2020 UNDERWRITING CATALOG
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

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

Honorees and Entertainment to be announced

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
- Pre-event Sponsor

- 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
- Koozies

- 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
- 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

cowtownball.org
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:

<table>
<thead>
<tr>
<th></th>
<th>Invitation</th>
<th>Program</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>July 13, 2020</td>
<td>September 7, 2020</td>
<td>September 21, 2020</td>
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</tbody>
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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.
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:

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

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
- 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

or email to 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:

0 $3,500 reserved table (seats ten) ______ quantity

0 $300 individual reserved ticket ______ quantity

attendees must be 21 and older

billing & payment information

0 full payment enclosed (make checks payable to american cancer society)

0 partial payment of $___________ enclosed, please invoice me for the balance

0 please invoice me

0 paid online at www.cowtownball.org

0 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

or email to loren.baker@cancer.org
Donor’s Name/Company

Donor Contact

Email Address

Phone

Fax

Please select from the following choices:

0 Logo in PDF format emailed to market chair, Laura Hamilton
   laura.hamilton@burtladner.com

0 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

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1300 Summit Avenue, Suite 350
Fort Worth, Texas 76102

or email to laura.hamilton@burtladner.com

cowtownball.org