



# 2022 UNDERWRITING CATALOG





## Who We Are

The Cowtown Ball is celebrating its 29th 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.



## 2022 Event Details

- Attendees must be 21 and over

### Location

The Fort Worth Zoo  
The Savanna Events Pavilion and Overlook

### Date and Time

Friday, September 30, 2022  
6:30 pm - 11:00 pm

## Entertainment

To be announced at the Derby Party on May 7!

## 2022 Cowtown Ball Event Chairs



Christian Burton

Vice President, Marketing, McKnight Title

[christian@mcknighttitle.com](mailto:christian@mcknighttitle.com)

(817) 223-6423

Virginia Durham

Briggs Freeman Sotheby's International Realty

[vdurham@briggsfreeman.com](mailto:vdurham@briggsfreeman.com)

(817) 996-1522

American Cancer Society Staff

Loren Baker

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

(817) 953-6086





## Presenting Sponsor \$75,000 - SOLD

- ♦ Three reserved tables of ten for dinner and entertainment- Priority Seating
- ♦ VIP table service, dedicated wait staff and a special VIP gift
- ♦ Cowtown Ball presented by \_\_\_\_\_ (company name)
- ♦ 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
- ♦ Two printed recognition opportunities on-site at Cowtown Ball
- ♦ Invitations to all pre-ball events (Derby party on May 7, 2022)
- ♦ Entertainer VIP Meet & Greet for 10 people (Covid-19 restrictions permitting)

## Main Stage Entertainment Sponsor \$35,000

- ♦ 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
- ♦ One printed recognition opportunity on-site at Cowtown Ball
- ♦ Signage at the main entertainment stage
- ♦ Invitations to all pre-ball events (Derby party on May 7, 2022)
- ♦ Entertainer VIP Meet & Greet for 10 people (Covid-19 restrictions permitting)

## Catering Sponsor \$30,000

- ♦ 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
- ♦ One printed recognition opportunity on-site at Cowtown Ball
- ♦ Signage at catering area as catering sponsor
- ♦ Invitations to all pre-ball events (Derby party on May 7, 2022)
- ♦ Entertainer VIP Meet & Greet for 4 people (Covid-19 restrictions permitting)





## Exchange Ave Supporter \$15,000

- Mobile Auction
- Bars (3 available)
- Pre-event Sponsor

- ♦ 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
- ♦ One printed recognition opportunity on-site at Cowtown Ball
- ♦ Invitations to all pre-ball events (Derby Party on May 7, 2022)
- ♦ Entertainer VIP Meet & Greet for 2 people (Covid-19 restrictions permitting)

## Cattlepen Supporter \$10,000

- VIP Gift
- Invitations
- Live Auction
- Koozies
- Good-bye Gift
- Event Napkins or Cups

- ♦ 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
- ♦ One printed recognition opportunity on-site at Cowtown Ball
- ♦ Invitations to all pre-ball events (Derby Party on May 7, 2022)

## 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 and special VIP gift
- ♦ 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
- ♦ Invitations to all pre-ball events (Derby Party May 7, 2022)



## Premium Table Sponsor \$5,000

- ♦ One reserved table of ten for dinner and entertainment- Priority Seating
- ♦ Special Gift
- ♦ Recognition in invitation
- ♦ Name listed in the event program
- ♦ Recognition in thank you ad published
- ♦ Invitations to all pre-ball events

## Reserved Table Sponsor \$3,500

- ♦ Reserved seating for ten at the 2022 Cowtown Ball
- ♦ Table name listed in event program

## Individual Reserved Ticket \$350

- ♦ 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 11, 2022

### Program

September 6, 2022

### Event

September 19, 2022

## Support the American Cancer Society

- ♦ Does not include admission to the event
- ♦ Recognition in event program
- ♦ 100% tax deductible

Make a gift in support of this year's targeted fundraising effort (paddle raise):

- Cancer Patient Lodging in Tarrant County

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.





## 2022 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"/> \$75,000 Presenting Sponsor - SOLD | <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"/> Koozies                   | <input type="radio"/> Revenue Enhancers (2 Available) |
| <input type="radio"/> \$30,000 Catering Sponsor          | <input type="radio"/> Invitations               | <input type="radio"/> Event Program                   |
| <input type="radio"/> \$15,000 Exchange Avenue           | <input type="radio"/> Event Napkins or Cups     | <input type="radio"/> Floral                          |
| <input type="radio"/> Mobile Auction                     | <input type="radio"/> Good-bye Gift             | <input type="radio"/> Mission Bears                   |
| <input type="radio"/> Bars (3 Available)                 | <input type="radio"/> Live Auction              | <input type="radio"/> \$5,000 Premium Table Sponsor   |
| <input type="radio"/> Pre-Event Sponsor                  | <input type="radio"/> VIP Gift                  |   |

Donation to Cancer Patient Lodging Fund in Tarrant County (Table/tickets not included – 100% tax deductible )

- ☐ \$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)



## 2022 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

☐ \$350 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)
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Signature of Donor

Title

Date

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

## Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give Form to the  
requester. Do not  
send to the IRS.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

**American Cancer Society, Inc.**

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► \_\_\_\_\_  
**Note:** Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) ►

**Non-Profit, IRS 501(c)(3)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **1**

Exemption from FATCA reporting code (if any) **A**

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

**3380 Chastain Meadows Pkwy NW, Suite 200**

6 City, state, and ZIP code

**Kennesaw, GA 30144**

7 List account number(s) here (optional)

Requester's name and address (optional)

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

or

Employer identification number

**1 3 - 1 7 8 8 4 9 1**

### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign  
Here

Signature of  
U.S. person ► *Annetta Martin*

Date ► **1/5/22**

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.





## 2022 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 2021 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.

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



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