

## 2021 Cattle Baron's Ball Sponsorship Levels & Naming Opportunities



Cattle Baron's Ball | 3838 Oak Lawn Avenue Ste.700 |Dallas, TX 75219  
P. 214-443-9222 F. 214-443-9224 [cattlebaronsdallas@cancer.org](mailto:cattlebaronsdallas@cancer.org) | [cattlebaronsball.com](http://cattlebaronsball.com)

### **CBB Presenting Sponsor - \$200,000**

Cattle Baron's Ball presented by company name. Everyone attending, associated with or reading about the legendary Cattle Baron's Ball will know that you are one of the keys to making our dream come true of a world in which all cancer patients become cancer survivors.

- Recognition as the Presenting Sponsor of the 2021 Cattle Baron's Ball
- We will collaborate with you to create significant signage and major design elements with your logo and company name at the 2021 Ball
- Your logo and name will appear on all printed materials and collateral related to the 2021 Ball and on our website
- Your company marketed with coverage in our electronic newsletter and in online and printed media outlets
- Digital Auction Book and Media recognition as the Presenting Sponsor in all Underwriting listings (both print and electronic)
- Full Page Digital Ad space in the Digital Auction Book
- Name recognition to be included on Cattle Baron's social media
- Platinum Baron Table- Highest Priority seating for 30 at the Platinum Level with an additional VIP Lounge table for 10 during the Mainstage performance with VIP Party access for 40
- Trailblazers' Party for 20 (June 2, 2021)
- Underwriters' Party for 20 (Fall 2021)

### **Main Stage Entertainment Sponsor - \$100,000**

Recognition as the official Main Stage Sponsor with company name and/or logo prominently displayed on side scrims and along the top of the stage. Subject to artist's approval, the LED screen above the stage will be pre-lit with your logo prior to the concert.

- Recognized as the Main Stage Entertainment Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Full Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Legendary Baron Table- Highest Priority seating for 24 at the Platinum Level with VIP Party access for 24
- Trailblazers' Party for 12 (June 2, 2021)
- Underwriters' Party for 12 (Fall 2021)

### **VIP Performer & Live Auction Stage Sponsor - \$85,000**

The VIP/Live Auction stage will feature Cole Swindell as he performs some of his top country hits. Followed by our renowned Live Action. Your company name or logo will be on display on the backdrop of the stage for everyone to see. Your logo will also be featured in vinyl across each VIP tabletop in the Live Auction Area.

- Recognition as the VIP & Live Auction Stage Sponsor-CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Full Page Digital Ad space in the Digital Auction Book

- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Texas Baron Table- Highest Priority seating for 10 at the Platinum Level with VIP Party access for 10 OR Golden Baron Table- high priority seating for 20 at the Gold Level with VIP access for 20 at the Ball
- Trailblazers' Party for 10 (June 2, 2021)
- Underwriters' Party for 10 (Fall 2021)

### **Underwriter's Party Sponsor - \$65,000**

The Underwriters' Party is our largest Pre-Event to say thank you to our donors, members, past ball chairs and vendors. Your company name or logo will be featured on signage at the event as well as the invitations, social media and newsletter pre and post event. The UW party typically takes place in September or early October.

- Recognition as the Underwriters Party Sponsor- Company Name/Logo on signage at the front entrance of the party and on invitations
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on Underwriters Party Event Page
- Full Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter pre and post party – emailed to 8,000 contacts
- Golden Baron Table- high priority seating for 20 at the Gold Level with VIP access for 20 at the Ball
- Trailblazers' Party for 10 (June 2, 2021)
- Underwriters' Party for 10 (Fall 2021)

### **Silent Auction Room Sponsor - \$55,000**

Our silent auction room is one of the most visited rooms inside Gilley's with over 500 incredible items on display. Your name or company logo will be prominently featured on Silent Auction Room signage outside and inside the room.

