



true grit /trōō grit/

noun

- determination, genuine spirit, unyielding courage in the face of hardship
 - those who have fought or continue to fight cancer
 - friends and family who stand by to support during their fight
 - volunteers who give of themselves to help make a difference
 - donors who care and are invested in seeing an end to this awful disease

On behalf of the American Cancer Society, we are pleased to announce the **32nd annual Cattle Baron's Ball**. Please join us on **Saturday, April 7th, 2018** at the Equestrian Center located at the Richard M. Borchard Regional Fairgrounds in Robstown, Texas as we raise funds for the American Cancer Society and their continued mission to *finish the fight* against cancer. You will enjoy an unforgettable evening of live music, exciting auctions, lively games and catered dinner by Don Strange of Texas, all while contributing to the common mission we carry close to our hearts.

Cattle Baron's Ball is put on by an organization of volunteers working together to support your local American Cancer Society and its fight against cancer. Since the inception of the first Cattle Baron's Ball in South Texas in 1986, we have proudly contributed approximately \$9 million to local and national cancer support services, as well as groundbreaking cancer research. None of which could have been done without friends like you.

To our loyal supporters, we send our heartfelt appreciation for your continued commitment to our cause and we look forward to seeing you again soon. To our new friends, we thank you for your consideration and hope to call you a partner in this year's event. Thank you from the bottom of our hearts and from the survivors in the United States who will celebrate another birthday this year because of efforts like ours. *Together, we are...true grit.*

Respectfully,
Mandy Durham & Natalie Salinas
Your 2018 Cattle Baron's Ball Co-Chairs

How we save lives, celebrate lives, and lead the fight for a world without cancer in Texas.

Here are just a few examples of how the American Cancer Society worked toward achieving our mission in 2016.



Supporting Cancer Survivors

- Helped **more than 1,500** women manage appearance-related side effects of treatment
- Provided **more than 9,100** special kits of tailored information and resources for newly diagnosed patients
- Provided **more than 2,200** wigs to cancer patients



Helping Cancer Patients Access Care

- Provided **more than 28,800** rides to treatment and other cancer-related appointments through our Road To Recovery® program
- Provided **more than 8,500** free nights at our Hope Lodge® communities, and **6,500** free or reduced nights with our hotel partners, saving **more than \$2,250,000**
- Our patient navigators helped guide **more than 2,300** newly diagnosed, underserved cancer patients to overcome barriers to care.



Offering Information and Education

- Our website, cancer.org, had **more than 5,281,400** visits from residents in our state and provided the latest, most accurate information on virtually all topics related to cancer.
- Our 24/7 helpline handled **more than 32,800** calls and live chats from residents in our state seeking support, information, and resources.



Finding Cancer's Causes and Cures

- As of March 2017, we are currently funding cancer research grants totaling **\$30,266,000**.



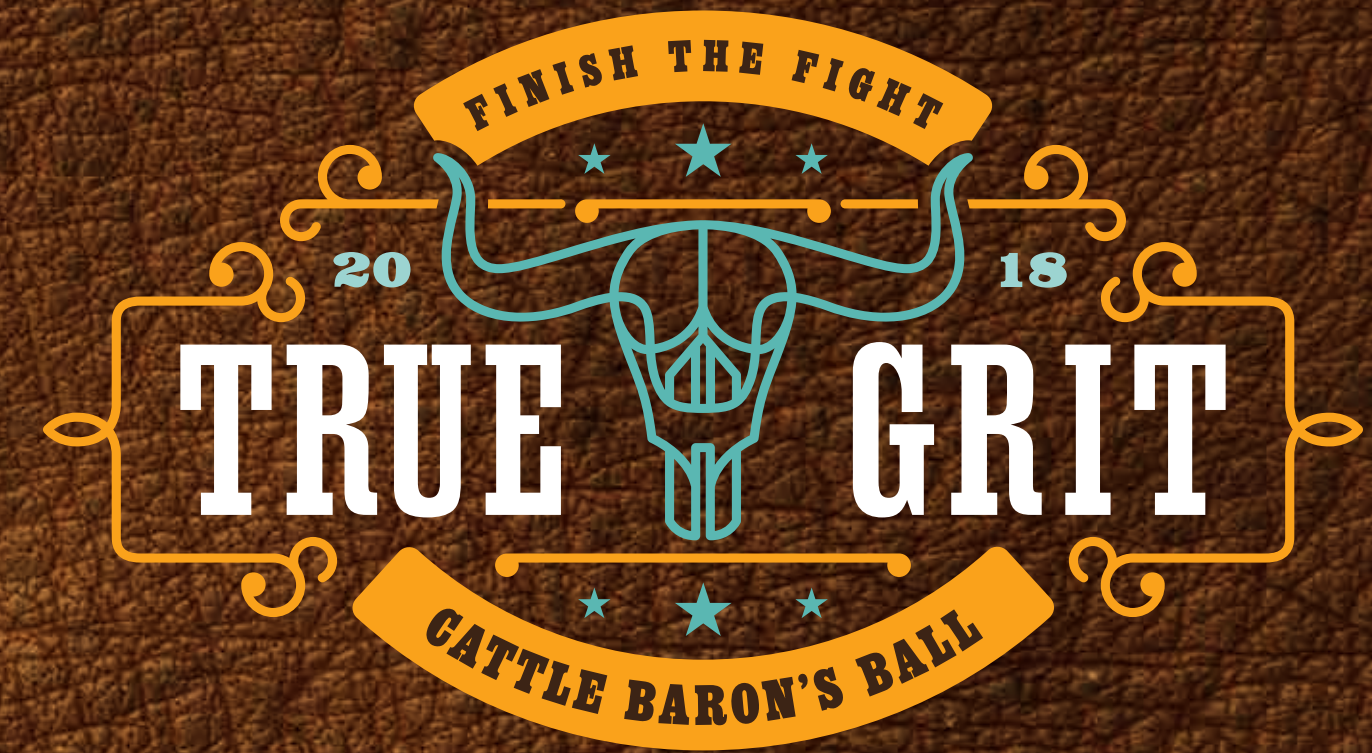
Providing Leadership and Education for the Health Care Community

