



CATTLE BARON'S BALL

TYLER

AMERICAN CANCER SOCIETY

2027 Partnership Opportunities

Saturday, June 26, 2027 | W.T. Brookshire Conference Center



Every cancer. Every life.



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 2027 Tyler Cattle Baron's Ball.**

This signature event, set for June 26, 2027, at the W.T. Brookshire Conference Center, honors cancer survivors, caregivers, and medical professionals while raising critical funds to support groundbreaking research and provide vital patient services for cancer patients and their caregivers. Each guest, sponsor, and donor plays an essential role in fueling hope and advancing progress toward a cure.

We hope you will join us in 2027 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.

With your support, the American Cancer Society will continue to improve the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support in East Texas and beyond.

Sincerely,

Melissa Ivey

Senior Manager, American Cancer Society
903-570-8126 | melissa.ivey@cancer.org



EVERY CANCER. EVERY LIFE.



In the state of Texas in 2026, there will be an estimated:

161,330

new cancer cases

46,300

new cancer deaths

Advocacy

The American Cancer Society Cancer Action Network (ACS CAN) is making cancer a top priority for public officials and candidates at the federal, state, and local levels.

Reduce barriers



For 2025–2027, ACS CAN secured \$638 million in appropriations for mission-related priorities including:

- \$600 million for the Cancer Prevention and Research Institute of Texas.
- Level funding for tobacco control program.
- Full funding for the Texas Cancer Registry.
- Level funding for the Breast and Cervical Cancer Services Program.
- \$10 million in funding for a colorectal cancer treatment pilot program. This is the second session we secured this funding. It will be a top priority next session to increase this amount.

Research Grants

The American Cancer Society has helped make possible almost every major cancer breakthrough since 1946. Since then, we've invested more than \$5 billion in cancer research, making us the largest nonprofit outside the Federal Government. This has contributed to 3.5 million fewer cancer deaths.



\$52.75 million

currently invested in cancer research in Texas



87 grants

total grants funded in Texas

Patient Support

From 24/7 support to free lodging and rides to treatment, the American Cancer Society works to ensure everyone can access the care they need.



5,248 nights

of free lodging to people with cancer and their caregivers from Texas at the ACS Hope Lodge® and Extended Stay Hotels.



13,632 calls

video chats and instant messages from Texas residents via our National Cancer Information Center 24/7 call line.



71,323 rides

provided by ACS volunteers and through transportation grants to hospital systems for treatment in Texas.

"Your mind is filled with many worries when you are diagnosed with cancer, but never in a million years did I think that transportation would be one of my biggest hurdles in my treatment journey. I am thankful for the generous help from this program." Transportation Grant Recipient



CATTLE BARON'S BALL OVERVIEW



Grab your hat, dust off your boots, and join us for the most anticipated night in East Texas! On June 26th, the 39th Annual Tyler Cattle Baron's Ball will bring together over 800 cowboys and cowgirls to the W.T. Brookshire Conference Center for an evening of boot-scootin' fun and high-impact giving.

We'll have pig races, live entertainment, silent and live auctions, and other crowd favorites, setting the stage for East Texas' most talked about event.

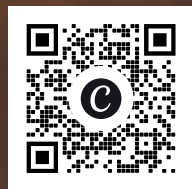
Most importantly, every dollar raised drives the mission of the American Cancer Society—funding groundbreaking research, patient advocacy, and critical support services to end cancer as we know it, for everyone.

SCAN HERE >

2026 Tyler Cattle Baron's Ball Sizzle Reel

Thank you!

Ryan Jordan
PHOTO & VIDEO



"ALL HANDS ON DECK" BOAT RUN OVERVIEW

The "All Hands on Deck" Boat Run will be held on Saturday, June 5th, in partnership with the Lake Tyler Association. Boaters are treated to a lovely day on the lake making stops at six boat docks as hosts provide festive food and beverages all while raising money for the American Cancer Society.

LI'L WRANGLER OVERVIEW

The Li'l Wrangler Party is a night where the focus shifts from medical charts and appointments to laughter and old-fashioned play. Held annually on the eve of the Cattle Baron's Ball, this special gathering at Flint Fields serves as a vital respite for families walking the difficult path of a childhood cancer diagnosis.

From the simple comfort of a delicious BBQ dinner to the excitement of bounce houses, a petting farm, and creative craft activities, every detail ensures these families can simply enjoy being together.

Thanks to the unwavering support of our donors and sponsors, the American Cancer Society and our "Chuck Wagon Gang" are proud to provide this entire experience—food, entertainment, and activities—at no cost to the families. It is our way of ensuring that the only thing our guests have to worry about is having a wonderful time.





BE A "CHAMPION OF HOPE" FOR CANCER PATIENTS

Nominations are open! We are looking for dynamic, influential community leaders in East Texas to serve as 2027 "Champion of Hope" candidates. These candidates are driven by personal connections to the cause—whether through their own cancer journey or that of a loved one—these advocates champion the American Cancer Society's mission by committing to raise \$5,000+ each.

Over the past four years, our Champions have raised more than \$117,000 directly funding vital cancer research and local patient services!

HOW WILL THEY BE RECOGNIZED?

- **Print Exposure:** Candidates are featured across the Tyler Cattle Baron's Ball Facebook page, official website, event-night table packets, and at our exclusive Reveal Party.
- **Custom Workplace Marketing:** Each candidate receives a personalized, life-size cutout to display at their business or workplace to drive engagement and local awareness.
- **Main Stage Recognition:** All Champions are recognized on stage prior to the live auction on Saturday, June 26th, where the overall fundraising total is announced.
- **Baron of the Year Title:** The top overall fundraiser earns the prestigious designation of official "Champion of Hope" Baron of the Year.
- **Ball Tickets:** Candidates who reach their \$5,000 goal receive two, complimentary Baron tickets for themselves and a guest to attend the ball.



