



American
Cancer
Society



CATTLE BARON'S BALL
TYLER
AMERICAN CANCER SOCIETY



STARS

OVER

TEXAS

2 0 2 5



2025 Sponsorship Opportunities



**SATURDAY, JUNE 7, 2025
TEXAS ROSE HORSE PARK**



YOUR INVESTMENT HELPS 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 **2025 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 7, 2025, 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!

Please join us in 2025 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,

Whitney Cain

Cattle Baron's Ball Co-Chair
806-759-2527 | whitneydcain@gmail.com

Kimberly Taylor

Cattle Baron's Ball Co-Chair
903-474-3743 | kimberly.taylor@delekus.com

Melissa Ivey

American Cancer Society Staff Partner
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. Two million new cancer cases are projected in 2024 for the first time ever.



79.8M Lives Touched

We touched the lives of 79.8 million people with cancer and their families and shared expert information with patients, caregivers and professionals in 2023.



501,400 Nights of Free Lodging

Hope Lodge® communities provided over 501,400 nights of free lodging for 30,800 people facing cancer and their families.



47,200 Rides

In 2023, 3,700 volunteers provided 47,200 rides to 4,300 people facing cancer through our Road To Recovery® transportation program.



\$65.5M Awarded to Cancer Research

In 2023, we awarded over 100 new research and career development grants to scientists working on groundbreaking cancer research.

Dollars at Work in Texas

The American Cancer Society is currently funding **\$48 million in cancer research** in the state of Texas.

\$19,000 was awarded to local cancer centers in East Texas this year to directly support patients with transportation needs when traveling to treatment in our area. 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 2023-2024 to patients from East Texas. This has saved local families over \$66,000 in lodging expenses.

*2024 NATIONAL STATISTICS



This year's **“Fund the Mission”** campaign at the Tyler Cattle Baron’s Ball fundraiser during the “Paddle Raise” will go towards Transportation and Lodging Grants and Breast 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. The American Cancer Society launches innovative, high-impact research to find more – and better – treatments, uncover factors that may cause Breast Cancer, and improve the quality of life for people facing Breast Cancer.

Any pre-committed donations by **March 28, 2025**, will be recognized in the invitation, Tyler TODAY Magazine and on screen the night of the Ball during the “Paddle Raise”.





Event Overview

The **Tyler Cattle Baron's Ball** is a premier fundraising event for the **American Cancer Society**. Our East Texas community has raised over \$18 million dollars since 1988. The American Cancer Society is the largest private, not-for-profit funder of cancer research in the United States, investing more than \$4 billion since 1946. Thanks in part to our contributions, more than 1.5 million lives have been saved in the US in the past two decades. Now, that is a reason to celebrate!

- Expected attendance: 750 or more guests
- Event Attire: Cowboy Cocktail
- Cattle Baron's Ball guests experience premium open bar, delicious food and live entertainment.

Texas Rose Horse Park

14078 TX-110N

Tyler, TX 75704

6:00 P.M. VIP Entry

6:30 P.M. Baron Entry

8:00 P.M. On-Stage Program

9:15 P.M. Headliner



2024 Fundraising Highlights

Friday, June 7, 2024, the Cattle Baron's Ball Committee hosted a Li'l Wrangler Party at the Texas Rose Horse Park to celebrate families who have a child that won the fight against cancer. Thanks to our generous sponsors, the families enjoyed a night of delicious BBQ, games, a petting farm, and many more activities.

Cattle Baron's Ball, held June 8, 2024, was enjoyed by all guests to help raise funds for the American Cancer Society! The fundraiser featured delicious food by Montez Brothers Catering, sponsored by John Soules Foods, an open bar experience, live entertainment by Randall King, sponsored by Troubadour Drifter, our silent/live auctions, and raffle drawings by Susan Robinson Jewelry and HALL Buick GMC.

Total Amount Raised: \$553,000!