- Recognized as the Silent Auction Room Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball Digital Auction Book as an Underwriting Supporter and on the Digital Ball Map
- Full Page Digital Ad space in the Digital Auction Book and recognized throughout the Silent Auction Section as the Silent Auction Sponsor
- Name/Logo recognition on Digital Auction Platform GiveSmart
- Name recognition on Supporters tab and Auction tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Oil Baron Table- Priority seating for 20 at the Gold level with VIP Party access for 20 at the Ball
- Trailblazers' Party for 8 (June 2, 2021)
- Underwriters' Party for 8 (Fall 2021)



\*Pictures are from CBB 2019 and are placed for example only

### **Transportation Sponsor - \$50,000**

Have your name or company logo on signage outside of Gilley's which will inform where Rideshare drop off and pick up's take place. Your logo will also be printed on any parking passes that will be given to guests who choose to drive. Guests will receive parking passes 2 weeks prior to the Ball.

- Recognized as the Transportation Sponsor- CBB will work with you on approved signage at the Ball
- Company Name/ Logo on all printed Parking Passes
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Full Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Oil Baron Table- Priority seating for 20 at the Gold level with VIP Party access for 20 at the Ball
- Trailblazers' Party for 8 (June 2, 2021)
- Underwriters' Party for 8 (Fall 2021)

### **Cups and Napkins Sponsor - \$45,000**

Want your name or company logo in the hands of every single guest at the Ball? With over 10,000 cups and 30,000 napkins given out during the event your company logo will not be missed.

- Recognition as the Cups/Napkins Sponsor- Cattle Baron's Ball will work with you on approved name or company logo printed on Styrofoam cups and beverage napkins
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter
- Half Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Oil Baron- Priority seating for 20 at the Ball with VIP Party access for 20 at the Ball
- Trailblazers' Party for 8 (June 2, 2021)
- Underwriters' Party for 8 (Fall 2021)



### **Step & Repeat Sponsor - \$35,000**

Have your name or logo as the backdrop as guests take endless amount of photo's during this one-of-a-kind evening.

- Recognized as the Step & Repeat Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Half Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Table- High Priority seating for 10 at the Gold Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 6 (June 2, 2021)
- Underwriters' Party for 6 (Fall 2021)

### **Outdoor Games and Firepit Sponsor - \$35,000**

Have your name or logo surround the outdoor firepits and outdoor game area. The Firepit area will be in-between Gilley's and the Mainstage Tent.

- Recognized as the Outdoor Games and Firepit Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Half Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Table- High Priority seating for 10 at the Gold Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 6 (June 2, 2021)
- Underwriters' Party for 6 (Fall 2021)



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### **Lounge Sponsor - \$35,000**

As the sponsor of the Lounge you can help name it. The lounge will feature a Champagne Bar, themed food stations, high-end Casino Table area, and lounge furniture.

- Recognized as the Lounge Sponsor- CBB will work with you on approved signage and name of the lounge

- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and in the Digital Ball Map
- Half Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Table- High Priority seating for 10 at the Gold Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 6 (June 2, 2021)
- Underwriters' Party for 6 (Fall 2021)

### **Hand Sanitizer Station Sponsor - \$35,000**

Your logo prominently displayed on 15-20 hand sanitizer stations stationed throughout Gilley's.

- Recognized as the Lounge Sponsor- CBB will work with you on approved signage and name of the lounge
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and in the Digital Ball Map
- Half Page Digital Ad space in the Digital Auction Book
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Table- High Priority seating for 10 at the Gold Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 6 (June 2, 2021)
- Underwriters' Party for 6 (Fall 2021)

### **Past Ball Chair Wall Sponsor - \$25,000**

Each year we recognize and thank the amazing ladies who came before us. Their leadership and guidance are responsible for more than \$86 million that has been raised for ACS since the first Cattle Baron's Ball in 1974. Help us applaud their hard work and be a part of this storied history. Have your name or company logo on the Wall, one of the most photographed backdrops of the Ball.

- Recognized as the Past Ball Chair Wall Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)



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### **Mainstage Bar Sponsor - \$25,000**

The Mainstage Bars will help quench the thirst of our guests as they listen to Dierks Bentley. Have your name or company logo on 12 Mainstage Bars that are located around the Main Tent for everyone to see.

