

35TH CATTLE BARON'S GALLA



★ Remember The Cause ★

BENEFITING THE AMERICAN CANCER SOCIETY

www.cbhg35.com

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THE OFFICIAL SPONSOR
OF BIRTHDAYS.®



2013 UNDERWRITING OPPORTUNITIES



Dear Friend of the American Cancer Society:

The American Cancer Society is gearing up for the 35th Annual Cattle Baron's Gala and we need you! We are working hard to plan an event that you are sure to enjoy and will raise money for the mission of the American Cancer Society – create a world with more birthdays.

This year's Gala is not only celebrating the 35th Anniversary of the event but also the 100th Birthday of the American Cancer Society. It will be held on Saturday, October 26, 2013 at the JW Marriott in the San Antonio Hill Country and will feature chart-topping music, Texas gourmet food, a live and silent auction, cowboy games, raffles and much more.

To ensure the success of the American Cancer Society's vision to eliminate cancer, we continue to reach out to the San Antonio community to support the Cattle Baron's Gala through sponsorship. Your tax-deductible contribution will help numerous cancer patients in our community through research, education, advocacy and patient service programs of the American Cancer Society.

Enclosed is an information packet and registration form for your convenience. Please fill the form out and make note of the deadlines for enclosure in the event publications, we want to give your donation the best recognition possible.

We thank you in advance! Please feel free to contact Renee Silber, Community Manager of Distinguished Events at 210-595-0249 or renee.silber@cancer.org if you have questions.

Sincerely,

A handwritten signature in black ink that reads "Howie Nestel".

Howie Nestel
2013 Cattle Baron's Gala Chairman

A handwritten signature in black ink that reads "Michael Goldberg".

Michael Goldberg
Underwriting & Table Sales Chair



Brand The Date!

35TH CATTLE BARON'S GALA

October 26th 2013

★ Remember The Cause ★
BENEFITING THE AMERICAN CANCER SOCIETY

SATURDAY, OCTOBER 26, 2013
JW MARRIOTT | SAN ANTONIO HILL COUNTRY

AS A SPONSOR OF THE 35TH ANNUAL SAN ANTONIO CATTLE BARON'S GALA you will be leading the way in the fight against cancer in your community. In partnering with YOUR American Cancer Society, you will continue our mission of creating a world with less cancer and more birthdays by helping people stay well, get well, finding cures and fighting back!



FINISH
THE FIGHT

SOLD

★★★ **PRESENTING \$35,000** ★★★

One Available

Recognized as Presenting Sponsor on Gala Material

METHODIST HEALTHCARE

"Serving Humanity to Honor God"

www.SAHealth.com

SARAH CANNON
Advancing Science. Transforming Care.

Recognition in Express News Print Ads

Recognition on KENS TV Ads

Logo on Invitations, Program Cover, Website, Email Blasts and featured in Video Loop and Step & Repeat

Full Page Ad in Program

Featured on Social Media (Facebook, Twitter & Instagram)

Recognition at American Cancer Society 100th Birthday / Gala Kick-Off Party

Swag Bag Insert Opportunity for Premium Item or Brochure provided by Sponsor

Tickets for VIP Party prior to Gala (20)

Premier Seating at Gala for 30 (3 tables of 10)

Valet Parking for Guests

Society Award from the American Cancer Society

Prominent Signage at Gala

★★★ **GOLD \$25,000** ★★★

Opportunity Options include: Main Entertainment, Catering, Live Auction, VIP Party or Goody Bag

Recognized as Platinum Sponsor on Event Material and Signage

Recognition in Express News Print Ads

Recognition on KENS TV Ads

Logo on Invitations, Program Cover, Website, Email Blasts and featured in Video Loop and Step & Repeat

Full Page Ad in Program

Mention on Social Media (Facebook, Twitter & Instagram)

Recognition at American Cancer Society 100th Birthday / Gala Kick-Off Party

Swag Bag Insert Opportunity for Premium Item or Brochure provided by Sponsor

Tickets to VIP Party prior to Gala (10)

Premier Seating for 20 (2 tables of 10)