Be a “Champion of Hope” for the American Cancer Society



This year, we are selecting “Champion of Hope” candidates throughout the East Texas 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 or more by June 7.

The past two years our “Champion of Hope” candidates have raised over \$50,000!

What is a “Champion of Hope”?

These are influential leaders within the East Texas Community who have a personal story about their own or friend or family member’s cancer journey. They also have a passion to support the American Cancer Society mission and help raise funds. Funds support Cancer Research and Patient Services.

How will they be recognized?

The Tyler American Cancer Society will share each candidate’s story and their commitment to the American Cancer Society mission on the Cattle Baron’s Ball Facebook page, website, and during our reveal party scheduled for March. In addition, life-size cut outs will be produced for each candidate to display at their place of work.

Each candidate will be recognized on stage prior to live auction the night of the Ball and fundraising totals will be announced. The candidate who raised the most funds will be named the official “Champion of Hope” Baron of the Year. Each candidate will receive two, complimentary Baron Tickets for themselves and a guest to the Ball on Saturday, June 7th.



Sponsorship Opportunities



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

Sponsor Cattle Baron's Ball

Be an official sponsor of the Cattle Baron's Ball on Saturday, June 7. All sponsorship levels include promotional branding, with our elite levels being most prominently displayed.

- Sponsorship includes:
 - Event-night signage (48" x 24" poster with sponsor logo)
 - Recognition in 2,000 Cattle Baron's Ball mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed) and Tyler Morning Telegraph Cattle Baron's Ball feature section
 - Event-night video screens (sponsor logo rotation)
 - Event website and social media pages
 - Each level of sponsorship includes unique branding opportunities. VIP tickets are only available for our elite sponsors. VIP tickets include early entrance to the Cattle Baron's Ball at 6:00 pm, tables near the stage and the opportunity to meet the entertainment headliner backstage.

Presenting Baron | \$50,000

- 2025 "Stars Over Texas" theme logo to be exclusively co-branded with Sponsor logo (1)
- Stage Banners exclusivity
- 30 VIP Tickets (3 tables of 10)

Lone Star Baron | \$40,000

- "Champion of Hope" Sponsor (1)
- Logo on life-size cutouts of each candidate
- 20 VIP Tickets to the Ball (2 tables of 10)
- Tickets to "Champion of Hope" Reveal Party

Royal Baron | \$35,000

- Headliner Sponsor (1)
- Logo on step-n-repeat for Headliner VIP Meet-n-Greet the night of the Ball. Logo included in media (headliner reveal media release, TV, Print, Radio, Digital)
- 20 VIP Tickets (2 tables of 10)

Elite Baron | \$25,000

- Exclusivity on swag bag t-shirt (1)
- Catering Sponsor (2)
- 20 VIP Tickets (2 tables of 10)

Diamond Baron | \$20,000

- Swag Bag Sponsor (5)
- 10 VIP Tickets (1 table of 10)

Platinum Baron | \$15,000

- Bar Beverage Cups or Silent Auction App
- 10 VIP Tickets (1 table of 10)

Gold Baron | \$10,000

- Swag Bag items (5), Plates, Wristbands or Pig Races
- 10 VIP Tickets (1 table of 10)

Silver Baron | \$7,500

- Dessert Table, Satellite Band, Napkins, Bar Koozie or Late-Night Snack Sponsor
- 8 VIP Tickets (1 table of 8)

Bronze Baron | \$5,000

- Li'l Wrangler Party Sponsor (multiple)
- 8 Baron Tickets (1 table of 8)

Oil Baron | \$3,500

- 6 Baron Tickets (Seats at a table of 10)

Ranch Baron | \$2,500

- 4 Baron Tickets (Seats at a table of 10)

Wrangler Baron | \$1,500

- 2 Baron Tickets (Seats at a table of 10)



Contact Info:
melissa.ivey@cancer.org
tyler.acscbb.org