

AMERICAN CANCER SOCIETY
2019
CATTLE BARON'S BALL



BISON

and

BOOTS



NOV

1

IF YOU KNOW...

a child who has been cured from leukemia,
a friend who has been treated with tamoxifen for breast cancer,
a family member who has a regular Pap test,
a cancer survivor celebrating life each and every day,

THEN YOU KNOW... someone who has benefited from American Cancer Society research.



JOIN US TO CELEBRATE 16 YEARS OF SAVING LIVES
AT THE

2019 American Cancer Society
CATTLE BARON'S BALL

BISON *and* **BOOTS**

November 1, 2019

Oklahoma City Farmer's Market
311 S. Klein Ave
Oklahoma City, OK 73108

Cancer is the second-leading cause of death in Oklahoma. Each day, 49 Oklahomans are diagnosed with cancer. Men have a one in two lifetime risk of developing cancer, and women have a one in three lifetime risk of developing cancer. The American Cancer Society is working every day to free the world from the pain and suffering of cancer through research, prevention, patient services, and advocacy.

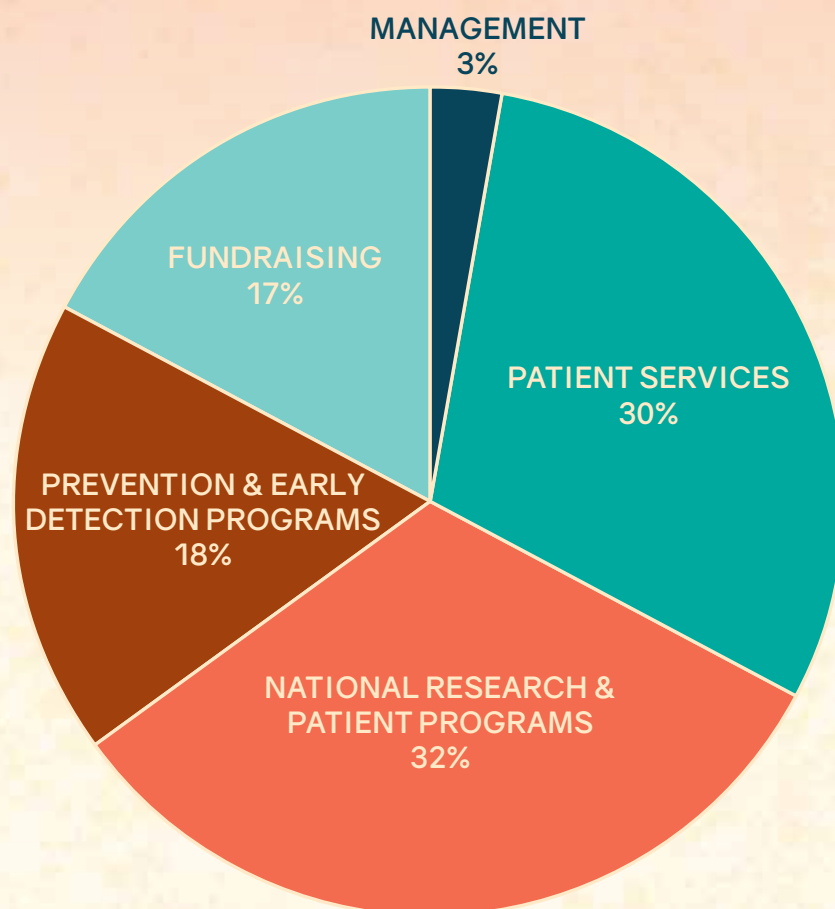
cattlebaronsballokc.org

Rachel Stratton – Development Manager, Distinguished Events
405-841-5817 | rachel.stratton@cancer.org



YOUR DONATIONS AT WORK

HOW AMERICAN CANCER SOCIETY FUNDS ARE USED IN THE HIGH PLAINS DIVISION



LODGING

\$500 COULD HELP PROVIDE A CANCER PATIENT AND THEIR CAREGIVER WITH FIVE NIGHTS OF FREE LODGING AT AN AMERICAN CANCER SOCIETY HOPE LODGE® COMMUNITY WHEN THEIR BEST HOPE FOR EFFECTIVE TREATMENT IS AWAY FROM HOME.

RIDES

\$50 COULD HELP PROVIDE FIVE RIDES TO AND FROM TREATMENT FOR A CANCER PATIENT.