- Recognized as the Mainstage Bar Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)



### **Grand Entrance Sponsor - \$25,000**

There will be a new Entrance this year at Gilley's. Have your name or company logo welcoming guests as they enter the 2021 Cattle Baron's Ball.

- Recognized as the Grand Entrance Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media

- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)



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### **After Party Sponsor - \$25,000**

Have your name or company logo on the stage of the After Party that will take place in the Main Ballroom of Gilley's with entertainment by Emerald City Allstars. The Party isn't over after Dierks Bentley.

- Recognized as the Speakeasy/After Party Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)

### **Wristband Sponsor - \$25,000**

Have your name or company logo on the 2021 Ball wristbands that all guest must wear upon entry. Each guest will receive their wristbands 2 weeks prior to the Ball.

- Recognized as the Wristband Sponsor- with company name or logo on all printed wristbands
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)



### **Digital Map Sponsor - \$25,000**

The layout at Gilley's will be totally different this year and what better way to get your name or company logo in front of all our guests. The 2021 Digital Map that will be featured on the CBB website 2 weeks prior to the Ball, the Digital Auction Book and the CBB Newsletter.

- Recognized as the Digital Sponsor- Company Name or Logo on all copies of the 2021 Digital Ball Map
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)

### **Food Ally Sponsor - \$25,000**

Food will be served all throughout Gilley's, but we will have special food stations setup outside between the Main Tent and Gilley's for guests to enjoy the fresh air in October, which will also be next to the outdoor games and fire pit area. Have your company name or logo on signage surrounding the Food Ally.

- Recognized as the Food Ally Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on the Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)

### **Portable Restroom Sponsor - \$25,000**

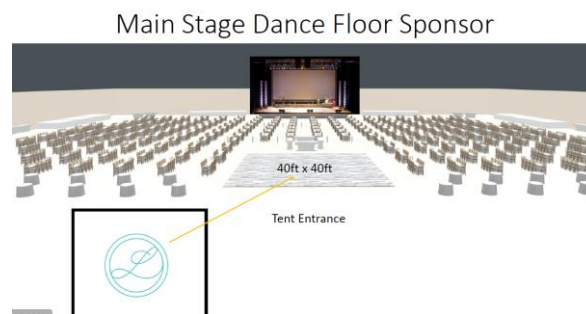
Have your name or company logo displayed above the outdoor portable restrooms.

- Recognized as the Portable Restroom Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter and on Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Silver Baron Table- Priority seating for 10 at the Silver Level with VIP Party access for 10 at the Ball
- Trailblazers' Party for 4 (June 2, 2021)
- Underwriters' Party for 4 (Fall 2021)

### **Main Stage Dance Floor Sponsor - \$25,000**

There will be a new Main Stage dance floor this year that every guest will walk by as they enter the Main Stage concert. Your logo will be prominently displayed on this massive 1,600 sq ft dance floor!!

- Recognized as the Dance Floor Sponsor in the Main Stage Area- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)



### **Silent Auction Bar Sponsor – \$17,500**

Our silent auction is one of the most popular rooms in Gilley's, with over 500 items, a chic sitting lounge and fun music. Use your name or company logo as the backdrop for each of the two huge bars located inside.

- Recognized as the Silent Auction Bar Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level at the Ball
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)

### **Big Board Sponsor - \$17,500**

Our Auction is legendary, and the Big Board is an enormous highlight, featuring 20-30 packages that get the attention of everyone inside. Have your name or logo on the Big Board and be featured in the Big Board section in the digital auction book.

- Recognition as Big Board Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball digital auction book featured in the Big Board Section and on Digital Ball Map
- Name recognition on Supporters page and the Auction page on the Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media

- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level at the Ball
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)



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### **Mechanical Bull Sponsor - \$17,500**

The mechanical bull at Gilley's is a true hallmark and makes for the best photos. The Mechanical Bull will be placed in front of a wall with your logo.

- Recognition as the Mechanical Bull Sponsor- CBB will work with you on approved signage
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level at the Ball
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)



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### **Registration/Will Call Sponsor - \$17,500**

This year the registration/will call area will be inside Gilley's in the main hallway where all guests will walk through. The registration area will allow guests to sign up for the Auction, ask questions, and pick up wristbands if they forgot. This is the ideal placement for your company name or logo to be seen by all guests.

