

# UNDERWRITING OPPORTUNITIES

# 2021



## COWBOY UP TO CANCER

AMERICAN CANCER SOCIETY

# CENTRAL TEXAS CATTLE BARON'S BALL

---

OCTOBER 23, 2021 | MCC • HIGHLANDER RANCH

*BENEFITING*



*PRESENTED BY*



# Ascension Providence

*PRESENTING MEDIA SPONSOR*



*2021 PARTNER*

**McLennan**  
COMMUNITY  
COLLEGE

2021

# AMERICAN CANCER SOCIETY CENTRAL TEXAS CATTLE BARON'S BALL

OCTOBER 23, 2021 | MCC HIGHLANDER RANCH



2021 PARTNER

McLennan  
COMMUNITY  
COLLEGE



PRESENTED BY

Ascension  
Providence

PRESENTING MEDIA SPONSOR



Cancer hasn't stopped, and neither will we. We are excited to be involved in helping plan the 2021 Central Texas Cattle Baron's Ball which raises funds to support the important work done by the American Cancer Society.

Although we had to make the difficult decision to pivot to a virtual event in 2020, through the generosity of our donors, the Central Texas Cattle Barons Ball was able to raise more than \$140,000 to help fund innovative and cutting-edge research projects in the fight against cancer.

Since the inception of the first Waco Cattle Baron's Ball in 1993, \$8.6 million has been contributed to local and national cancer support services, as well as groundbreaking cancer research.

In Texas alone, the American Cancer Society is currently funding 56 grants totaling over \$38 million dollars at Baylor College of Medicine, The University of Texas at Austin, Texas A&M University as well as nine other major research colleges and centers here in Texas.

We would like to personally invite you to be a part of this vital and meaningful work to create more awareness about cancer, support more victims through their recovery, and save more lives.

The 2021 Cattle Baron's Ball will be held Saturday, October 23 at MCC Highlander Ranch. Attached you will find the various sponsorship levels and their corresponding amenities as well as a list of options to choose from to further increase your exposure during the 2021 Cattle Baron's Ball season.

We have selected Breast Cancer as the 2021 focus, and as in previous years, proceeds from our Raise the Paddle portion of the Live Auction will go toward this specific mission area. Born and raised Wacoan and breast cancer survivor, Alison Sorley, will be the 2021 Honorary Chair.

There are many lives impacted by cancer, those who are near and dear to our hearts, and likely yours too. We hope you will join us for another year of fun, and most importantly, raising money for this worthy cause.

Thank you for your time and consideration. We look forward to a partnership in which you help us Cowboy Up to Cancer!

Respectfully,  
Your 2021 Cattle Baron's Co Event Chairs

  
Tom Smith












































































  
Debby Burlison

  
Jim Holmes

  
Cindy Holmes



# SPONSORSHIP LEVELS AND AMENITIES

AMENITIES	Texas Cattle Baron \$50,000	The Legend \$25,000	Texas Tycoon \$20,000	Wildcatter \$10,000	Mustang \$7,500	Marshall \$5,500	Texas Ranger \$3,500	Silver Baron \$2,500	Trail Boss \$500
Tables at Cattle Baron's Ball	3 Platinum VIP tables of 8	3 Gold VIP tables of 8	1 Gold VIP table of 8	1 Gold VIP table of 8	1 Gold VIP table of 8	1 Silver VIP Table of 8	1 Silver Table of 8	1 Silver Table of 8	2 Silver Baron Tickets
Tables at Style Show & Tickets to Skeet Shoot	Table for 8 at Style Show & Tickets for 8 to Skeet Shoot	Table for 8 at Style Show & Tickets for 4 to Skeet Shoot	Table for 8 at Style Show OR Tickets for 4 to Skeet Shoot	Table for 8 at Style Show OR Tickets for 4 to Skeet Shoot					
Presenting Sponsor - Logo featured on all printed & digital material									
Name / Logo Featured on all TV and Radio Advertisements									
Recipient of the Prestigious Society Award									
Name / Logo Featured on all promotional material									
Evening Program Advertisement									
Access to VIP Lounge with private bar, premium beverages, private reception with special menu upon arrival									
VIP priority check-in time the night of the ball									
Valet Parking									
Recognition in Main & Patron Save the Dates *must confirm sponsorship by June 25, 2021									
Recognition in Main & Patron Invitations *must confirm sponsorship by Aug. 21, 2021									
Special recognition on signage during the ball									
Recognition in evening program and Thank-You advertisement									
Recognition on the official Central Texas Cattle Baron's Ball website and social media									



# 2021 CENTRAL TEXAS CATTLE BARON'S BALL



## UNDERWRITING AND SPONSORSHIP CONTRACT

Donor Name: \_\_\_\_\_  
*as it should be listed on all printed materials*

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

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

City, State, Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Home/Cell Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### UNDERWRITING / SPONSORSHIP LEVELS (DESCRIPTIONS ATTACHED)

- ~~SOLD~~ \$50,000.00 Texas Cattle Baron Ascension Providence
- ~~SOLD~~ \$25,000.00 The Legend TFCB Your Bank for Life
- \$20,000.00 Texas Tycoon *Multiple Available*
- \$10,000.00 Wildcatter *Multiple Available*
- \$7,500.00 Mustang *Multiple Available*
- \$5,500.00 Marshall *Multiple Available*
- \$3,500.00 Texas Ranger *Multiple Available*
- \$2,500.00 Silver Baron *Multiple Available*
- \$500.00 Trail Boss *Multiple Available*
- I would like to make a donation toward breast cancer research \$ \_\_\_\_\_

Area of choice for sponsorship options: \_\_\_\_\_

I would like this sponsorship / gift to be in honor or in memory of: \_\_\_\_\_

I am unable to sponsor, but I would like to make a contribution: \$ \_\_\_\_\_

### TOTALS

\$ \_\_\_\_\_  
*Underwriting/Sponsorship Total*

\$ \_\_\_\_\_  
*Research Donation*

\$ \_\_\_\_\_  
*Grand Total*

\_\_\_\_\_  
*Signature of Underwriter*

\_\_\_\_\_  
*Date*

### BILLING AND PAYMENT INFORMATION

- Check enclosed for \$ \_\_\_\_\_  Half Payments Due June 1, 2021 and September 1, 2021  Pay with Credit Card
- Made Payable to American Cancer Society*

Cardholder's Name: \_\_\_\_\_

Billing Address, City, State, Zip: \_\_\_\_\_

Master Card / AMEX / Visa \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**MAIL TO:** Please contact ACS Staff partner, Madison Douglas for mailing instructions. **EMAIL TO:** [madison.douglas@cancer.org](mailto:madison.douglas@cancer.org)

Questions and Details: Madison Douglas, [madison.douglas@cancer.org](mailto:madison.douglas@cancer.org) | 254-236-5288 | [CentralTexasCattleBaronsBall.org](http://CentralTexasCattleBaronsBall.org)

*We will personally notify you if the Central Texas Cattle Baron's Ball has to adjust due to COVID-19 Guidelines. The American Cancer Society is a 501(c)(3) nonprofit organization recognized by the Internal Revenue Service. All contributions are tax-deductible to the extent allowed by law and benefit the American Cancer Society. The American Cancer Society cares about your privacy and protects how we use your information. To view our full privacy policy or if you have any questions, please visit us online at [cancer.org](http://cancer.org) and click on the "privacy" link at the bottom of the page or call us anytime at 1-800-227-2345.*