NAVIGATION

\$150 COULD HELP CONNECT A TRAINED PATIENT NAVIGATOR TO A CANCER PATIENT SO THEY CAN UNDERSTAND THEIR DIAGNOSIS AND GET THE HELP THEY NEED.

RESEARCH

\$35 COULD HELP SUPPORT THREE YEARS OF FOLLOW-UP FOR ONE PARTICIPANT ENROLLED IN OUR CANCER PREVENTION STUDY-3, A RESEARCH STUDY THAT WILL HELP US BETTER UNDERSTAND WHAT CAUSES CANCER SO THAT WE CAN ULTIMATELY HELP PREVENT IT.

SUPPORT

\$100 COULD HELP PROVIDE A BREAST CANCER PATIENT WITH ONE-ON-ONE PEER SUPPORT FROM A TRAINED VOLUNTEER BREAST CANCER SURVIVOR.

INFORMATION

\$25 COULD HELP PROVIDE FREE 24-HOUR INFORMATION AND SUPPORT VIA PHONE AND ONLINE CHATS FOR ONE PERSON.

2019 SPONSORSHIP OPPORTUNITIES

\$25,000 – CATTLE BARON

UNDERWRITING OPPORTUNITIES:

- PRESENTING SPONSOR

CATTLE BARON AMENITIES:

- 3 Gold Tables – 30 guests total
- 15 commemorative gifts
- Logo included on event website
- Banner in stage area
- Company name included on event invitations
- Full-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$20,000 – RANGE BOSS

UNDERWRITING OPPORTUNITIES:

- STAGE
- ENTERTAINMENT

RANGE BOSS AMENITIES:

- 3 Silver Tables – 24 guests total
- 12 commemorative gifts
- Logo included on event website
- Banner in designated area
- Full-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$15,000 – DRILLER

UNDERWRITING OPPORTUNITIES:

- FOOD AND BEVERAGE
- COMMEMORATIVE GIFT

DRILLER AMENITIES:

- 2 Gold Tables – 20 guests total
- 10 commemorative gifts
- Logo included on event website
- Banner in designated area
- Half-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$10,000 – SHERIFF

UNDERWRITING OPPORTUNITIES:

- INVITATIONS
- MOBILE BIDDING SERVICE
- EVENT PROGRAM
- SOUND AND LIGHTING
- LIVE AUCTION

SHERIFF AMENITIES:

- 2 Gold Tables – 16 guests total
- 8 commemorative gifts
- Logo included on event website
- Banner in designated area
- Half-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

2019 SPONSORSHIP OPPORTUNITIES

\$7,500 – TRAILBLAZER

UNDERWRITING OPPORTUNITIES:

- POSTAGE/ENVELOPES
- VALET PARKING
- BARONS
- HOPE WALL
- VIP PRE-PARTY

TRAILBLAZER AMENITIES:

- 1 Gold Table – 10 guests total
- 5 commemorative gifts
- Logo included on event website
- Signage in designated area
- Acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$5,000 – MARSHALL

UNDERWRITING OPPORTUNITIES:

- SAVE-THE-DATES
- DECORATIONS
- CHAMPAGNE PONG
- PHOTO BOOTH
- SILENT AUCTION
- BEARS OF HOPE

MARSHALL AMENITIES:

- 1 Silver Table – 8 guests total
- 4 commemorative gifts
- Logo included on event website
- Signage in designated area
- Acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$3,500 – WRANGLER

UNDERWRITING OPPORTUNITIES:

- SECURITY
- HEADS OR TAILS PADDLES
- WINE PULL

WRANGLER AMENITIES:

- 1 Silver Table – 8 guests total
- 4 commemorative gifts
- Logo included on event website
- Logo displayed at the event
- Acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$1,500 – OILER SPONSOR

UNDERWRITING OPPORTUNITIES:

- THIS SPONSORSHIP IS FOR THOSE INDIVIDUALS OR BUSINESSES WHO WISH TO GO ABOVE AND BEYOND THEIR INDIVIDUAL TICKET PURCHASE.

OILER AMENITIES:

- Half of a Gold Table (4 gala tickets)
- 2 commemorative gifts – one per couple
- Logo included on event website
- Acknowledgment in program

TICKETS & TABLES

All Cattle Baron's Ball attendance options include the Taste of the Metro Dinner, complimentary full-bar access, and one commemorative gift per couple.

