



# 2021 UNDERWRITING CATALOG





## Who We Are

The Cowtown Ball is celebrating its 28th 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.



## 2021 Event Details

- Attendees must be 21 and over

### Location

The Fort Worth Zoo  
The Savanna Events Pavilion and Overlook

### Date and Time

Friday, October 1, 2021  
6:30 pm - 11:00 pm

## Entertainment

The Bellamy Brothers

## 2021 Cowtown Ball 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) 570-0618

[cowntownball.org](http://cowntownball.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 (Covid-19 restrictions permitting)

## 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 (Covid-19 restrictions permitting)

## 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 (Covid-19 restrictions permitting)

## Exchange Ave Supporter \$15,000

- Mobile Auction
- Bars (2 available)
- 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 (Covid-19 restrictions permitting)

## Cattlepen Supporter \$10,000

- Valet
- Invitations
- Event Napkins/Cups
- Koozies
- Registration
- Live Auction

- ◆ 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 2021 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 12, 2021

### Program

September 6, 2021

### Event

September 20, 2021

## 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.

The American Cancer Society and Cowtown Ball will follow any and all applicable CDC, state and county COVID-19 guidelines in place at the time of the event. We will personally notify you if Cowtown Ball needs to adjust due to COVID-19 guidelines.





## 2021 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:

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

Donation to Cancer Research

- \$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 to:



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

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



## 2021 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
  - 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 \_\_\_\_\_

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## 2021 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 [loren.baker@cancer.org](mailto:loren.baker@cancer.org)
- Use my logo on file from 2020 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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