



## About the Event

The American Cancer Society of Southwest Missouri will host the 16th Annual Cattle Baron's Ball on Saturday, September 14th at the brand new Wilson Logistics Arena 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 over \$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. 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 *Honorary Chairs*

We do not know a family who is untouched by the ravages of cancer. Ours is no exception.

The beauty of an event like the Cattle Baron's Ball is that your donation touches so many of the facets in the battle with cancer. It touches research to support a cure. It touches support for those in various stages of treatment. It touches the family members who battle alongside their loved-ones in the daily struggle. It aids survivors in their new reality. Donations to the American Cancer Society cover it all. We love that and that is why we are proud to support this event.

Close to home, we have struggled with the death of Mary's father to cancer. We still pray daily for dear friends in various stages of treatment and lift up those in our lives who have come out on the other side. We remember that one in eight women in the United States will be diagnosed with breast cancer in her lifetime and between 250,000 and 300,000 women will be diagnosed with it each year making it the most common cancer in American women. We continue to be struck that lung and bronchus cancer are still the most common cancers for all Americans taking about 125,000 lives each year.

The elimination of cancer in our lifetime remains our goal, and we thank you for considering a sponsorship of the 2024 Cattle Baron's Ball of Southwest Missouri. You and your guests will experience an amazing evening. Best of all, while you are enjoying yourselves, your sponsorship dollars go to a great effort and a great cause.

We look forward to seeing you there

Thank you,

*Mary & Jeff Schrag*

Cattle Baron's Ball Honorary Chairs 2024



**PRESENTING**  
*Sponsor*  
**\*EXCLUSIVE OPPORTUNITY**

**\$75,000**

## **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

Special Presenting Sponsor table signage for each of the 3 guest tables

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

6 invitations to exclusive VIP wine dinner to be held in August at the residence of Mr. & Mrs. Robert Low

15 VIP gift bags (one per couple) for event guests



*Presenting Sponsor:*

**PRIME inc.**  
» driven by the best

**DIAMOND**  
*Sponsor*  
**\*EXCLUSIVE OPPORTUNITY**

**\$50,000**

## **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

Special Diamond Sponsor table signage for each of the 3 guest tables

30 guest passes to the exclusive VIP reception held the evening of the event and VIP access to the VIP Saloon Lounge throughout the evening

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 "Diamond Sponsor"

Logo exposure in 417 Magazine ad (August issue)

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

Logo exposure on event welcome signage and registration signage

4 invitations to the exclusive VIP wine dinner to be held in August at the residence of Mr. & Mrs. Robert Low

15 VIP gift bags (one per couple) for event guests



*Diamond Sponsor:*

  
**PHYSICAL THERAPY  
SPECIALISTS**  
Dedicated To Great Results

# 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) for event guests



## *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) for event guests



## *Reserve this sponsorship!*

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

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

5 VIP gift bags (one per couple) for event guests



## *Reserve this sponsorship!*

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

Amber Sitkins, Sponsorship Chair  
Amberanne@me.com  
417.545.0553

**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) for event guests

**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) for event guests



**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) for event guests

**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  
417.545.0553

# CATTLE BARON'S BALL 2024

## *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 15, 2024. Guests must be registered in order to attend the event.

For Individual Tickets, please register online at [cattlebaronsballswmo.org](http://cattlebaronsballswmo.org).

*Submit this form to:*

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

Amber Sitkins, Sponsorship Chair  
Amberanne@me.com  
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