\$2,500 GOLD TABLE

- Reserved table for 10 at the Cattle Baron's Ball
- 5 commemorative gifts – one per couple
- Company or individual name included in event program

\$2,000 SILVER TABLE

- Reserved table for 8 at the Cattle Baron's Ball
- 4 commemorative gifts – one per couple
- Company or individual name included in event program

\$250 GALA TICKET

- Single admission to the 2019 Cattle Baron's Ball
- One commemorative gift per couple



2019 CATTLE BARON'S BALL SPONSORSHIP CONTRACT

Donor Name _____
(AS IT SHOULD BE LISTED IN ALL PRINTED MATERIALS; PLEASE CIRCLE ONE ALPHABETIZING LETTER)

I wish to be listed as Anonymous

Name of Contact Person _____

Contact Email Address _____

Address, City, State, Zip _____

Office Phone _____ Home/Cell Phone _____

Name and Address for Invitations (if different than listed above)

PLEASE CHOOSE A SPONSORSHIP OPTION ON BACKSIDE OF THIS PAGE

* THE DEADLINE FOR EVENT PROGRAM AND MEDIA RECOGNITIONS IS FRIDAY, MAY 31, 2019.
INCLUSION IS CONTINGENT ON PAYMENT RECEIVED ACCORDING TO THE CONTRACT.

PAYMENT INFORMATION

My check made payable to CATTLE BARON'S BALL or American Cancer Society is enclosed. Please charge my credit card.

(Please select one payment option below)

Full payment now

Half payments due July 1, 2019
and September 1, 2019

Cardholder's Name _____

Billing Address, City, State, Zip _____

MC | Visa | Amex Card # _____ Expiration Date _____

Security Code _____

Cardholder's Signature _____

Signature of Underwriter _____ Date _____

Cattle Baron's Ball Solicitor _____ Telephone Number _____

PLEASE RETAIN A COPY OF THIS CONTRACT FOR YOUR RECORDS AND RETURN UNDERWRITING CONTRACT TO:
Cattle Baron's Ball, ATTN: Underwriting Chairs | 6525 N. Meridian Ave. Suite 110 | Oklahoma, City, OK 73116
P 405-841-5817 | cattlebaronsballokc.org



*Please see reverse side for sponsorship options

2019 SPONSORSHIP OPPORTUNITIES

\$25,000 – CATTLE BARON

- 3 Gold Tables – 30 guests total
- 15 commemorative gifts
- Logo included on event website
- Banner in stage area
- Company name included on event invitations
- Full-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$10,000 – SHERIFF

- 2 Gold Tables – 16 guests total
- 8 commemorative gifts
- Logo included on event website
- Banner in designated area
- Half-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$3,500 – WRANGLER

- 1 Silver Table – 8 guests total
- 4 commemorative gifts
- Logo included on event website
- Logo displayed at the event
- Acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$20,000 – RANGE BOSS

- 3 Silver Tables – 24 guests total
- 12 commemorative gifts
- Logo included on event website
- Banner in entryway of venue
- Full-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$7,500 – TRAILBLAZER

- 1 Gold Table – 10 guests total
- 5 commemorative gifts
- Logo included on event website
- Signage in designated area
- Acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$1,500 – OILER SPONSOR

- Half of a Gold Table (4 gala tickets)
- 2 commemorative gifts – one per couple
- Logo included on event website
- Acknowledgment in program

\$15,000 – DRILLER

- 2 Gold Tables – 20 guests total
- 10 commemorative gifts
- Logo included on event website
- Banner in stage area
- Half-page acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$5,000 – MARSHALL

- 1 Silver Table – 8 guests total
- 4 commemorative gifts
- Logo included on event website
- Signage in designated area
- Acknowledgment in program
- Acknowledgment in pre- and post-event publicity

\$2,500 – GOLD TABLE

- Reserved table for 10 at the Cattle Baron's Ball
- 5 commemorative gifts – one per couple
- Company or individual name included in event program

ADDITIONAL OPTIONS

- My company has a Corporate match program.
- I decline all benefits.
- I cannot attend the Ball but would like to make a donation.

Please make sure donor information and payment are complete on reverse side.

