



VIRTUAL CATTLE BARON'S BALL 2020

Hope Starts At Home

November 6, 2020

American Cancer Society Overview

The American Cancer Society is the nationwide, community-based, voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Progress in the war against cancer has triggered a 29% decline in U.S. deaths over the past two decades, but we can't stop there. Over 1.8 million new cancer cases are expected to be diagnosed in the United States in 2020, and more than 606,520 Americans will lose their battle - that's over 1,600 people a day. The American Cancer Society is committed to changing these devastating odds.

Today we ask you to join us as a united force against all cancers by making a mission donation to the American Cancer Society through our premier Cattle Baron's Gala event.

GENEROSITY KEEPS US GOING

Research

What does it take to outsmart cancer? Research. We've invested more than \$4.9 billion in cancer research since 1946, all to find more – and better – treatments, uncover factors that may cause cancer, and improve cancer patients' quality of life.

Hope Lodge/Lodging Relief Fund

What does it take to outsmart cancer? Research. We've invested more than \$4.9 billion in cancer research since 1946, all to find more – and better – treatments, uncover factors that may cause cancer, and improve cancer patients' quality of life.

General Mission Funding

What does it take to outsmart cancer? Research. We've invested more than \$4.9 billion in cancer research since 1946, all to find more – and better – treatments, uncover factors that may cause cancer, and improve cancer patients' quality of life.



**American
Cancer
Society®**

AMERICAN CANCER SOCIETY

VIRTUAL CATTLE BARON'S BALL 2020

Event Details

We cordially invite you to join us on November 6, 2020 for our "Hope Starts At Home" Virtual Cattle Baron's Ball.

As a public health organization, the American Cancer Society is committed to the well-being of all communities -- especially cancer patients, survivors and caregivers who are central to our mission. During these unprecedented times due to coronavirus, organizations across our nation are having to shift their events from in-person to virtual. Out of consideration for our guests, staff and volunteers, especially those that are immunocompromised and undergoing treatment, we have decided to make the Cattle Baron's Gala a virtual event. Now, more than ever, we need your support to continue the mission to attack cancer from every angle. Cancer doesn't quit... and neither will the American Cancer Society.

Here's the general plan:

- Virtual Auction – online viewing in October and features an array of exciting options starting in value of \$500. This unique opportunity will be available to sponsors, invited guests, and the community.
- A preview of the band for the 2021 Cattle Baron's Ball.
- A moment to honor our loved ones affected by cancer.
- And as always the fan favorite, Heads or Tails!
- Virtual tickets COMING SOON!

Because of your continued support and dedication to our mission, we are leading the fight to a world without cancer by developing better ways to prevent, diagnose, and treat cancer through groundbreaking research and patient-centered care. Together, with the American Cancer Society, we're on a mission to decrease the burden of cancer in Oklahoma and beyond. This year all proceed raised at the Cattle Baron's Ball will benefit the Hope Lodge OK, set to break ground in 2021.

Thank you again for your interest. We sincerely hope to see you as we join together for "Hope Starts at Home" on November 6, 2020!

Cattle Baron's Gala Chair
Taylor Butler
Team Butler
taylor@goteambutler.com

Cattle Baron's Gala Staff
Rachel Stratton
American Cancer Society
Rachel.Stratton@cancer.org

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Lesia Foster
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AMERICAN CANCER SOCIETY
VIRTUAL CATTLE BARON'S BALL 2020
Hope Starts At Home



Traveling away from home for cancer treatment can be a long and costly journey. It can also bring isolation and loneliness, adding to the heavy burden of facing a daunting disease.

The American Cancer Society Hope Lodge program meets the unique needs of cancer patients at no cost. Each Hope Lodge community provides a home away from home for patients and their caregivers. More than just a roof over their heads, it's a nurturing community that helps cancer patients access the care they need.

Private rooms and welcoming common spaces provide a supportive, homelike environment. Grocery shopping, preparing meals, working out, reading, or watching television can be part of the regular routine as new friendships are formed among guests and caregivers going through similar experiences.

A new Hope Lodge facility in Oklahoma City will join a network of more than 30 Hope Lodge communities nationwide that offer lodging, comfort, and access to services near all major cancer treatment centers.

This year, all proceeds raised at the Cattle Baron's Ball will benefit the Hope Lodge OK, set to break ground in 2021.





