

2023
**SPONSORSHIP
GUIDE**



Saturday, August 26, 2023
6-10:30 pm
Ozark Empire Fairgrounds Eplex



About the Event

The American Cancer Society of Southwest Missouri will host the 15th Annual Cattle Baron's Ball on Saturday, August 26th at the Eplex located at the Ozark Empire Fairgrounds in Springfield, Missouri.

First launched in Texas in the 1970's, the Cattle Baron's Ball brought a fresh twist to the typical charitable gala circuit. It is now a proven, successful national model that has spread across the country. This event brings together donors from all walks of life to kick up their heels in support of the American Cancer Society. Thanks to generous donors, the Southwest Missouri Cattle Baron's Ball has raised nearly \$6 million since our first event in 2009.

The Cattle Baron's Ball offers a unique experience to all attendees. This history-making, volunteer driven event is supported by the area's top companies and individuals. Approximately 900 Cattle Baron's Ball guests will enjoy a unique, western-style event held at an exclusive location with special attractions including:

- Silent & Live Auctions
- Western themed food selections prepared by area Chefs
- Exciting country bands & entertainment
- Games & Raffles
- Guest Gifts



A LETTER FROM THE *Co-Chairs*

Sometimes God presents us with unique opportunities to view the life we've been given a little differently. 2020 was challenging for us all and there are plenty of stories to share, both heartwarming and heart wrenching. Our story started the evening of October 9, 2020 with Tom experiencing blood in his urine. He convinced me he needed to go to the emergency department at midnight. We never imagined what we would hear in the early hours of October 10, in a room tucked away in the back of the emergency department. After Tom returned from having a CT, the ED physician informed us that there was "a very large mass indicative of cancer" on Tom's right kidney. The physician then left the room to make the necessary referrals for further testing and specialists for treatment. So many things flood your mind in moments like this, along with so many emotions and the shock that comes with a diagnosis of stage IV kidney cancer. We learned that relationships are more valuable than things and the statement "you never know what you have until it's gone" has new meaning for us.

We have been so fortunate to have family, friends and co-workers who prayed for us and supported us. A top-notch healthcare team implemented plans of care, delivered treatment and excellent patient care and a surgical team spent 7 hours doing what they do best. Tom was declared to be cancer free on November 2, 2021, just over one year from diagnosis. A true gift from God and nothing short of a miracle! Our story is why we accepted the honor of Co-Chairing the 2023 Cattle Baron's Ball. Our personal mission is to give other cancer patients hope, help them and their families navigate the journey even if theirs is different from ours and support the American Cancer Society. No one fights alone!

Thank you for considering sponsorship of the 15th Annual Cattle Baron's Ball. Not only will you and your guests experience an amazing evening, you will be supporting the American Cancer Society and their continued research, breakthroughs in treatment options, the exchange of expert information worldwide, patient and family support, and prevention and testing for early detection.

Most Sincerely,

Tom and Donni Franiak

Cattle Baron's Ball Co-Chairs

PRESENTING
Sponsor
***EXCLUSIVE OPPORTUNITY**

\$60,000

BENEFITS

Premiere seating for 30 (3 VIP Oil Baron Tables of 10) with personal ranch hand, valet parking for your guests, and access to the VIP Saloon

30 invitations to VIP reception held on event night

Opportunity to share a 30-second pre-recorded video to be featured at the event

Prominent recognition on the event website, all print marketing pieces and media promotions as "Presenting Sponsor"

Recurring verbal recognition at the event

Inside front cover and one full page color ad in the event program booklet

Corporate logo recurring in evening video loop

Opportunity to include welcome signage, banners and signs inside the event venue

Complimentary neon sign at your table with your company name

6 invitations to exclusive VIP dinner to be held prior to event

15 VIP gift bags (one per couple)



Presenting Sponsor:

PRIME inc.
» driven by the best

PLATINUM SADDLE *Sponsor*

\$25,000

BENEFITS

Premiere seating for 20 (2 VIP Oil Baron Tables of 10) with personal ranch hand, valet parking for your guests, and access to the VIP Saloon

20 invitations to VIP reception held on event night

Representative from company to serve as an Executive Baron

Company logo featured on event website and in program booklet

Company logo recurring in video loop played during Cattle Baron's Ball event

Inside back cover and one full-page color ad in event program booklet

Complimentary neon sign at your table with your company name

2 invitations to exclusive VIP dinner at the home of Mr. & Mrs. Robert Low to be held prior to event

10 VIP gift bags (one per couple)



Reserve this sponsorship!

