



American Cancer Society

BACK IN THE SADDLE, AGAIN

SEPTEMBER 18, 2021 ★ WINDSOR, CO

SPONSORSHIP OPPORTUNITIES

WWW.CBBNOCO.COM



HOWDY FROM OUR CHAIR,

JEAN SCHOBER MORRELL

DEAR CATTLE BARON'S BALL SUPPORTERS,

When I think of the achievements of the last 29 Cattle Baron's Ball, I am in awe! Our Northern Colorado community has provided great dedication and time to support the mission of the American Cancer Society, "Save lives, celebrate lives and lead the fight for a world without cancer." Your support makes this possible and for that I thank you!

I was honored to be asked to be the 2021 Cattle Baron's Ball chair and I have big boots to fill! I know we all have personal reasons for supporting the work of the American Cancer Society. As a 32-year breast cancer survivor, I've become a passionate supporter of the American Cancer Society and Cattle Baron's Ball. After losing my husband Pete to pancreatic cancer this summer after only two months, I am more determined than ever to help the American Cancer Society "lead the fight for a world without cancer."

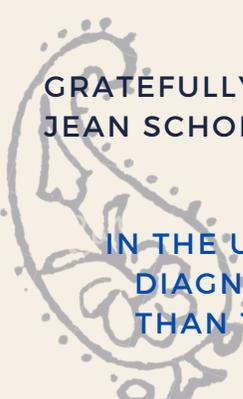
This is a very important year for us. 2020 had a profound impact on the Society's fight against cancer including delayed preventative screenings, postponed treatments and reduced funds for research. While we experienced setbacks, our Northern Colorado Community gathered together to continue the fight raising more than \$465,000 virtually at our "At Home" event. Special thanks to Julie and Gene Haffner for their creativity to adjusting to an outstanding virtual event under challenging circumstances. We are pleased to say that our virtual Cattle Baron's Ball was number 16 in the country for money raised from 2020 Distinguished Events for the American Cancer Society.

2021 is a year of new beginnings and endless opportunities. The Northern Colorado Cattle Baron's Ball plans to be "Back in the Saddle, Again" with our sights set on an in-person event September 18th! As circumstances allow, we are planning for our traditional format of an evening of fine food and beverage, live entertainment and fundraising under the tent. Our goal this year is to raise one million dollars! Please join us in reaching our goal!

In the United States in 2021, almost 1.9 million new cancer cases will be diagnosed, and 608,570 Americans will lose their battle. That's more than 1,650 people a day and does not account for the impact of late diagnoses due to Covid-19 when other procedures and treatments were not encouraged.

As the Chair in a year where we fight back to regain ground against cancer, I ask you to consider supporting the Society to save lives and raise funds for research and for services significantly needed by those touched by cancer.

GRATEFULLY,
JEAN SCHOBER MORRELL, PH.D.



IN THE UNITED STATES, IN 2021, ALMOST 1.9 MILLION NEW CANCER CASES WILL BE DIAGNOSED, AND 608,570 AMERICANS WILL LOSE THEIR BATTLE. THAT'S MORE THAN 1,650 PEOPLE A DAY AND DOES NOT ACCOUNT FOR THE IMPACT OF LATE DIAGNOSES FROM COVID-19.

BECOME OUR PARTNER

OUR MISSION IS TO SAVE LIVES, CELEBRATE LIVES
AND LEAD THE FIGHT FOR A WORLD WITHOUT CANCER.

Since Northern Colorado's Cattle Baron's Ball humble beginning more than 25 years ago, more than **\$8 million dollars** has been raised to support efforts to win the war against cancer.

The American Cancer Society's Northern Colorado Cattle Barons Ball is scheduled for **September 18, 2021** at the **residence of Jim & Kirsten Humphrey in Windsor**. The event includes a cocktail reception, gourmet dinner, silent and live auctions, prize drawings, entertainment and dancing **under the tent!**

Northern Colorado's Cattle Baron's Ball attendees include corporate sponsors, business executives and philanthropic leaders. Everyone who has ever been touched by cancer will be touched by the generous outcomes of this prestigious event. **SECURE YOUR RESERVATIONS EARLY AS SEATING IS LIMITED!**

THE AMERICAN CANCER SOCIETY HAS THE MOST RECOGNIZED BRAND FOR A
HEALTH ORGANIZATION WITH 98% BRAND AWARENESS NATIONWIDE.

RESEARCH IN COLORADO

★ Mission Paddle Raise ★

WHAT DOES IT TAKE TO OUTSMART CANCER? RESEARCH.

Since 1946, the American Cancer Society has supported researchers at pivotal points in their career- to give them the support they need to keep research going or to take their ideas from dream to reality. We are proud to have invested more than \$5 billion to 24,000 investigators who make important advances in prevention, early detection, treatment and care for those with cancer.

In Colorado:

- In 2021, there will be an estimated 28,630 new cancer cases and 8,420 deaths.
- As of February 2021, ACS is currently funding 16 cancer research grants totaling \$9.4 million in our state alone.
- ACS works with the leading healthcare systems in Colorado to help more people prevent cancer or find it early, provide patient and provider education, and improve care through research.

