
 - * **Mailing Envelopes:** Want your company logo or name repeatedly mailed? As a sponsor, your name or logo will be printed in full color on envelopes for invitations, enhancer events, RSVP's and all correspondence.
 - * **Keeping It Cool:** Summer time is HOT and AC is a must in Texas heat. Help guests to remain cool while enjoying this 30th Anniversary Gala. Sponsoring air conditioning will bring proper signage to be displayed with your company's name or logo.
 - * **Souvenir Bag:** Options are Available Upon Request
- * Recognition in the Invitation
 - * Display on Gala Video Screens
 - * Charitable Tax Deduction
 - * Listing in Printed Materials and the Cattle Barons' Gala Website and other media, as available

6 Ways You Can Make a Difference

Options



\$5,000 BRONZE BARON

- * 8 Barons' Tickets (Bronze Seating at Concert for 8)
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available

o OPTIONS:

* Evening Entertainment (5 opportunities)

The 2017 Tyler Cattle Barons' Gala will have entertainment from the time the doors open till the hour we kick off our boots! For more specific information on musicians planned, contact Gala Chairmen.

o Separate entertainment sponsorships are available for:

- o Silent Auction/Gaming Area
- o DJ
- o VIP party
- o Kick off party
- o Pre-party
- o Post party

* **After Party:** Be the host with the most! Have your name/logo obvious for all to see and be known to keep guests from growing hungry in the late night by providing snacks after the concert.

* **Specialty Drinks:** The winning drink in our Specialty Drink Contest will be served in a cup that has an amazing twist! As the Specialty Drink Sponsor, you will be in on the secret OR you might choose to be surprised yourself at the Gala!

* **Dinner & Beverage Napkins:** Your name or company logo will be printed on each dinner napkin for the buffet tables and beverage napkins placed at the bar.

* **Silent Auction/Live Auction Menu:** Have your company logo or name included on the front of the Auction Menu listing all the fabulous items for bidding!

* **Gala Cups:** Your name or company logo will be printed on each Gala beverage cup.

* **Admission ID's:** Your company logo or name will be printed on wristbands for Barons, general admission, and VIP guests.

* **Decorations:** (4 opportunities)

-Ceiling Sponsor: your name/company will be hanging throughout the venue

-Centerpieces: your name/company will be displayed on each table's centerpiece

-Decorative Lighting: your name/company will be incorporated into the lighting

-Auction Display Decor: your name/company will be displayed throughout the auction area

* **Gala Concert/Dinner Guest Services:** Each table will be marked with your name/company for all Barons' seating.

* **Souvenir Bag:** Options are Available Upon Request



\$2,500 RANCH BARON

- * 4 Barons' Tickets (Ranch Seating at Concert for 4)
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and the Cattle Barons' Gala Website and other media, as available

o OPTIONS:

* **Gala Ticket Printing:** Your sponsorship of the Gala ticket printing will have your name or company logo in the hands of every guest.

* **Registration/Bank:** Your name or company logo will be displayed at Registration/Bank

* **Individual Bar Opportunities:**

- o Gaming Bar
- o Midway Bar
- o Stage Bar (3 opportunities)

* **Comfort Station:** (5 opportunities) Have your company name or logo displayed in each air-conditioned station.

* **Save the Date:** A special reminder card will be mailed to over 3,000 households. Have your name or company logo printed on this 'not to be forgotten' reminder!

* **Letters of Love/Notes of Hope:**

(2 opportunities)

Be the first to sponsor these special letters/notes with your name or company logo printed on the front of each card. Cards and Notes will be available to write throughout the year at CBG events as encouragement to those affected by cancer.

* **Souvenir Bag:** Options are Available Upon Request

Visit us on Facebook at:
Tyler Cattle Barons' Gala



\$3,500 OIL BARON

- * 6 Barons' Tickets (Oil Seating at Concert for 6)
- * Invitation to Cattle Barons' Gala Enhancer Events
- * Signage at the Gala
- * Recognition in the Invitation
- * Display on Gala Video Screens
- * Charitable Tax Deduction
- * Listing in Printed Materials and Cattle Barons' Gala Website and other media, as available

o OPTIONS:

* Lil Wranglers' Roundup: (3 opportunities)

Each year the ACS Cattle Baron's Gala honors our "Li'l Wranglers" and their families with a day of fun and celebration. Your sponsorship will enable these special kiddos to have a wonderful respite and to celebrate life.

* **2017 Cattle Barons Gala Events Reminder:** Have your company logo or name on everyone's refrigerator! This magnetic card will include a list of all CBG events for 2017. Don't miss a date with this one!

* **Security Service:** Your name/logo will be displayed on signage noting that protection of Gala guests has been provided courtesy of your business.

* **Midway Games:** Each of the exciting Midway Games at our Gala raises additional proceeds for the ACS.

(Separate sponsorships are available for the following activities)

- o AIRBRUSH TATTOO
- o GREEN SCREEN BOOGIE HEADS
- o BUTT SKETCH ARTIST
- o MECHANICAL BULL
- o VIDEO GOLF GAME
- o BOOT SHINE STATION
- o LASER SKEET-SHOOTING CONTEST
- o HIGH STRIKER

* **Souvenir Bag:** Options are Available Upon Request

FUND THE FUN:

LIL WRANGLERS' ROUNDUP

The 19th Annual Children's Party honors area pediatric oncology patients and their families. This private event includes food, activities, entertainment and favors.

HONOR YOUR HEROES: CIRCLE OF ROSES

The Tribute Book/Circle of Roses honors those who are fighting cancer, those who have won the battle, and those who have lost the battle against this disease, as well as special people who have made a difference in the lives of those suffering from cancer. You can have the name of your special someone honored in a printed book as well as part of the Circle of Roses display on the night of the Gala by making a minimum donation of \$100.