



# 2020 UNDERWRITING CATALOG

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## Who We Are

The Cowtown Ball is celebrating its 27th year in Fort Worth as a top Tarrant County gala. This event has raised more than \$7.5 million for the American Cancer Society in the Fort Worth area. These funds are used to help people stay well, get well, find cures, and fight back against cancer in our community. Guests don cowboy chic attire for an evening of dining, dancing, and entertainment, all to raise money for this worthy cause. We invite you to help us attack cancer from all angles.



## 2020 Event Details

- Attendees must be 21 and over

### Location

The Fort Worth Zoo  
The Savanna Events Pavilion and Overlook

*Honorees and Entertainment to be announced*

### Date and Time

Saturday, October 3, 2020  
6:30 pm - 11:00 pm

## 2020 Cowtown Event Chairs



Christian Burton  
christian@mcknighttitle.com  
(817) 223-6423



Virginia Durham  
vdurham@briggsfreeman.com  
(817) 996-1522

American Cancer Society Staff

Loren Baker

loren.baker@cancer.org  
(817) 737-9992



cowtownball.org

## Presenting Sponsor \$50,000

- American Cancer Society - Society Award Recipient
- Three reserved tables of ten for dinner and entertainment- Priority Seating
- VIP table service and a special VIP gift
- Recognition in invitation
- Recognition on Cowtown Ball website and all social media
- Full page recognition in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- Two printed recognition opportunities on-site at Cowtown Ball
- Invitations to all pre-ball events
- Entertainer VIP Meet & Greet for 10 people

## Main Stage Entertainment Sponsor \$35,000

- American Cancer Society - Society Award Recipient
- Two reserved tables of ten for dinner and entertainment- Priority Seating
- VIP table service and a special VIP gift
- Recognition in invitation
- Recognition on Cowtown Ball website and all social media
- Full page recognition in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- Two printed recognition opportunities on-site at Cowtown Ball
- Signage at the main entertainment stage
- Invitations to all pre-ball events
- Entertainer VIP Meet & Greet for 10 people

## Catering Sponsor \$30,000

- American Cancer Society - Society Award Recipient
- Two reserved tables of ten for dinner and entertainment- Priority Seating
- VIP table service and a special VIP gift
- Recognition in invitation as catering sponsor
- Recognition on Cowtown Ball website and all social media
- Full page recognition in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- Two printed recognition opportunities on-site at Cowtown Ball
- Signage at catering area as catering sponsor
- Invitations to all pre-ball events
- Entertainer VIP Meet & Greet for 4 people



## Exchange Ave Supporter \$15,000

- Mobile Auction
- Rentals
- Pre-event Sponsor
- Bars (2 Available)

- American Cancer Society - Society Award Recipient
- One reserved table of ten for dinner and entertainment- Priority Seating
- VIP table service and a special VIP gift
- Recognition in invitation
- Recognition on Cowtown Ball website and all social media
- Half page recognition in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- One printed recognition opportunity on-site at Cowtown Ball
- Invitations to all pre-ball events
- Entertainer VIP Meet & Greet for 2 people

## Cattlepen Supporter \$10,000

- Valet
- Invitations
- Event Napkins/Cups
- Koozies
- Event Production
- Registration

- American Cancer Society - Society Award Recipient
- One reserved table of ten for dinner and entertainment- Priority Seating
- VIP table service and a special VIP gift
- Recognition in invitation
- Recognition on Cowtown Ball website and all social media
- Half page recognition in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- One printed recognition opportunity on-site at Cowtown Ball
- Invitations to all pre-ball events

## Two-Step Partner \$7,500

- Event Program
- Floral
- Mission Bears
- Revenue Enhancers (2 Available)

- One reserved table of ten for dinner and entertainment- Priority Seating
- VIP table service
- Recognition in invitation
- Recognition on Cowtown Ball website and all social media
- Quarter page recognition in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- Invitations to all pre-ball events







## Premium Table Sponsor \$5,000

- One reserved table of ten for dinner and entertainment- Priority Seating
- VIP gift
- Recognition in invitation
- Name listed in the event program
- Recognition in thank you ad published in Fort Worth, Texas magazine
- Invitations to all pre-ball events

## Reserved Table Sponsor \$3,500

- Reserved seating for ten at the 2020 Cowtown Ball
- Table name listed in event program

## Individual Reserved Ticket \$300

- Reserved Seating

## Important Sponsorship Dates

In order to be included in promotional materials provided with the corresponding sponsorship level, written commitment and payment must be received by the following dates:

**Invitation**  
July 13, 2020

**Program**  
September 7, 2020

**Event**  
September 21, 2020

## Support the American Cancer Society

- Does not include admission to the event
- Recognition in event program

Make a gift in support of this year's targeted fundraising effort for cancer research.