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VIRTUAL CATTLE BARON'S BALL 2020

Sponsorship Opportunities

Cattle Baron – SOLD

UNDERWRITING OPPORTUNITIES

- Presenting Sponsor

Driller - \$15,000

UNDERWRITING OPPORTUNITIES

- Entertainment

Sheriff - \$10,000

UNDERWRITING OPPORTUNITIES

- Invitation
- Mobile Bidding
- Live Auction

Trailblazer - \$7,500

UNDERWRITING OPPORTUNITIES

- Commemorative Gift

Marshall - \$5,000

UNDERWRITING OPPORTUNITIES

- Event Program
- Paddle Raise
- Mission Moment

Wrangler - \$3,500

UNDERWRITING OPPORTUNITIES

- Heads or Tails - SOLD
- Raffle

**Please select one opportunity per level*

VIRTUAL CATTLE BARON'S BALL 2020

Sponsorship Amenities

SPONSORSHIP LEVEL	COMMERCIAL SPOT DURING VIRTUAL EVENT	LOGO ON EVENT INVITATION	INVITATION TO CELEBRITY CHEF VIRTUAL DINNER	CATTLE BARONS COMMEMORATIVE GIFT	MEAL KIT FOR TABLE GUESTS	RECOGNITION DURING VIRURAL PROGRAM	SOCIAL MEDIA AND WEBSITE RECOGNITION	DIGITAL EVENING PROGRAM ADVERTISEMENT
PRESENTING Sold	√	√	√	15	30	√	√	Full page
DRILLER \$15,000			√	10	20	√	√	Half page
SHERIFF \$10,000			√	8	16	√	√	Logo
TRAILBLAZER \$7,500			√	7	14	√	√	Logo
MARSHALL \$5,000				6	12	√	√	Logo
WRANGLER \$3,500				5	10	√	√	Logo
TABLE \$2,000				4	8	√	√	Logo

**Meal kit includes- steak and potato per person and bottle of wine per couple.*

AMERICAN CANCER SOCIETY VIRTUAL CATTLE BARON'S BALL 2020

Executive Barons

The Executive Barons is comprised of community and/or business leaders from Oklahoma City. The mission of this advisory group is not to serve as a governing board, but rather to promote and support the success of the Cattle Baron's Ball.

Duties and responsibilities:

- Serve as a community leader for the American Cancer Society's mission and programs.
- Attend 2-3 Executive Baron networking events prior to the Cattle Baron's Ball.
- Accept a fundraising goal of a minimum of \$10,000 through sponsorship, tables sales, or auction procurement.
- Assist in recruitment of 1-2 high-level executives to serve on event committee or Baron committee.
- Attend the 2020 Cattle Baron's Ball and be recognized as a Cattle Baron's Ball Executive Baron.

Benefits:

- Elite invitation to serve as an Executive Baron for recommended minimum two-year term.
- Name listed on the event website, invitation, and evening program.
- Recognition at event.
- For each year served, Baron's will receive a special gift in appreciation for their efforts.



Dennis Hogle
CEO of Diagnostic Labs
of Oklahoma



Matt Butler
Management Supervisor
Oklahoma Ford Dealers



Patrick Frey
Business Development Manager
OSU Cowboy Athletics



Matt Whitaker
Co-Chief Executive Officer
Native Oil & Gas

American Cancer Society Terms and Conditions - Event Sponsorship and Underwriting

The following terms and conditions apply to sponsorships and/or underwriting of events of the American Cancer Society, Inc. ("ACS"):

1. Sponsorship Commitment. Sponsor has made a financial contribution (the "Payment") as a sponsor and/or underwriter of the ACS event (the "Event") identified on an sponsor commitment form, sponsorship package, pledge form, ACS website or similar agreement (each, a "Sponsorship Commitment"). ACS will have unrestricted use of the Payment. Any goods or services contributed by Sponsor or promotional activities conducted by Sponsor in connection with Event are provided as charitable contribution to ACS and without consideration.

2. Sponsorship Acknowledgements. ACS will provide the public recognition and acknowledgment applicable to Sponsor's support level as set forth in the Sponsorship Commitment (the "Sponsorship Acknowledgments"). Acknowledgement of Sponsor's sponsorship, while identifying Sponsor, will not endorse Sponsor's products or services or contain any qualitative or comparative language or price information with respect to Sponsor's products or services. Sponsorship Acknowledgments are not being provided as consideration of the Payment and the value of such acknowledgments will not exceed 2% of the Payment value. ACS will arrange and bear all costs and expenses related to Sponsor Acknowledgements.

3. Sponsorship Benefits. ACS will provide the additional sponsorship benefits (such as Event admission, food and beverage, entertainment, VIP seating, etc.) applicable to Sponsor's support level as set forth in the Sponsorship Commitment ("Benefits"). ACS will arrange and bear all costs and expenses related to Benefits.

4. Tax Treatment. The American Cancer Society is a qualified public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code"). Sponsor's Payment is a qualified sponsorship payment under Section 513(j) of the Code and nonrefundable. To the extent that Sponsor's Payment exceeds the fair market value of all goods, services and other return benefits received by Sponsor, it is considered a charitable donation to ACS and tax deductible to the extent permitted by law. ACS will provide Sponsor with documentation of the fair market value of all return benefits received in connection with the Event.. In no event will the value of return benefits exceed the Payment. The return benefits are not intended to be available as a regularly occurring sale or an offer of advertising. Sponsor is responsible for consulting with its own tax advisor regarding the deductibility and treatment of its Payment, including contributed goods, for its own tax purposes. Contributed services are not tax deductible.