Valet Parking for Guests

Society Award from the American Cancer Society

Preferred Signage at Gala

SOLD



**PATHOLOGY
REFERENCE
LABORATORY**

★★★ **SILVER \$15,000** ★★★

Underwriting Opportunity Options include: Kick-Off Party, Video Screens or Bid Board

Half Page Ad in Program

Sponsorship Recognition at American Cancer Society 100th Anniversary / Gala Kickoff Party and All Committee Meetings

Logo to be on Invitations, Event E-mail Blasts, Website, and Featured in Event Video Loop

Opportunity for Swag Bag Insert: Premium Item Provided by Sponsor or Brochure

Inclusion in All Pre and Post Event Social Media (Facebook, Twitter & Instagram)

Invitations to VIP Party Prior to Gala

Premier Seating for 10 (1 table)

Society Award from the American Cancer Society

Signage at Event



★★★ **BRONZE \$10,000** ★★★

Underwriting Opportunities Options include: Bar Station, Program, T-Shirt, Invitations, Opening Band or Valet Parking

SOLD

- Logo to be on Invitations, Event E-mail Blasts, Website, and Featured in Event Video Loop
- Inclusion in All Pre and Post Event Social Media (Facebook, Twitter & Instagram)
- Invitations to VIP Party Prior to Gala
- Quarter Page Ad in Program
- Valet Parking for Guests
- Reserved Seating for 10 (1 table)
- Society Award From the American Cancer Society
- Signage at Event

Mercedes-Benz of San Antonio



★★★ **COPPER \$5,000** ★★★

Underwriting Opportunities Options include: Camp Discovery Project, Goody Bag Item, Photo Booth, Step-n-Repeat, Postage, Raffle Tickets, Registration, Pig Races or Centerpieces

SOLD

- Reserved Seating for 10 (1 Table)
- Logo on Invitation, Program, Event Website and Featured in Event Video Loop
- Valet Parking for Guests



RANGER TABLE \$10,000

Includes Premier Seating for 10, Valet Parking, Recognition in the Invitation and Program

MARSHALL TABLE \$5,000

Includes Reserved Seating for 10, Valet Parking, Recognition in the Invitation and Program

SHERIFF TABLE \$2,500

Includes Reserved Seating for 10

INDIVIDUAL TICKET \$250

Open Seating in Individual Ticket Section

www.cb35.com

Y'ALL FIND US ON 

WHY YOU SHOULD BECOME A SPONSOR



RECEIVE HIGH COMMUNITY VISIBILITY through our various pre-Gala activities.

Reach an AUDIENCE OF 1,200 ATTENDEES on event night.

SHOWCASE AND MARKET YOUR COMPANY to a highly targeted audience.

DEMONSTRATE COMPANY COMMITMENT to the community and network with others

Partner with an organization that DIRECTLY FUNDS AND BENEFITS YOUR LOCAL COMMUNITY and national research programs.

WHERE YOUR MONEY GOES



Reach to Recovery connects newly diagnosed breast cancer patients with select survivors trained by the American Cancer Society who answer questions and provide emotional support.

Value for just 1 patient = \$100

Our National Cancer Information Center receives over 1 million calls from around the country every year to our 24-hour toll-free line 800.227.2345. Cancer information specialists answer questions about cancer treatment options and local cancer resources.

83 hours of toll-free access = \$250

Road to Recovery volunteer drivers hit the highways and shuttle cancer patients to and from their treatments.

Value of 8 round trips for just 1 patient = \$312

Lodging for cancer patients eases the financial burden by providing a free place to stay during treatments.

Expenses saved for just 1 patient over 10 days = \$1,000

Clinical Trials funded by the American Cancer Society determine the safety and effectiveness of new drugs and treatment methods.

Expenses saved for just 1 patient = \$3,000

Look Good...Feel Better classes teach cancer patients about skin care, make-up & wig styling techniques to use during cancer treatments.

Value of class for just 1 patient = \$200

Camp Discovery provides a summer camp experience for children diagnosed with cancer each year.

Camp Discovery for 1 child = \$1,000

Test tubes allow researchers to test promising anticancer medications and study tumor growth.

Price of 500 = \$150