- Recognition as the Registration/Will Call Sponsor- CBB will work with you on approved signage

- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level at the Ball
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)

### **Blackjack Table Sponsor - \$15,000**

With Double Down as our Ball theme for 2021, we are making our Casino tables a more prominent fixture in this year's ball. There will be different rooms and areas throughout the venue for each of our specific casino events. Our Blackjack tables will be in a prominent location downstairs.

- Logo recognition on signage hanging above Blackjack tables
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)

### **Craps and Roulette Sponsor - \$15,000**

With Double Down as our Ball theme for 2021, we are making our Casino tables a more prominent fixture in this year's ball. There will be different rooms and areas throughout the venue for each of our specific casino events. Our Craps and Roulette tables will be in a prominent location downstairs.

- Logo recognition on signage hanging above Craps and Roulette tables
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)

### **Gaming Row Sponsor - \$15,000**

With Double Down as our Ball theme for 2021, we are making our Casino tables a more prominent fixture in this year's ball. There will be different rooms and areas throughout the venue for each of our specific casino events. "Gaming Row" will be a row of fun slot machine games.

- Logo recognition on signage above and around Gaming Row
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters Page Cattle Baron's Ball website



- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Diamond Baron Table- seating for 10 at the Silver level
- Trailblazers' Party invitation for 2 (June 2, 2021)
- Underwriter's Party invitation for 2 (Fall 2021)

### **CBB Website Sponsor - \$10,000**

We have upgraded our website for the 2021 Ball and will promoting our website to all guests and those interested in supporting CBB to find out more information, donate, view the digital auction book etc. Let's put your company name and logo all throughout the website as the CBB Website Sponsor.

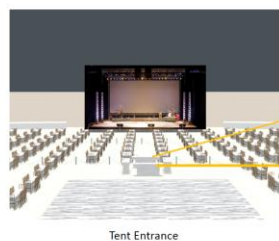
- Recognition as the website sponsor-with name logo featured throughout- CBB will work with you on layout
- Recognition in Cattle Baron's Ball digital auction book as an Underwriting Supporter
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Couple- priority level seating for 2 with VIP access for
- Trailblazers' Party for 2 (June 2, 2021)
- Underwriters' Party for 2 (Fall 2021)

### **360 Main Stage Bar Sponsor - \$10,000**

Have your company name or logo on top of the one of a kind 360 Bar in the Main Stage Tent. Every guest will walk past this bar structure with your logo displayed prominently from all sides of the bar."

- Recognition as the 360 Main Stage Bar sponsor- with signage hanging above the 360 Bar and on all sides seen by all guests as they enter the Main Stage.
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Couple- priority level seating for 2 with VIP Party for 2
- Trailblazers' Party for 2 (June 2, 2021)
- Underwriters' Party for 2 (Fall 2021)

360° Bar Sponsor



Tent Entrance



### **Photo Booth Sponsor - \$10,000 (2 available)**

Have your name or company logo camera ready by sponsoring our photo booth. Not only will they see your name at the Ball, but your logo will appear on each photo guests receive.

- Recognition as Photo Booth Sponsor- Signage featured above the Photo Booth
- Recognition in Cattle Baron's Ball in the Digital auction book featured in the Underwriting Section and on Digital Ball Map
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- Name recognition in Cattle Baron's e-newsletter leading up to the Ball – emailed to 8,000 contacts
- Ranch Baron Couple- priority level seating for 2 with VIP Party access for 2
- Trailblazers' Party for 2 (June 2, 2021)
- Underwriters' Party for 2 (Fall 2021)

### **Airstar Balloon - 1 for \$5,000 or 2 for \$7,500 (multiple available)**

Have your name or company logo on a lighted Airstar Balloon outside surrounding the tables in the Mainstage tent.