## 2020 COWTOWN BALL UNDERWRITING FORM

Donor's Name/Company \_\_\_\_\_

- Please record the Donor's Name/Company as you would like it listed in all printed material and recognition

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Please select level and sub-category from the following choices:

- |   |   |   |
|---|---|---|
| <input type="radio"/> \$50,000 Presenting Sponsor       | <input type="radio"/> \$10,000 Cattlepen Patron | <input type="radio"/> \$7,500 Two-Step Partner        |
| <input type="radio"/> \$35,000 Main Stage Entertainment | <input type="radio"/> Valet                     | <input type="radio"/> Revenue Enhancers (2 Available) |
| <input type="radio"/> \$30,000 Catering Sponsor         | <input type="radio"/> Koozies                   | <input type="radio"/> Event Program                   |
| <input type="radio"/> \$15,000 Exchange Avenue          | <input type="radio"/> Invitations               | <input type="radio"/> Floral                          |
| <input type="radio"/> Mobile Auction                    | <input type="radio"/> Event Production          | <input type="radio"/> Mission Bears                   |
| <input type="radio"/> Bars (2 Available)                | <input type="radio"/> Event Napkins/Cups        |   |
| <input type="radio"/> Rentals                           | <input type="radio"/> Registration              | <input type="radio"/> \$5,000 Premium Table Sponsor   |

Restricted Major Gift Donation

- ☐ \$20,000
- ☐ \$15,000
- ☐ \$10,000
- ☐ \$5,000
- ☐ Other Amount: \_\_\_\_\_

### BILLING & PAYMENT INFORMATION

- ☐ Full payment enclosed (Make checks payable to American Cancer Society)
- ☐ Partial Payment of \$ \_\_\_\_\_ enclosed, please invoice me for the balance
- ☐ Please invoice me
- ☐ Paid online at [www.cowtownball.org](http://www.cowtownball.org)
- ☐ Please contact me for a credit card payment
  - Remitted payments are to be received within 60 days of event date
  - Written commitment is to be received before donor is included in promotional materials

Signature of Donor \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

THANK YOU FOR HELPING US ATTACK CANCER FROM ALL ANGLES

Please sign and retain a copy for your files.

Return original to:

American Cancer Society

Attn: Cowtown Ball

1300 Summit Avenue, Suite 350

Fort Worth, Texas 76102



[cowtownball.org](http://cowtownball.org)

or email to [loren.baker@cancer.org](mailto:loren.baker@cancer.org)



## 2020 COWTOWN BALL TABLE & TICKET FORM

Donor's Name/Company \_\_\_\_\_

- Please record the Donor's Name/Company as you would like it listed in all printed material and recognition

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Please select from the following choices:

☐ \$3,500 Reserved Table (seats ten) \_\_\_\_\_ Quantity

☐ \$300 Individual Reserved Ticket \_\_\_\_\_ Quantity

- Attendees must be 21 and older

### BILLING & PAYMENT INFORMATION

- ☐ Full payment enclosed (Make checks payable to American Cancer Society)
- ☐ Partial Payment of \$\_\_\_\_\_ enclosed, please invoice me for the balance
- ☐ Please invoice me
- ☐ Paid online at [www.cowtownball.org](http://www.cowtownball.org)
- ☐ Please contact me for a credit card payment
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\_\_\_\_\_  
Signature of Donor

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

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American Cancer Society

Attn: Cowtown Ball

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Fort Worth, Texas 76102

or email to [loren.baker@cancer.org](mailto:loren.baker@cancer.org)



[cowtownball.org](http://cowtownball.org)



## 2020 COWTOWN BALL MEDIA FORM

Donor's Name/Company \_\_\_\_\_

Donor Contact \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Please select from the following choices:

- ☐ Logo in PDF format emailed to market chair, Laura Hamilton  
laura.hamilton@burtladner.com
- ☐ Use my logo on file from 2019 Cowtown Ball

Donor Facebook Handle \_\_\_\_\_

Donor Instagram Handle \_\_\_\_\_

Donor specific hashtags to be used on social media \_\_\_\_\_

How have you been impacted by cancer? \_\_\_\_\_

Below signature allows Cowtown Ball to use information and graphics provided by donor for marketing on social media.

\_\_\_\_\_  
Signature of Donor

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

THANK YOU FOR HELPING US ATTACK CANCER FROM ALL ANGLES

Please sign and retain a copy for your files.

Return original to:

American Cancer Society

Attn: Cowtown Ball

1300 Summit Avenue, Suite 350

Fort Worth, Texas 76102

or email to [laura.hamilton@burtladner.com](mailto:laura.hamilton@burtladner.com)



[cowtownball.org](http://cowtownball.org)