**Funds raised from the mission paddle raise will be restricted to active ACS research in Colorado.*

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR \$100,000 EXCLUSIVE OPPORTUNITY

- Name included with Cattle Baron's Ball as "Presented by..."
- Presenting Sponsor recognition at event in print, media & website promotions
- (5) Social media posts recognizing company involvement
- Invitation to tour a research lab with an American Cancer Society grant recipient
- (4) VIP tables
- Guest speaker opportunity during program
- Entertainment meet & greet for table guests *Subject to current health guidelines at time of event
- (1) Full page ad in event program; Opportunity to provide promotional item for guests



PLATINUM SPONSOR \$75,000 INDUSTRY EXCLUSIVITY

- Prominent logo recognition included at event and in print, media & website promotions
- Mission paddle raise mentions noted as "brought to you by"
- (4) social media posts recognizing company involvement
- Invitation to tour a research lab with an American Cancer Society grant recipient
- (3) VIP tables
- Verbal Company mention leading into the paddle raise
- Logo included on paddle raise materials and signage, where appropriate
- (1) Full page ad in event program; Opportunity to provide promotional item for guests



GOLD SPONSOR \$50,000

- Prominent logo recognition included at event and in print, media & website promotions
- (3) Social media posts recognizing company involvement
- (2) VIP tables
- (1) ½ page ad in event program; Opportunity to provide promotional item for guests
- Please select one*
 - **Volunteer Hospitality:** Company logo featured on volunteer's night-of event shirts (100+)
 - **Live Vehicle Auction:** Display vehicle at event with dealership recognition signage

THE SUCCESS OF THE AMERICAN CANCER SOCIETY GRANT PROGRAM IS EXEMPLIFIED BY THE FACT THAT 47 AMERICAN CANCER SOCIETY- FUNDED RESEARCHERS ARE NOBEL PRIZE RECIPIENTS.



SPONSORSHIP OPPORTUNITIES



SILVER SPONSOR \$25,000

- Logo recognition included at event & on website promotions
- (2) Social media posts recognizing company involvement
- (1) VIP Table
- (1) ½ page ad in event program
- Please select one*
 - **Entertainment:** Company mentioned during introduction
 - **Production:** Company banner displayed in event tent (maximum banner size to be determined)
 - **Mobile Bidding:** Company logo or name included on mobile bidding platform & other signage
 - **Event Parking & Valet:** Company logo or name recognized on parking & other signage



BRONZE SPONSOR \$15,000

- Logo recognition included at event & on website promotions
- (1) Social media posts recognizing company involvement
- (1) VIP Table
- (1) ¼ page ad in event program
- Please select one*
 - **Alcohol:** Company logo or name recognized on appropriate bar signage *Exclusive bar naming rights available for \$20,000
 - **Gourmet Meal:** Company logo or name recognized on menu or appropriate signage
 - **Décor:** Company logo or name recognized on each event tabletop (approx. 80 tables)
 - **Registration:** Company logo or name recognized on registration signage. Opportunity to provide logo items such as pens, etc. for use at registration



LIVE AUCTION UNDERWRITING \$1,000 INCREMENTS

A highlight of the evening, these high-quality items are sold night of event in-front of a live audience. Past items have included vacations, fine jewelry, Broadway VIP experiences, priceless signed memorabilia and more.

Underwriting Opportunities are available in increments of \$1,000. Benefits coincide with the donated amount. Please contact us to discuss your options!

ACS IS MAKING REMARKABLE PROGRESS TO HELP SAVE MORE LIVES FROM CANCER. AN ESTIMATED 3.2 MILLION CANCER DEATHS HAVE BEEN AVERTED FROM 1991 THROUGH 2018 DUE TO REDUCTIONS IN SMOKING, EARLY DETECTION, AND IMPROVEMENTS IN TREATMENT. THAT'S REAL PROGRESS!



TABLE OPTIONS

\$10,000 BARON

- (1) Table (Seating up to 10 guests)
- Logo included in event pre-show
- 1/4 page ad in event program

\$1,000 BARON COUPLE

- Table seating for two guests

\$8,000 BARON

- (1) Table (Seating up to 10 guests)
- Logo included in event pre-show

\$5,000 VIP BARON COUPLE

- VIP table seating for two guests

\$6,000 BARON

- (1) Table (Seating up to 10 guests)

SPONSORSHIPS CAN BE CUSTOMIZED TO MEET YOUR NEEDS.
CONTACT US TO DISCUSS YOUR IDEAS!

SIGN ME UP

We are grateful for the past, present and future support from Northern Colorado's remarkable community leaders, top corporations and incredible volunteers who create measurable impacts in the fight against cancer year after year. **To reserve your table and secure your sponsorship, please submit the commitment form found at the link below. Payment in full secures your reservation.**

SUBMIT MY [COMMITMENT FORM](#)



RACHEL BEFORT, SENIOR DEVELOPMENT MANAGER
RACHEL.BEFORT@CANCER.ORG

The COVID-19 pandemic has impacted how the American Cancer Society conducts event experiences in your community. In the event that ACS is unable to deliver any of these benefits due to alterations for public safety, we will personally notify you to discuss alternatives to those benefits.