

THE CATTLE BARONS' BALL 2014 FACT SHEET

WHAT:

The Cattle Barons' Ball is back in Brevard County and better than ever! This year's theme, A NIGHT AT THE RODEO will feature prominent men in our community competing in our CBB Rodeo to raise funds for support in the fight against cancer. With elegant western décor, gourmet country fare, live and silent auctions, entertainment and dancing, the night has something for everyone. This event is filled with casual elegance and packed with fun—it's the one event you won't want to miss!

Event Co-Chairs:

Charlotte Wienckoski & Susan Bohne

WHEN:

Saturday, November 8, 2014

6:00pm

SPONSORSHIP OPPORTUNITIES:

PRESENTING BARON SPONSOR \$15,000

LEGENDARY BARON SPONSOR \$10,000

CITRUS BARON SPONSOR \$ 5,000

BOOT BARON SPONSOR \$ 2,500

CORRAL BARON SPONSOR \$ 1,500

SUPPORTING BARON SPONSOR \$ 500

CATTLE BARONS' YELLOW ROSE SOCIETY (Exclusive to physicians)

ENTERTAINMENT:

CBB Rodeo Competition, featuring Brevard's finest "cowboys"

Live music & dancing

Silent & live auctions

& much more!

INVITATIONS

MAILED:

1,000

ATTENDANCE:

300

2014 GOALS:

This exciting and worthwhile event will raise awareness and support to fund cancer-related programs both locally and nationally. In addition, specific funds will go directly towards Pediatric Cancer Research.



SPONSORSHIP COMMITMENT FORM

The American Cancer Society Cattle Barons' Ball 2014

Please *print* all names legibly and exactly as they should appear in all publications

☐ Corporate ☐ Individual ☐ Foundation Date: _____
Donor's Name: _____
Contact Name: _____ Title: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____ Phone: () _____
Email: _____ Fax: () _____

- ☐ I would like my name / company to appear in event publications
 ☐ Email logo to chrissy.gordon@cancer.org
☐ I would not like my name / company to appear in event publications

BARON CATEGORY

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Baron Sponsor | \$15,000 |
| <input type="checkbox"/> Legendary Baron Sponsor | \$10,000 |
| <input type="checkbox"/> Citrus Baron Sponsor | \$ 5,000 |
| <input type="checkbox"/> Boot Baron Sponsor | \$ 2,500 |
| <input type="checkbox"/> Corral Baron Sponsor | \$ 1,500 |
| <input type="checkbox"/> Supporting Baron | \$ 500 |

BILLING INFORMATION:

Confirmation of contributions received by **August 15, 2014** will be listed in the invitation.

Kindly provide payment by **October 17, 2014**: ACS FED ID NO: 13-1788491

☐ Check enclosed \$ _____ Please make checks payable to AMERICAN CANCER SOCIETY

☐ Please invoice Date needed: _____

☐ Please charge my ☐ MasterCard ☐ VISA ☐ AMEX

Account Number: _____ Exp. Date: _____

Name on Account

Signature of Donor

Please return original copy to:

The American Cancer Society Cattle Barons' Ball 2014

5545 N. Wickham Road, Suite 107 • Melbourne, FL 32940

321.253.0361 • FAX: 321.253.8308



A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352, WITHIN THE STATE REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

THE FAIR MARKET VALUE OF EACH SEAT AT THE GALA IS \$75.00

PRESENTING BARON SPONSOR

\$15,000



As the **Presenting Baron Sponsor**, you will be recognized as a champion in the fight against cancer. In appreciation for your support, you will be awarded the following amenities:

- ♦ The American Cancer Society's Cattle Barons' Ball, presented by "your name/logo" on all print and media promotions
- ♦ Fifteen (15) tickets to the Cattle Barons' Ball
- ♦ Recognition as the **Presenting Baron Sponsor** on signage prominently located at the entrance to the Ball
- ♦ Your name/logo prominently displayed on ALL slides as the **Presenting Baron Sponsor** throughout the evening on video screens
- ♦ Your name/logo printed on ALL signage as **Presenting Baron Sponsor** in conjunction with American Cancer Society
- ♦ Complimentary group photo the night of the Ball
- ♦ Industry Exclusivity within Sponsor Level
- ♦ Logo prominently displayed on the front cover of the Cattle Barons' Ball invitation sent to 1,000 of Brevard's social and corporate elite and listed as the **Presenting Baron Sponsor**
- ♦ Full Page company ad on the 1st page of the evening program given to all guests
- ♦ Verbal Recognition as the **Presenting Baron Sponsor** by the Master of Ceremonies
- ♦ Recognition as **Presenting Baron Sponsor** on all media promotion leading up to the event
- ♦ Listed in the post event Thank You ad
- ♦ CEO or designated representative invited to welcome guests night of the event

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1.800.227.2345

www.cancer.org

LEGENDARY BARON SPONSOR

\$10,000



As a **Legendary Baron Sponsor**, you will be recognized as a champion in the fight against cancer. In appreciation for your support, you will be awarded the following amenities:

- ♦ Ten (10) tickets to the Cattle Barons' Ball
- ♦ Recognition as a **Legendary Baron Sponsor** on signage prominently located at the Ball
- ♦ Your name/logo prominently displayed throughout the evening on video screens
- ♦ Your name/logo printed on signage prominently displayed at event
- ♦ Complimentary group photo the night of the Ball
- ♦ Industry Exclusivity within Sponsor level
- ♦ Recognition in the Cattle Barons' Ball invitation sent to 1,000 of Brevard's social and corporate elite
- ♦ Full Page company ad recognition in the Cattle Barons' Ball evening program given to all guests
- ♦ Verbal Recognition as a **Legendary Baron Sponsor** by the Master of Ceremonies
- ♦ Listed as a **Legendary Baron Sponsor** in press releases
- ♦ Recognition as a **Legendary Baron Sponsor** on all media promotion leading up to the event
- ♦ Listed in the post event Thank You ad

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CITRUS BARON SPONSOR

\$5,000



As a **Citrus Baron Sponsor**, you will be recognized as a leader in the fight against cancer. In appreciation for your support, you will be awarded the following amenities:

- ♦ Eight tickets (8) to the Cattle Barons' Ball
- ♦ Recognition as a **Citrus Baron Sponsor** on signage prominently located at the Ball
- ♦ Your name/logo prominently displayed throughout the evening on video screens
- ♦ Your name/logo printed on signage displayed at event
- ♦ Complimentary group photo the night of the Ball
- ♦ Recognition in the Cattle Barons' Ball invitation sent to 1,000 of Brevard's social and corporate elite
- ♦ 1/2 Page company ad recognition in the Cattle Barons' Ball evening program given to all guests
- ♦ Verbal Recognition as a **Citrus Baron Sponsor** by the Master of Ceremonies
- ♦ Recognition on media promotion leading up to the event
- ♦ Listed in the post event Thank You ad

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BOOT BARON SPONSOR

\$2,500



As a **Boot Baron Sponsor**, you will be recognized as a leader in the fight against cancer. In appreciation for your support, you will be awarded the following amenities:

- ♦ Six (6) tickets to the Cattle Barons' Ball
- ♦ Recognition as a **Boot Baron Sponsor** on signage located at the Ball
- ♦ Your name/logo displayed throughout the evening on video screens
- ♦ Your name/logo printed on signage displayed at event
- ♦ Complimentary group photo the night of the Ball
- ♦ Recognition in the Cattle Barons' Ball invitation sent to 1,000 of Brevard's social and corporate elite
- ♦ 1/4 Page company ad in the Cattle Barons' Ball evening program given to all guests
- ♦ Listed in the post event Thank You ad

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CORRAL BARON SPONSOR

\$1,500



As a **Corral Baron Sponsor**, you will be recognized as a leader in the fight against cancer. In appreciation for your support, you will be awarded the following amenities:

- ♦ Four (4) tickets to the Cattle Barons' Ball
- ♦ Your name displayed throughout the evening on video screens
- ♦ Your name printed on signage displayed at event
- ♦ Recognition in the Cattle Barons' Ball invitation sent to 1,000 of Brevard's social and corporate elite
- ♦ 1/4 Page company ad in the Cattle Barons' Ball evening program given to all guests

The American Cancer Society Cattle Barons' Ball 2013
4450 West Eau Gallie Boulevard, Suite 280 • Melbourne, FL 32934
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SUPPORTING BARON SPONSOR

\$500



As a **Supporting Baron Sponsor**, you will be recognized as a leader in the fight against cancer. In appreciation for your support, you will receive the following:

- ♦ Two (2) tickets to the Cattle Barons' Ball
- ♦ Your name displayed throughout the evening on video screens
- ♦ Recognition in the Cattle Barons' Ball evening program given to all guests

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THE CATTLE BARONS' BALL 2014

Your Support is Making a Difference in Florida

Each year, more than 113,400 people in Florida are diagnosed with cancer. By supporting the American Cancer Society, you make it possible for us to save lives and create more birthdays by **helping people, stay well, get well, find cures and fight back.**

Here are a few highlights of how the American Cancer Society is making a difference in our Brevard County Community:

HELPING PEOPLE STAY WELL

- ◇ We provide life-saving cancer information through partnerships with major hospital systems and organizations.
- ◇ More than 1 million Floridians get valuable cancer information through www.cancer.org each year.

HELPING PEOPLE GET WELL

- ◇ The Patient Services Center coordinated more than 113,851 services statewide last year.
- ◇ 3,186 patients in Florida received 40,420 transportation services to and from treatment last year through our Road to Recovery Program.
- ◇ 672 patients received free lodging at one of Florida's Hope Lodges in Tampa and Gainesville while undergoing treatment last year.

FINDING CURES

- ◇ Since 1946, we have invested more than \$3.2 billion in cancer research, and we have been involved in nearly every major cancer breakthrough in history!
- ◇ 28 multi-year grants worth more than \$12.9 million are currently in effect at top research institutions in Florida.

FIGHTING BACK

- ◇ Florida's youth learn about tobacco prevention and adults receive significant smoking cessation assistance because of our success in securing permanent funding for the state's youth tobacco prevention program.
- ◇ Tens of thousands of Floridians will quit smoking thanks to our success in leading the legislative campaign to increase the state's tobacco tax by \$1 per pack.
- ◇ Since 1995, we have secured more than \$825 million in legislative appropriations in support of the fight against cancer.

With each dollar, you can touch the lives of countless cancer patients and fund innovative cancer research that will take us that much closer to a cure. Your support helps the American Cancer Society make a profound impact on cancer patients' lives every day!

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CATTLE BARONS' YELLOW ROSE SOCIETY

For Physicians



As a physician sponsoring the Cattle Barons' Ball (at any level), you will be recognized as a member of the Yellow Rose Society. This society is designated to honor physicians that stand together and invest in the fight against cancer. In appreciation for your support, you will receive the following along with the amenities at your respective sponsorship level:

- ♦ Your name displayed throughout the evening on video screens
- ♦ Recognition in the Cattle Barons' Ball evening program given to all guests
- ♦ Listed in the post event Thank You ad

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CBB RODEO COWBOY



Join the line up of some of Brevard's prominent men to compete in the Cattle Barons' Ball Rodeo Challenge. The theme of 2014's Cattle Barons' Ball is *A Night at the Rodeo* and includes a friendly rodeo competition where men throughout the county compete in our "Rodeo".

The CBB Rodeo will be scored on Style, Skill, & Strut:

- ♦ Style — authenticity and attractiveness in western apparel
- ♦ Skill — performance in various cowboy/rodeo competitions
- ♦ Strut — agility and western swag in a rodeo line dance

Sponsorships will heavily contribute to each cowboy score. A minimum of \$5,000 in sponsorships is necessary to become a Rodeo Contestant. This sponsorship can come directly from one individual/company or can be a combination of smaller sponsorships. Support the Cattle Barons' Ball and the fight against cancer by joining the CBB Rodeo!

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