5. Use of Names and Logos. Sponsor grants to ACS the free, limited, non-exclusive, nontransferable, nonassignable, revocable right and license to use the Sponsor's name and

logo provided by Sponsor solely for the purpose of providing the Sponsorship Acknowledgments, Benefits and otherwise fulfilling its obligations under these Terms and Conditions. Sponsor has the right to publicly announce and promote its sponsorship of the Event using the ACS name as follows: "[Sponsor] is [or was] a proud Sponsor of the [Event]" or in similar language approved in advance by ACS. In any online announcement, a link to www.cancer.org will be provided. Any use of the ACS logo or any use of the ACS name other than the language set forth above, requires the prior written review and approval of ACS. In no event shall Sponsor use ACS's name or logo in connection with the sale of a product or service. Upon request, Sponsor will provide ACS with copies of any Sponsor materials that use the ACS name or logo. All use of the ACS name or logo inures to the benefit of ACS. All Sponsor's right to use the ACS name and/or logo will terminate one (1) year after the Event, or earlier upon ACS's written notice of termination. Both parties further agree not to use each other's intellectual property in any way that would imply endorsement of one's self or demean, defame, embarrass, diminish or cause any harm to the other.

6. Sponsorship Scope. Unless otherwise expressly identified on the Sponsorship Commitment, Sponsor will be a non-exclusive sponsor of the Event and ACS reserves the right to have other sponsors. Sponsor acknowledges that all Sponsorship Acknowledgements and Benefits provided by ACS relate only to the identified Event, and not similar ACS events held in other locations.

7. Tobacco Affiliations. "Tobacco Company" means any company that manufactures tobacco products and is commonly considered to be part of the tobacco industry, including subsidiaries and parent companies, and companies under common control with such company, as well as philanthropic foundations and other organizations closely linked with the tobacco industry. Sponsor represents and warrants that it (i) is not a Tobacco Company; (ii) does not own 5% or more of a Tobacco Company; and (iii) is not 5% or more owned by a Tobacco Company. Sponsor will adhere to ACS's no smoking policy when on ACS premises and the Event location.

8. Force Majeure. Neither Sponsor nor ACS will be deemed to be in default of any provision of this Agreement, or for failures in performance, resulting from acts of God, fire, flood, communicable disease outbreak, epidemic, public health emergency, natural catastrophe, severe weather, war, terrorism, labor dispute, governmental regulation or act, or similar events beyond the party's reasonable control, including any quarantine, travel warning or restriction or other action of government agencies or commercial entities intended to control, mitigate or otherwise address the foregoing (a "Force Majeure Event").

9. Discretionary Authority. Sponsor understands that the Event is being conducted, and Sponsor's Payment will be utilized, in furtherance of ACS's charitable mission. Sponsor acknowledges that ACS shall retain full discretion and control over the Event, including planning, schedule and operations. ACS reserves the right to reschedule or cancel the Event for any Force Majeure Event or any other reason it deems necessary or advisable, including without limitation logistical complications, public health concerns, severe weather forecast or other circumstances potentially affecting Event operations, attendance or success. In such cases, ACS will make reasonable efforts to provide Sponsorship Acknowledgements and Benefits at a rescheduled or comparable event within a reasonable time with Sponsor's approval.

10. Applicable Law, Jurisdiction, and Special Damages. These Terms and Conditions will be governed by the laws of the state of Georgia. The state and federal courts located in Fulton County, Georgia will have exclusive jurisdiction over all claims brought under this Agreement. Neither party will be liable for any indirect, special or consequential damages. This limitation of liability will not limit either party's gross negligence or willful misconduct.

11. Miscellaneous. If any provision of these Terms and Conditions of Sponsorship are held invalid or unenforceable in any circumstances by a court of competent jurisdiction, the remainder of these Terms and Conditions, and the application of such provision in any other circumstances, will not be affected thereby. The remedies specified herein are cumulative and in addition to any remedies available at law or in equity. Waiver of a breach of any provision of these Terms and Conditions does not constitute a waiver of any other breach of the same provision or any other provision of these Terms and Conditions All Sections of these Terms and Conditions that by their nature are intended to survive expiration or termination will so survive. These Terms and Conditions, together with the Sponsorship Commitment, constitutes the entire agreement between the parties with respect to its subject matter, and supersedes all other communications between the parties with respect to such subject matter. In the event of a conflict between these Terms and Conditions and the Sponsorship Commitment, these Terms and Conditions will control. Nothing in this Agreement shall be construed to create a partnership or joint venture between the parties and neither party shall have the right to bind the other to any contracts, agreements, or other obligations without the express, written consent of an authorized representative of such party. These Terms and Conditions, and the rights granted hereunder, may not be assigned by either party without the prior written consent of the other party.