- Recognition as an Airstar Sponsor
- Recognition in Cattle Baron's Ball in the Digital auction book as a Underwriting Supporter
- Name recognition on Supporters tab on Cattle Baron's Ball website
- Name recognition to be included on Cattle Baron's social media
- 2 individual tickets at the Bronze Level
- Trailblazers' Party for 2 (June 2, 2021)
- Underwriters' Party for 2 (Fall 2021)



ACS and CBB will follow any and all applicable CDC, state and county COVID-19 guidelines in place at the time of the event. We will personally notify you if CBB has to adjust due to COVID guidelines.

**PLEASE COMPLETE THE 2021 BALL RECOGNITION AND BILLING  
INFORMATION BELOW:**

*Please email completed form and hi-res logo to [cattlebaronsdallas@cancer.org](mailto:cattlebaronsdallas@cancer.org).*

Sponsorship Title \_\_\_\_\_

**RECOGNITION & LISTING INFORMATION**

*All branded items will be sent to contact person for final approval*

Company/Donor Name as it should be listed on CBB Website \_\_\_\_\_

Donor Signature: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

**BILLING AND PAYMENT INFORMATION:**

\_\_\_\_\_ I am paying online: Click [HERE](#)

\_\_\_\_\_ Check is made payable to Cattle Baron's Ball and is being mailed with a copy  
of this form

Cattle Baron's Ball | 3838 Oak Lawn Avenue Ste.700 |Dallas, TX 75219  
P. 214-443-9222 F. 214-443-9224 [cattlebaronsdallas@cancer.org](mailto:cattlebaronsdallas@cancer.org) | [cattlebaronsball.com](http://cattlebaronsball.com)

## American Cancer Society Terms and Conditions - Event Sponsorship and Underwriting

The following terms and conditions apply to sponsorships and/or underwriting of events of the American Cancer Society, Inc. ("ACS"):

**1. Sponsorship Commitment.** Sponsor has made a financial contribution (the "Payment") as a sponsor and/or underwriter of the ACS event (the "Event") identified on an sponsor commitment form, sponsorship package, pledge form, ACS website or similar agreement (each, a "Sponsorship Commitment"). ACS will have unrestricted use of the Payment. Any goods or services contributed by Sponsor or promotional activities conducted by Sponsor in connection with Event are provided as charitable contribution to ACS and without consideration.

**2. Sponsorship Acknowledgements.** ACS will provide the public recognition and acknowledgment applicable to Sponsor's support level as set forth in the Sponsorship Commitment (the "Sponsorship Acknowledgments"). Acknowledgement of Sponsor's sponsorship, while identifying Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Sponsorship Acknowledgments are not being provided as consideration of the Payment and the value of such acknowledgments will not exceed 2% of the Payment value. ACS will arrange and bear all costs and expenses related to Sponsor Acknowledgements.

**3. Sponsorship Benefits.** ACS will provide the additional sponsorship benefits (such as Event admission, food and beverage, entertainment, VIP seating, etc.) applicable to Sponsor's support level as set forth in the Sponsorship Commitment ("Benefits"). ACS will arrange and bear all costs and expenses related to Benefits.

**4. Tax Treatment.** The American Cancer Society is a qualified public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code"). Sponsor's Payment is a qualified sponsorship payment under Section 513(i) of the Code and nonrefundable. To the extent that Sponsor's Payment exceeds the fair market value of all goods, services and other return benefits received by Sponsor, it is considered a charitable donation to ACS and tax deductible to the extent permitted by law. ACS will provide Sponsor with documentation of the fair market value of all return benefits received in connection with the Event.. In no event will the value of return benefits exceed the Payment. The return benefits are not intended to be available as a regularly occurring sale or an offer of advertising. Sponsor is responsible for consulting with its own tax advisor regarding the deductibility and treatment of its Payment, including contributed goods, for its own tax purposes. Contributed services are not tax deductible.