- Worked with **more than 650** health care systems to help more people prevent cancer or find it early, provide patient and provider education, and improve care



Fighting Cancer through Public Policy

- Our advocacy affiliate, the American Cancer Society Cancer Action NetworkSM, supported passage of local ordinances to prohibit smoking in all public places and workplaces in nine more Texas cities.



APRIL 7, 2018

**THE EQUESTRIAN CENTER
RICHARD M. BORCHARD REGIONAL FAIRGROUNDS
ROBSTOWN, TX**



cancer.org | 1.800.227.2345

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Benefiting the American Cancer Society





As a Sponsor of the 32nd Annual Cattle Baron's Ball

you will join our vision for a world free from the pain and suffering of cancer. In partnership with your American Cancer Society, you will help our efforts from research to education, prevention to diagnosis, and treatment to recovery, as we provide support to everyone impacted by cancer.

Amenities	Presenting Sponsor	Texas Tycoon \$30,000	Texas Legend \$15,000	Lone Star \$10,000	Trailblazer \$7,500	Wildcatter \$5,000
Table Seating	★ 4 Tables	★ 2 Tables	★ 1 Table	★ 1 Table	★ 1 Table	★ 1 Table
Social Media Recognition	★	★	★	★	★	★
Exclusive VIP Check-in/ Check-out	★	★	★	★	★	★
Table Signage	★	★	★	★	★	★
Company Logo - Underwriting Packet*	★	★	★	★	★	★
Caller-Times Recognition*	★	★	★	★	★	★
Company Logo - Program*	★	★	★	★	★	★
Event Website Recognition	★	★	★	★	★	★
Invitation to VIP Kick Off & Appreciation Party	★	★	★	★	★	★
Company Name - Invitation*	★	★	★	★	★	★
Video Screen Recognition	★	★	★	★	★	★
Signage Displayed at Event	★	★	★	★	★	★
Society Award from the American Cancer Society	★	★	★	★		

* If committed prior to printing deadline.

Design Courtesy of:



UNDERWRITING INFORMATION CONTACT:

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Presenting Sponsor

To Be Announced

\$30,000 Texas Tycoon

UNDERWRITING OPPORTUNITIES (choice of one)

- Beverages / Bars / Bartenders
- Stage / Sound / Lighting / Entertainment

\$15,000 Texas Legend

UNDERWRITING OPPORTUNITIES (choice of one)

- Entry Boulevard / Valet
- Decorations
- Live Auction / Auctioneer / Bid Paddles



\$10,000 Lone Star

UNDERWRITING OPPORTUNITIES (choice of one)

- Program Back Cover Ad
 - Video Screens
 - Main Invitations
 - VIP Kickoff & Appreciation Party
 - Tables and Chairs - [Madison and Joe Baucum](#)
 - Catering (3 stations)
 - Photo Booth
 - Tote Bag
 - Large Tote Bag Item (T-shirt or Ball Cap)
- (deadline: February 24th)

\$7,500 Trailblazer

UNDERWRITING OPPORTUNITIES (choice of one)

- Luminaries of Honor
- Coffee Mugs
- Opening Band
- Check-in/out reception area
- Wine Bar
- Pig races
- Wine Pull
- Golf Tournament

\$5,000 Wildcatter

UNDERWRITING OPPORTUNITIES (choice of one)

- Portraits of Courage
 - Notes of Hope
 - Silent Auction
 - Small Tote Bag Item (several available)
- (deadline: March 3rd)
- Program Inside Front Cover Ad
 - Program Inside Back Cover Ad
 - Save the Date
 - Food Station - [Leslie & Rodney Holcomb](#)
 - Boot Shine
 - Bid Board
 - Gaming Corner
 - Ladies' VIP Lounge - [Giddings, Hanisch & Taft Families](#)
 - Gentleman's VIP Lounge
 - Face Painting
 - Tail Sketches
 - Beverage Napkins/ Cups
 - Holiday Tour of Homes
 - Donation Station