

2022 Cattle Baron's Ball Golf Tournament Sponsorship Levels & Naming Opportunities



Lasso ^A Sure

GOLF TOURNAMENT

20 CBB 22

Join us on Monday, May 2, for an amazing day at the award-winning TPC course at the Four Seasons Resort and Club Dallas at Las Colinas, which will include a four-player shamble, celebrity players, lunch, interactive stations, signature bars, contests, awards and more. The day will culminate with a cocktail reception.

See you on the greens!

Cattle Baron's Ball | 3838 Oak Lawn Avenue Ste.700 |Dallas, TX 75219
P. 214-443-9222 F. 214-443-9224 cattlebaronsdallas@cancer.org |
cattlebaronsball.com

Title Golf Sponsor - \$75,000

- 3 Foursomes (includes lunch, golf, cocktails, gift bag)
- Name/Logo recognition on all Golf Tournament materials including printed and electronic materials
- Name/Logo recognition on signage at Golf Tournament
- Name/Logo recognition on tournament scorecards
- Name/Logo recognition on golf tournament commemorative photos given to all players
- 12 golf gift bags
- Opportunity to speak at tournament
- Reserved area or seating at post cocktail reception
- 10 tickets at the Gold Level to Cattle Baron's Ball Saturday, September 17
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name/Logo recognition in Cattle Baron's Ball e-newsletter; pre-tournament and post-tournament - emailed to 8,000 contacts
- Name/Logo recognition to be featured prominently on Cattle Baron's social media

Golf Baron Sponsor - \$20,000

- 1 Foursomes (includes lunch, golf, cocktails, gift bag)
- Name/Logo recognition on Golf Tournament signage
- 4 golf gift bags
- Priority level seating for 10 at the Silver Level at Cattle Baron's Ball Saturday, September 17
- Company recognition during Tournament welcome
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Golf Shirt Sponsor - \$15,000

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo on tournament golf shirt for each participant
- 4 golf gift bags
- Recognition in Cattle Baron's Ball virtual auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Driving Range & Putting Green Sponsor - \$10,000

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on exclusive signage at tournament Driving Range and Putting Green
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts

- Name/Logo recognition to be included on Cattle Baron's social media

Golf Cart Sponsor - \$12,500

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on all tournament golf carts
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's Newsletter Issue thanking our golf donors – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Golf Favor Bag Sponsor - \$12,500

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo on tournament golf bag for each participant
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Contest Sponsor - \$10,000 (2 Available)

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on exclusive signage at contest Tee Box
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Golf Hole Activation Sponsor - \$10,000 (Multiple Available)

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Opportunity to give out a branded item or do another activity (after review by CBB)
- Name/logo recognition on exclusive signage at contest Tee Box
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Pin Flags Sponsor - \$10,000 (2 Available)

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on 8 pin flags
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts

- Name/Logo recognition to be included on Cattle Baron's social media

Beverage Cart Sponsor - \$10,000 (2 Available)

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo on the side of the Four Seasons Resort and Club Dallas Las Colinas beverage cart that will be driven throughout the course
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Bar Sponsor - \$7,500 (4 Available)

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on exclusive Bar Signage
- 4 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Post-Tournament Cocktail Reception - \$7,500

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on exclusive signage at Post-Tournament Cocktail Reception
- 4 golf gift bags
- Reserved area or seating at Post-Tournament Cocktail Reception
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Golf Course Food Station - \$7,500 (2 Available)

- 1 Foursome (includes lunch, golf, cocktails, gift bag)
- Name/logo recognition on exclusive signage at Food Station
- 4 golf gift bags
- Reserved area or seating at Post-Tournament Cocktail Reception
- Recognition in Cattle Baron's Ball auction book
- Name/Logo recognition on Golf tab on Cattle Baron's Ball website
- Name recognition in Cattle Baron's e-newsletter following tournament – emailed to 8,000 contacts
- Name/Logo recognition to be included on Cattle Baron's social media

Tee Box Sign Sponsor (s) - \$5,000 (Multiple Available)

- 2 golf spots (includes lunch, golf, cocktails, gift bag)
- Recognition on signage at designated Tee Box
- 2 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name recognition on Golf 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 following tournament – emailed to 8,000 contacts

Registration Sponsor - \$5,000

- 2 golf spots (includes lunch, golf, cocktails, gift bag)
- Name/Logo recognition on exclusive signage at tournament check-in
- 2 golf gift bags
- Recognition in Cattle Baron's Ball virtual auction book
- Name recognition on Golf 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 following tournament – emailed to 8,000 contacts

Golf Towel Sponsor - \$5,000

- 2 golf spots (includes lunch, golf, cocktails, gift bag)
- Name/Logo recognition on exclusive signage at tournament check-in
- 2 golf gift bags
- Recognition in Cattle Baron's Ball auction book
- Name recognition on Golf 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 following tournament – emailed to 8,000 contacts

Tumbler Sponsor - \$3,500

- Logo recognition on tournament tumbler given to each player
- Recognition in Cattle Baron's Ball auction book
- Name recognition on Golf 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 following tournament – emailed to 8,000 contacts

Wine Tumbler Sponsor - \$3,500

- Logo recognition on tournament tumbler given to each player
- Recognition in Cattle Baron's Ball auction book
- Name recognition on Golf 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 following tournament – emailed to 8,000 contacts

Golf Ball Sponsor - \$2,500

- Logo recognition on tournament golf balls given to each player
- Recognition in Cattle Baron's Ball auction book
- Name recognition on Golf 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 following tournament – emailed to 8,000 contacts

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 2022 GOLF TOURNAMENT RECOGNITION AND BILLING INFORMATION BELOW:

Please email completed form and hi-res logo to 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: _____

Upon completion of form and payment a separate registration link will be sent to collect golfer's information

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

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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 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.