**5. Use of Names and Logos.** Sponsor grants to ACS the free, limited, non-exclusive, nontransferable, nonassignable, revocable right and license to use the Sponsor's name and logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments, Benefits and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor has the right to publicly announce and promote its sponsorship of the Event using the ACS name as follows: "[Sponsor] is [or was] a proud Sponsor of the [Event]" or in similar language approved in advance by ACS. In any online announcement, a link to [www.cancer.org](http://www.cancer.org) will be provided. Any use of the ACS logo or any use of the ACS name other than the language set forth above, requires the prior written review and approval of ACS. In no event shall Sponsor use ACS's name or logo in connection with the sale of a product or service. Upon request, Sponsor will provide ACS with copies of any Sponsor materials that use the ACS name or logo. All use of the ACS name or logo inures to the benefit of ACS. All Sponsor's right to use the ACS name and/or logo will terminate one (1) year after the Event, or earlier upon ACS's written notice of termination. Both parties further agree not to use each other's intellectual property in any way that would imply endorsement of one's self or demean, defame, embarrass, diminish or cause any harm to the other.

**6. Sponsorship Scope.** Unless otherwise expressly identified on the Sponsorship Commitment, Sponsor will be a non-exclusive sponsor of the Event and ACS reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgements and Benefits provided by ACS relate only to the identified Event, and not similar ACS events held in other locations.

**7. Tobacco Affiliations.** "Tobacco Company" means any company that manufactures tobacco products and is commonly considered to be part of the tobacco industry, including subsidiaries and parent companies, and companies under common control with such company, as well as philanthropic foundations and other organizations closely linked with the tobacco industry. Sponsor represents and warrants that it (i) is not a Tobacco Company; (ii) does not own 5% or more of a Tobacco Company; and (iii) is not 5% or more owned by a Tobacco Company. Sponsor will adhere to ACS's no smoking policy when on ACS premises and the Event location.

**8. Force Majeure.** Neither Sponsor nor ACS will be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts of God, fire, flood, communicable disease outbreak, epidemic, public health emergency, natural catastrophe, severe weather, war, terrorism, labor dispute, governmental regulation or act, or similar events beyond the party's reasonable control, including any quarantine, travel warning or restriction or other action of government agencies or commercial entities intended to control, mitigate or otherwise address the foregoing (a "Force Majeure Event").

**9. Discretionary Authority.** Sponsor understands that the Event is being conducted, and Sponsor's Payment will be utilized, in furtherance of ACS's charitable mission. Sponsor acknowledges that ACS shall retain full discretion and control over the Event, including planning, schedule and operations. ACS reserves the right to reschedule or cancel the Event for any Force Majeure Event or any other reason it deems necessary or advisable, including without limitation logistical complications, public health concerns, severe weather forecast or other circumstances potentially affecting Event operations, attendance or success. In such cases, ACS will make reasonable efforts to provide Sponsorship Acknowledgements and Benefits at a rescheduled or comparable event within a reasonable time with Sponsor's approval.

**10. Applicable Law, Jurisdiction, and Special Damages.** These Terms and Conditions will be governed by the laws of the state of Georgia. The state and federal courts located in Fulton County, Georgia will have exclusive jurisdiction over all claims brought under this Agreement. Neither party will be liable for any indirect, special or consequential damages. This limitation of liability will not limit either party's gross negligence or willful misconduct.

**11. Miscellaneous.** If any provision of these Terms and Conditions of Sponsorship are held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of these Terms and Conditions, and the application of such provision in any other circumstances, will not be affected thereby. The remedies specified herein are cumulative and in addition to any remedies available at law or in equity. Waiver of a breach of any provision of these Terms and Conditions does not constitute a waiver of any other breach of the same provision or any other provision of these Terms and Conditions. All Sections of these Terms and Conditions that by their nature are intended to survive expiration or termination will so survive. These Terms and Conditions, together with the Sponsorship Commitment, constitutes the entire agreement between the parties with respect to its subject matter, and supersedes all other communications between the parties with respect to such subject matter. In the event of a conflict between these Terms and Conditions and the Sponsorship Commitment, these Terms and Conditions will control. Nothing in this Agreement shall be construed to create a partnership or joint venture between the parties and neither party shall have the right to bind the other to any contracts, agreements, or other obligations without the express, written consent of an authorized representative of such party. These Terms and Conditions, and the rights granted hereunder, may not be assigned by either party without the prior written consent of the other party.