**THANK YOU FOR YOUR CONTRIBUTION TO THE
2019 AMERICAN CANCER SOCIETY CATTLE BARON'S BALL!**

\$2,000 – SILVER TABLE

- Reserved table for 8 at the Cattle Baron's Ball
- 4 commemorative gifts – one per couple
- Company or individual name included in event program

\$250 – GALA TICKET

- Single admission to the 2019 Cattle Baron's Ball
- One commemorative gift per couple



2019 AMERICAN CANCER SOCIETY Restricted Major Gift Campaign

FACING CANCER IS HARD.

FINDING A PLACE TO STAY DURING TREATMENT SHOULDN'T BE.



AMERICAN CANCER SOCIETY
HOPE LODGE[®]
of Oklahoma City

Through the expansion of groundbreaking health systems here in the metro, Oklahoma City has become a destination for critical cancer treatment.

Hope Lodge communities provide free overnight lodging to cancer patients and their caregivers who have to travel away from home for treatment. Not having to worry about where to stay allows patients to focus on the most important thing: getting well.

At the 2019 Cattle Baron's Ball, supporters will have an opportunity to donate funds that will be restricted to the future Hope Lodge community in Oklahoma City.

TO MAKE A HOPE LODGE DONATION, CONTACT: (405)841-5817

Mission Delivery

Empowering volunteers and community leaders to help support patients in their cancer journey



Helping cancer patients complete treatment



Recruiting and training volunteers

Mobilize community partners

Coordinate service delivery with Patient Service Center and NCIC

Getting patients to treatment



Road to Recovery

Volunteers are recruited to coordinate community-based programs as well as serve as drivers to get patients to their treatment appointments.

Transportation Resources

Mission Delivery identifies local, state and national resources that may be able to assist with transportation needs.

Providing a free or reduced rate room



Hotel Partners Program

Mission Delivery staff secure agreements with hotels located in treatment centers to provide rooms for cancer patients who are not able to travel back and forth from home while receiving treatment.

Helping patients with appearance-related side effects from treatment



Look Good Feel Better

Mission Delivery coordinates both the training of volunteers and schedules certified Look Good Feel Better volunteers to teach nearly 800 sessions offered annually in the Mid-South Division.

Gift Items

Wigs, scarves, hats and temporary puff prostheses are made available to patients free of charge. Mission Delivery staff help secure donations to ensure the best variety of items can be made available via ACS offices or Cancer Resource Centers.

Providing Emotional Support



Reach to Recovery

Breast cancer survivors are recruited and trained to provide peer-to-peer support to patients they are matched with based upon common demographics and treatment commonalities.



RESEARCH AND YOU

American Cancer Society Helping Save Lives



Since the American Cancer Society research program was established in 1946, we have invested more than \$4.5 billion in innovative cancer research. As the nation's largest private, nonprofit source of funds for scientists studying cancer, we focus our funding on investigator-initiated, peer-reviewed proposals.

The American Cancer Society is there for scientists at pivotal points in their career – to give them the support they need to keep great research going or to take their ideas from dream to reality. We are proud to have helped nearly 20,000 investigators make important advances in prevention, early detection, treatment, and care for those with cancer.

Here are just 10 of the countless cancer advances we supported:

1. Uncovering a key way to stop tumors from growing
2. Pioneering work in bone marrow transplants
3. Furthering knowledge of genes linked to breast cancer
4. Laying the groundwork for a new multiple myeloma treatment
5. Finding a key driver of the blood cancer chronic myeloid leukemia
6. Gaining insights that inspired researchers to investigate and confirm that tamoxifen can both treat and sometimes prevent breast cancer
7. Investigating new approaches that would make possible the first targeted cancer therapy to receive FDA approval
8. Performing studies that paved the way for the development of the breast cancer drug Herceptin
9. Confirming the link between smoking and lung cancer
10. Proving that obesity increases risk of premature death as well as establishing the link between obesity and death from certain types of cancer

The success of the American Cancer Society research program is exemplified by the fact that 47 Society-funded researchers have received a Nobel Prize.

LOCAL RESEARCH GRANTS

In Oklahoma, the American Cancer Society is currently funding 2 grants totaling \$1,521,000 at the University of Oklahoma Health Sciences Center.

Updated Jan 2018



cancer.org/research

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cancer.org | 1.800.227.2345