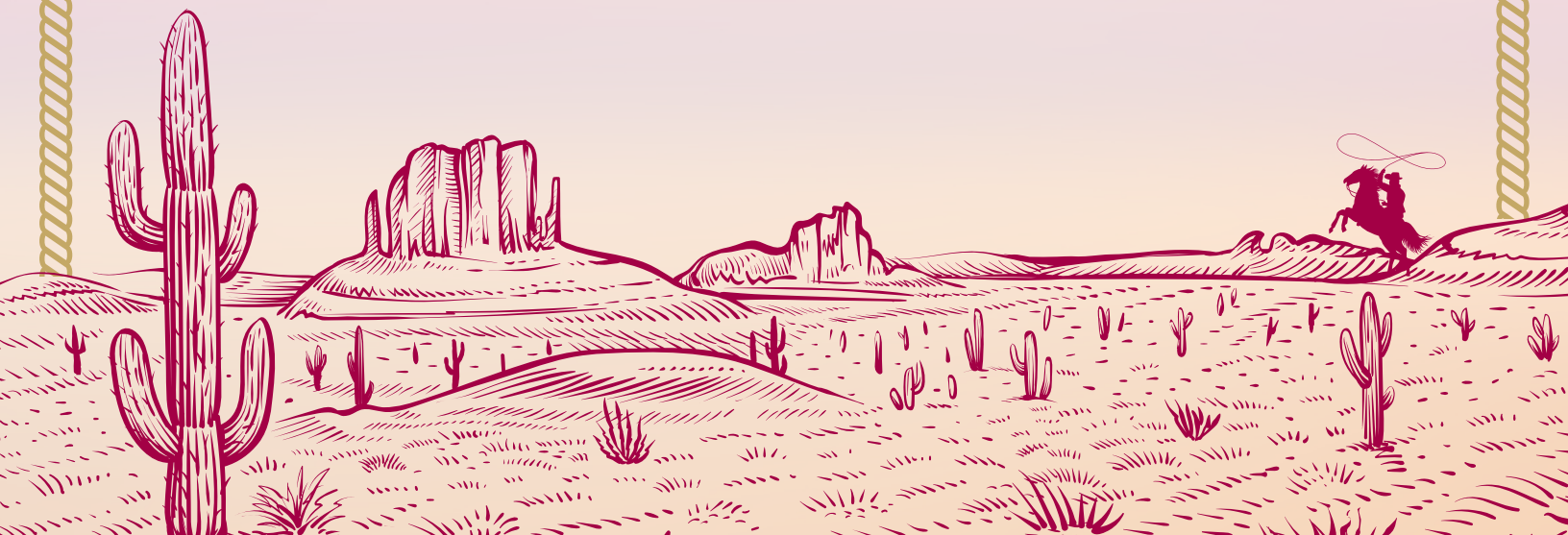




2024 Sponsorship Opportunities



Your investment can help save lives!



Dear Community Leaders,

On behalf of the American Cancer Society, we extend an invitation for you to become a distinguished partner for the 2024 Tyler Cattle Baron's Ball.

Though so many things in our world have changed, the need to end cancer has not stopped. We are making remarkable progress to help save more lives from cancer every day. From funding breakthrough research, to providing access to care for local patients, we are proud to continue leading the fight against cancer.

Our mission is made possible through fundraising events like our Tyler Cattle Baron's Ball. This year's event is set for June 8, 2024, at the Texas Rose Horse Park. The evening will include Texas-style food and cocktails, live entertainment, a silent and live auction, and much more!

We hope you'll join us in 2024 by investing in our lifesaving mission. You will be sure to find that community members will notice and appreciate your commitment to a cause that impacts us all.

Let's end cancer as we know it, for everyone.

Sincerely,

Kimberly Taylor
Cattle Baron's Ball Chair

Melissa Ivey
American Cancer Society Staff Partner

903-474-3743
kimberly.taylor@delekus.com

903-570-8126
melissa.ivey@cancer.org



Our Mission

The mission of the American Cancer Society is to improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.



