

CATTLE BARON'S BALL
SOUTHWEST LOUISIANA
AMERICAN CANCER SOCIETY

JULY 25, 2026

L'auberge Casino Resort 7pm -11pm





Dear Friends,

The Cattle Baron's Ball Committee is proud to invite you to the 2026 SWLA Cattle Baron's Ball, benefiting the American Cancer Society. This iconic western-themed gala was founded 50 years ago in Dallas, Texas, and has grown into one of the Society's most successful fundraising events. Today, Cattle Baron's Balls are hosted in 23 cities nationwide and will collectively raise more than \$17 million this year in support of the fight against cancer.

Proceeds from the SWLA Cattle Baron's Ball will directly support the American Cancer Society's mission here in Louisiana—funding life-saving research, providing critical patient programs and services, and ensuring the unique needs of individuals facing cancer are met at every stage of their journey. Thanks to this work, the U.S. cancer death rate declined by 32% between 1991 and 2019, resulting in 3.5 million fewer deaths during that time.

By partnering with the American Cancer Society, you align with an organization working around the clock to create a world without cancer. The Society continues to drive groundbreaking discoveries in cancer treatment and prevention, improve quality of life for patients and survivors, expand access to care, and advocate for policies that save lives.

We invite you to join us as a sponsor of the SWLA Cattle Baron's Ball on Saturday, July 25, 2026. Your partnership will make a meaningful impact and help change the lives of cancer patients and their families across our community.

Sincerely,

Kaitlyn LaBove

KAITLYN LABOVE
2026 CBB Event Chair

Sponsorship Opportunities

\$15,000 | PLATINUM SPONSOR

OPPORTUNITIES: 4

- Official Sponsor for **one** of the following:
 - **Fund the Mission Sponsor:** Company Logo on main Banner at event and logo included on all pledge cards on tables.
 - **Gift Bag Sponsor:** Company logo on each attendee gift bag given to all VIP event attendees.
 - **Silent Auction Sponsor:** Company logo prominently displayed as Silent Auction Sponsor on mobile app for bidding and on all silent auction tables.
 - **Stage & Production Sponsor:** Company logo displayed on Stage banner and all performance promotions.
- Company logo included in marketing and promotional advertising.
- Company Logo included on event website and social media pages.
- Opportunity to include promotional item in event goody bags.
- 3/4 page ad in event program and back page.
- 2 tables of 8 (16 tickets total) with premier seating at event.
- 8 invitations to the CBB kick-off party

\$5,000 | SILVER SPONSOR

- Company logo included in marketing and promotional advertising.
- Company Logo included on event website and social media pages.
- Company logo included on reserved tables at event.
- 1/4 page ad in event program.
- Custom event "goody bags" for all attendees.
- 1 table of 8 (8 tickets total) with premier seating at event.
- 4 invitations to the CBB kick-off party

\$10,000 | GOLD SPONSOR

OPPORTUNITIES: 4

- Official Sponsor for **one** of the following:
 - **Bar Sponsor:** Branding on all drink stations at event.
 - **Welcome/Check-In Sponsor:** Branding on all entrance signage and each check in location of event.
 - **Food Sponsor:** Branding on all Food Stations at event.
 - **Diamond and/or Whiskey Pull Sponsor:** Company logo prominently displayed as pull Sponsor and included on mobile app for bidding.
- Company logo included in marketing and promotional advertising.
- Company Logo included on event website and social media pages.
- Opportunity to include promotional item in event goody bags
- 1/2 page ad in event program
- 2 tables of 8 (16 tickets total) with premier seating at event.
- 8 invitations to the CBB kick-off party

\$2,500 | BRONZE SPONSOR

- Company logo included in marketing and promotional advertising.
- Company Logo included on event website and social media pages.
- Company included in event program.
- 1 reserved table of 8 at event.

\$1,000 | FRIENDS OF ACS SPONSOR

- 2 tickets to the Cattle Baron's Ball
- Name listing on event website, social media and event program

TOGETHER, WE CAN GIVE CANCER THE BOOT!

PARTNERSHIP COMMITMENT FORM

Company Name: _____

Contact Name: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Level of Sponsorship Commitment: _____

2026 Cattle Baron's Ball Title Sponsor: \$50,000

2026 Cattle Baron's Ball Presenting Sponsor: \$25,000

2026 Platinum Sponsor: \$15,000

2026 Gold Sponsor: \$10,000

Please select desired opportunity:

Please select desired opportunity:

_____ Fund the Mission Sponsor:

_____ Diamond/Whiskey Pull Sponsor:

_____ Silent Auction Sponsor:

_____ Bar Sponsor:

_____ Gift Bag Sponsor:

_____ Welcome/Check-In Sponsor:

_____ Stage Sponsor:

_____ Food Sponsor:

2026 Silver Sponsor: \$5,000

2026 Bronze Sponsor: \$2,500

Select your payment method below:

_____ Please invoice me for payment

_____ Please send me instructions for online payment options.

*Thank you for your tax deductible contribution and your commitment to the fight against Cancer.
The American Cancer Society's Federal Tax ID # 131788491*

Instructions for mailing payments to the ACS:

IMPORTANT NOTE: A copy of this form MUST be emailed directly to
Julia.Thompson@cancer.org to ensure your proper sponsorship amenities are delivered.



American Cancer Society | Attn: SWLA Cattle Baron's Ball SK: 39VLMC
P.O. Box 83930 | Baton Rouge, LA 70884