Sherri Tjaden, ACS Director
Sherri.Tjaden@cancer.org
417.408.8486

Amber Sitkins, Sponsorship Chair
Amberanne@me.com
417.545.0553

GOLD SADDLE *Sponsor*

\$15,000

BENEFITS

Premiere seating for 18 (1 VIP Oil Baron Table of 10 + 1 VIP Oil Baron Table of 8) with personal ranch hand, valet parking for your guests, and access to the VIP Saloon

18 invitations to VIP reception held on event night

Representative from company to serve as an Executive Baron

Company logo featured on event website and in program booklet on sponsor page

Company logo recurring in video loop played during Cattle Baron's Ball event

Verbal recognition during the event program

One full-page color ad in event program booklet

Complimentary neon sign at your table with your company name

2 invitations to exclusive VIP dinner at the home of Mr. & Mrs. Robert Low to be held prior to event

9 VIP gift bags (one per couple)



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Amber Sitkins, Sponsorship Chair
Amberanne@me.com
417.545.0553

SILVER SADDLE *Sponsor*

\$10,000

BENEFITS

Premiere seating for 10 (1 VIP Oil Baron Table of 10) with personal ranch hand, valet parking for your guests, and access to the VIP Saloon

10 invitations to VIP reception held on event night

Representative from company to serve as an Executive Baron

Company logo featured on event website and in program booklet on sponsor page

Company logo recurring in video loop played during Cattle Baron's Ball event

Verbal recognition during the event program

One full-page color ad in event program booklet

2 invitations to exclusive VIP dinner at the home of Mr. & Mrs. Robert Low to be held prior to event

5 VIP gift bags (one per couple)



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WRANGLER *Sponsor*

\$5,000

BENEFITS

Reserved Wrangler table for 10

Company logo featured on event website on sponsor page

Company logo featured in the program booklet on sponsor page

Verbal acknowledgement from the stage

1/2 page ad in program booklet

5 Wrangler gift bags (one per couple)

SIDE SADDLE *Sponsor*

\$2,500

BENEFITS

Reserved Wrangler table for 10

Company name featured on event website on sponsor page

Company name featured in the program booklet on sponsor page

Verbal acknowledgement from the stage

1/4 page ad in program booklet

5 Wrangler gift bags (one per couple)

TABLE *Sponsor*

\$1,800

BENEFITS

Reserved Wrangler table for 8

Company name featured in the program booklet on sponsor page

4 Wrangler gift bags (one per couple)

VIP COUPLE *Sponsor*

\$900

BENEFITS

Premiere seating for 2 with personal ranch hand (server)

One valet pass

Access to VIP Saloon

Name featured in the program booklet on sponsor page

VIP gift bag

Reserve your sponsorship today!

Sherri Tjaden, ACS Director
Sherri.Tjaden@cancer.org
417.408.8486

Amber Sitkins, Sponsorship Chair
Amberanne@me.com
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CATTLE BARON'S BALL 2023

Sponsor Commitment Form

Company Name _____

Contact Name _____

*Contact person responsible for logos, ads, and guest list

Email _____

Cell Phone _____

Company Address _____

Choose Your Sponsorship

- | | | |
|--------------------------|-------------------------|----------|
| <input type="checkbox"/> | Platinum Saddle Sponsor | \$25,000 |
| <input type="checkbox"/> | Gold Saddle Sponsor | \$15,000 |
| <input type="checkbox"/> | Silver Saddle Sponsor | \$10,000 |
| <input type="checkbox"/> | Wrangler Sponsor | \$5,000 |
| <input type="checkbox"/> | Side Saddle Sponsor | \$2,500 |
| <input type="checkbox"/> | Table Sponsor | \$1,800 |
| <input type="checkbox"/> | VIP Couple | \$900 |

Signature _____ Date _____

You will be invoiced upon receipt of this form. Sponsorships must be paid in full prior to event. No physical tickets will be sent. You will receive email confirmation. Guests lists will be due by August 1, 2023. Guests must be registered in order to attend the event.

For Individual Tickets, please register online at cattlebaronsballswmo.org.

Submit this form to:

Sherri Tjaden, ACS Director
Sherri.Tjaden@cancer.org
417.408.8486

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