Information, Referrals, Patient Support Programs and Services

141,500 Recipients



National Cancer Information Center (NCIC)

300,000 Calls, Chats, Emails



Transportation Grants

305,825 Rides Provided



Hope Lodge

19,400 Individuals Served
329,000 Nights of Lodging

Dollars at Work in Your Community

The American Cancer Society is currently funding 52 research grants in Texas totaling more than \$37 million.

ACS awarded \$19,000 to three East Texas Health Systems in 2023 through patient transportation grants. Over 2,000 rides have been provided to patients from Smith County and beyond.

Our Dallas, Houston and surrounding Hope Lodges have provided over 2,600 free nights in 2022/2023 to patients from East Texas.

2023 NATIONAL STATISTICS



This year's "Fund the Mission" campaign at the Tyler Cattle Baron's Ball event during the "Paddle Raise" will go towards a Transportation and Lodging Grant for East Texas and Pediatric Cancer Research. Every dollar donated is 100% tax deductible. These funds will be provided to local health systems to assist their patients with transportation and lodging needs while traveling to their life-saving treatment appointments and help fund breakthrough treatments for pediatric cancer.

Any pre-committed donations by **March 17, 2024**, will be recognized in the invitation, Tyler TODAY Magazine and on screen the night of the Ball prior to the "Paddle Raise".



Event Overview

As the largest American Cancer Society event in Tyler, the event has raised over \$17.5 million dollars since 1988. ACS is currently funding over \$37 million in cancer research within the state of Texas. Last year, the American Cancer Society Gene & Jerry Jones Family Hope Lodge opened its doors in Dallas, offering over 18,000 free nights of lodging each year to patients traveling away from home for treatment, including residents from the Tyler and East Texas areas. This year, we are proud to award patient transportation grants to cancer centers within Smith County to assist local patients with access to care when traveling to and from treatment.

750+ Guests

Cowboy Cocktail Attire



The guest experience for sponsors

All sponsorship tickets will receive reserved seating, free valet, premium open bar, delicious food and live entertainment.

The VIP Baron experience

VIP tickets are available for our elite sponsorship partners. These tickets include early entrance to the event (5:30 p.m.) and a potential opportunity to meet the entertainment headliner.



Champion of Hope

This year, we are selecting “Champion of Hope” candidates throughout the Tyler community to help share their story and a passion for the American Cancer Society mission. Each “Champion of Hope” candidate will set a personal fundraising goal of \$2,500+ by June 8.

What is a “Champion of Hope?”

These are influential leaders within the Tyler Community that have a passion to support the ACS mission and help raise funds.

How will they be recognized?

ACS will produce videos of each candidate (1-2mins) sharing their story and their commitment to the ACS mission. They will be shared on the Cattle Baron’s Ball Facebook page, website, and during our reveal party (March/April).

Each candidate will be recognized on stage prior to live auction the night of the Ball and the final total amount raised announced. The candidate with the highest amount raised will be named the official “Champion of Hope Baron of the Year.”



Partnership Opportunities

It takes a village of partners and volunteers to execute the largest ACS Fundraiser in Tyler. Cattle Baron's Ball wouldn't be possible without the generosity of our Tyler community.

Sponsor Cattle Baron's Ball

Be an official sponsor of the Cattle Baron's Ball on **Saturday, June 8**. All sponsorship levels include promotional branding, with our elite levels being most prominently displayed. Opportunities include:

- Event-night signage
- Listed in 2,000 mailed invitations
- Tyler TODAY (~90,000 printed) and Tyler Morning Telegraph CBB feature section
- Event-night video screens
- Event website and Facebook page
- Each level of sponsorship includes unique branding opportunities from event-night souvenirs and premium placed sponsor signage.

Champion of Hope Honoree

Nominate a colleague or volunteer to help raise funds for ACS.

In-Kind

Donate a "service" to Cattle Baron's Ball.