"FUND THE MISSION" RESTRICTED GIFT



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, and to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

Your support saves lives. This year's "Fund the Mission" campaign will directly break down barriers to care for cancer patients right here in Texas.

All donations are 100% tax-deductible.

Secure your pledge by March 31, 2027, to be featured in our Ball invitation, event-night table packets, and receive verbal recognition before the Paddle Raise the night of the Ball!

RESTRICTED GIFT: "ACCESS TO CARE" TEXAS



Free Lodging

ACS continues to bring hope to people who must travel for cancer treatment through our Hope Lodge® program, corporate partnerships for reduced-rate hotel rooms, and grants to local health systems for patient lodging.



Free Transportation

The American Cancer Society Road To Recovery® volunteer drivers provide free transportation to cancer-related medical appointments. ACS also provides local hospital systems transportation grants which allows them to give their patients fuel cards or bus tickets.



Food Insecurity and Nutrition

Addressing Barriers to Care (ABC) grant program funds local community organizations that provide services to address food insecurity and nutrition for people facing cancer.



Animal-Assisted Therapy

ACS Pups Assisting with Support (ACS PAWS) supports hospitals in funding facility dog visits to children and teens with cancer, equating to over 10,000 hours of comfort for patients and families.



SPONSORSHIP

It takes a village of partners and volunteers to execute the largest American not be possible without the generosity of our East Texas community.



**Presenting
Sponsor**

\$50,000

Amenities Included:

- 2027 theme logo to be exclusively co-branded with sponsor logo
- Stage Banners exclusivity (Two 20')
- 30 VIP Tickets (3 tables of 10)
 - *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.*
- Signage/Media
 - :30 TV/ :60 Radio spots and Billboard recognition
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages



**Royal
Baron**

\$35,000

Amenities Included:

- 20 VIP Tickets (2 tables of 10)
 - *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.*
- Signage/Media
 - :30 TV/ :60 Radio (Headliner Sponsor only) and Billboard recognition
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Headliner Sponsor (1)
 - Logo on Step-n-Repeat for VIP Meet-n-Greet and Media (Headliner Media Release: TV, Print, Radio, Digital confirmed by March 1)
- "Champion of Hope" Sponsor (1)
 - Logo on Life-Size Cutouts of each candidate, Reveal Party, and COH Print (confirmed by Feb. 1)

OPPORTUNITIES



Cancer Society Fundraiser in East Texas. The Tyler Cattle Baron's Ball would Thank you for supporting our mission!



**Elite
Baron**

\$25,000

Amenities Included:

- 20 VIP Tickets (2 tables of 10)
 - *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.*
- Signage/Media
 - Billboard recognition
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Exclusivity on Swag Bag T-Shirt (1)
- Catering Sponsor
- Bar Sponsor



**Diamond
Baron**

\$20,000

Amenities Included:

- 10 VIP Tickets (Table of 10)
 - *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.*
- Signage/Media
 - Billboard recognition
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Exclusivity on Swag Bag Sponsor (1)
- Entrance Window Clings/Check-In Sponsor (1)



SPONSORSHIP



**Platinum
Baron**

\$15,000

Amenities Included:

- 10 VIP Tickets (Table of 10)
 - 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.
- Signage/Media
 - Billboard recognition
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Bar Beverage Cups, Silent Auction App, Specialty Drink, Presenting Sponsor of Boat Run or Mission/Live Auction Paddles



**Gold
Baron**

\$10,000

Amenities Included:

- 10 VIP Tickets (Table of 10)
 - 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.
- Signage/Media
 - Billboard recognition
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Swag Bag Items (5), Plates, Valet, VIP/Water Bottle Wraps, Welcome Drink, Photobooth or Wristbands

OPPORTUNITIES



Silver Baron

\$7,500

Amenities Included:

- 8 VIP Tickets (Table of 8)
 - 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.
- Signage/Media
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Dessert Table, Napkins, Bar Koozie, Pig Races, Restroom Mirror Clings, or CBB Invitation and Table Packets



Bronze Baron

\$5,000

Amenities Included:

- 8 VIP Tickets (Table of 8)
 - 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.
- Signage/Media
 - Event-night signage
 - Recognition in 2,000 mailed invitations
 - Recognition in Tyler TODAY magazine (~90,000 printed), Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section
 - Event-night video screens
 - Event-night table packets
 - Event website and social media pages

Sponsorship Opportunities

- Li'l Wrangler Party Sponsor (multiple) or Liquor Pull Enhancer



Oil Baron
\$3,500

8 Baron Tickets

Ranch Baron
\$2,500

4 Baron Tickets

Wrangler Baron
\$1,500

2 Baron Tickets

Name Your Pig Sponsor
\$1,000

Sponsor one of only 16 pigs
2 General Tickets (no reserved seat)

Oil, Ranch, Wrangler Barons and Pig Sponsor receive event-night signage, recognition in the 2,000 mailed invitations, Tyler TODAY Magazine, Tyler Morning Telegraph, infinitieplus Magazine, LaPrensa Latino and East Texas Review Newspaper Cattle Baron's Ball feature section, event-night video screens, event-night table packets, and event website and social media pages.



CATTLE BARON'S BALL

TYLER

AMERICAN CANCER SOCIETY

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Every cancer. Every life.