Live Auction

Donate a trip, product or an exclusive experience for the Ball attendees to purchase during the live auction.

"All Hands on Deck" Boat Run Event

Be an official sponsor of the "All Hands on Deck" Boat Run on Saturday, June 1, at the Lake Tyler Marina or donate a prize for participants.

Silent Auction

Donate a product to be in our silent auction for the night of the Ball.

Volunteer

Volunteer your time the night of the Ball at check-in or one of our revenue-enhancer tables.



2023 Event Highlights

Saturday, June 3, 2023, we hosted an enhancer event, "All Hands on Deck" Boat Run, in partnership with the Lake Tyler Association. Boaters partook in a lovely day on the lake making stops at seven boat docks as hosts provided festive food and beverages. We rounded out the event with prize drawings.

Total Amount Raised: \$541,000

On June 10, 2023, Gala was enjoyed by all guests to help raise funds for ACS! The event featured delicious food by Montez Brothers Catering, sponsored by John Soules Foods, an open bar experience, live entertainment by Jack Ingram, our silent/live auctions and night-of revenue enhancers.





2024 SPONSORSHIP CONTRACT

American Cancer Society's
Tyler Cattle Baron's Ball



Date _____

Sponsor Name for Print _____

Contact Name _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

Email Address _____ Cell Phone _____

Email address provided manages online ticket allocation for your guests. There will be no paper tickets for 2024.



Presenting Sponsor

\$50,000

30 VIP Baron Tickets
Event logo to be co-branded
with theme logo of presenting
sponsor

Sponsorship Option:

Stage banners

Lone Star Baron

\$40,000

Sponsorship Option:

Champion of Hope
Reveal Party
20 VIP Baron Tickets

Royal Baron

\$35,000

Sponsorship Option:

Headliner
20 VIP Baron Tickets

Elite Baron

\$25,000

Sponsorship Options:
Ball T-Shirt, Restrooms,
Catering (2)
20 VIP Baron Tickets

Diamond Baron

\$20,000

Sponsorship Options:

Ball Hat, Silent Auction App
10 VIP Baron Tickets

Platinum Baron

\$15,000

Sponsorship Options:

Bar (2), Beverage cups
10 VIP Baron Tickets

Gold Baron

\$10,000

Sponsorship Options:

Swag Bag item (4), Plates,
Wristbands, Valet
8 VIP Baron Tickets
2 Baron Tickets

Silver Baron

\$7,500

Sponsorship Options:

Dessert Table,
Satellite Band, Napkins,
Late Night Snack
8 Baron Tickets

Bronze Baron

\$5,000

Sponsorship Option:

Li'l Wrangler Party
8 Baron Tickets

Oil Baron

\$3,500

6 Baron Tickets

Ranch Baron

\$2,500

4 Baron Tickets

Wrangler Baron

\$1,500

2 Baron Tickets

Sponsor contracts received before March 17 will be listed in all media print and invitation.
All payments must be received by May 1. Online pre-registration is required for all ticket allocations.

Payment Method

Mail Check

Call for Credit Card

Invoice

American Cancer Society, P.O. Box 140069, Dallas, TX 75214
4ZZ84R (must be in check memo)
ACS Tax ID# 13-1788491

Melissa Ivey
903.570.8126
melissa.ivey@cancer.org





For more information, contact Melissa Ivey

American Cancer Society Staff Partner

903-570-8126

melissa.ivey@cancer.org

tyler.acscbb.org





A decorative graphic for the 2024 event. It features a central oval frame with ornate scrollwork. Inside the frame, a cowboy boot is shown in profile, facing left. The boot is primarily red with black and white decorative patterns. The text "2024" is at the top, followed by "GIVE CANCER" in a serif font and "the BOOT!" in a large, bold, serif font. Below the boot, the text "CATTLE BARON'S BALL" is written in a stylized font, with "TYLER" and "AMERICAN CANCER SOCIETY" underneath. To the right of the boot, the American Cancer Society logo is repeated in a smaller size.

