

CATTLE BARON'S BALL

SOUTHWEST LOUISIANA
AMERICAN CANCER SOCIETY



July 25, 2026 | L'Auberge Lake Charles



About the American Cancer Society:

The American Cancer Society continues to advance life-saving breakthroughs in cancer prevention, treatment, and survivorship. From improving quality of life for those facing a cancer diagnosis to providing vital patient services and advocating for equitable access to care, their work touches millions of lives. Your support plays a critical role in this mission and helps ensure patients and their families are not facing cancer alone.

About the event:

The inaugural 2025 event set the tone in Southwest Louisiana, raising more than \$200,000 and welcoming over 350 guests. We hope you'll mark your calendar for **July 25, 2026**—grab your hat, dust off your boots, and get ready for a rip-roaring, kick-up-your-heels evening that delivers both unforgettable fun and a measurable impact in the fight against cancer. From live pig races and exciting silent and live auctions to swag bags for every guest and western-themed food and drinks, this is a night you won't want to miss. To elevate the experience even further, VIP guests will enjoy exclusive access to our Ember Speakeasy.

Partnership Opportunities:

You'll find an overview of partnership and engagement opportunities for the 2026 event enclosed. A member of our volunteer leadership team would be delighted to connect with you to explore unique ways to highlight your support, and we look forward to continuing the conversation.



Julia Thompson
SWLA Staff Partner

Senior Development Manager
American Cancer Society
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337.244.3255



Kaitlyn LaBove
Volunteer Event Chair

KaitlynLaBove@yahoo.com
318.730.0824

2026 Partnership Opportunities

Title Sponsor | \$50,000 (1 available)

- Company name exclusively branded in the official name of the 2026 event: *"The XYZ Cattle Baron's Ball"*
- Speaking opportunity at the fall Cattle Baron's Ball event and announcement party
- Opportunity to provide 1 minute welcome video to be shared during event night
- 2 page partnership feature in event night program with priority placement
- 4 reserved tables of 8 (32) at event with VIP experience access with priority placement

Presenting Sponsor | \$35,000 (1 available)

- Company name branded as "presented by" for the 2026 event
- Opportunity to provide co-branded video to be shared during event night
- Full page partnership feature in event night program with priority placement
- 3 reserved tables of 8 (24) at event with priority placement and VIP experience access

VIP Experience Sponsor | \$25,000 (1 available)

- Company name exclusively branded as the "host" of the event night VIP experience
- Opportunity to provide co-branded video to be shared during event night
- Full page partnership feature in event night program
- 3 reserved tables of 8 (24) at event with priority placement and VIP experience access

Diamond Sponsor | \$15,000 (4 available)

- Exclusive branding on one of following event night components:
 - **400+ Guest Swag Bags | Pig Races | Silent Auction | Fund the Mission**
- Opportunity to provide co-branded video to be shared during event night
- ½ page partnership feature in event night program
- 2 reserved tables of 8 (16) at event with VIP experience access

Gold Sponsor | \$10,000 (4 available)

- Exclusive branding on one of following event night components:
 - **Welcome/Check-in | Bid Paddles | Bar Sponsor | Mechanical Bull**
- Opportunity to provide co-branded video to be shared during event night
- ½ page partnership feature in event night program
- 2 reserved tables of 8 (16) at event with VIP experience access

Silver Sponsor | \$7,500

- Opportunity to provide co-branded video to be shared during event night
- ½ page partnership feature in event night program
- 2 reserved tables of 8 (16) at event with VIP experience access

Bronze Sponsor | \$5,000

- 1 reserved table of 8
- Logo included in event night program
- Opportunity to provide branded gift items for 400+ event night swag bags

Table Sponsor | \$2,500

- 1 reserved table of 8
- Name printed in event night program

Pig Sponsor | \$1,000 per pig (12 available)

- 2 seated tickets
- Social media, print and verbal recognition during races

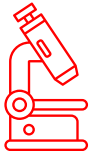
LOUISIANA IN 2025

\$5.6 MILLION IMPACT



\$125,000+ awarded Screening and Navigation Grants

- **\$60,000** awarded to **Ochsner Health** and **NOELA**, and **\$20,000** Merck Lung Screening Grant awarded to **CareSouth**. These 12-month programs leverage quality improvement strategies to support health care professionals across the nation to promote and deliver cancer screening appropriately, safely, and equitably.
- **\$20,000** awarded to **Tulane Health** to help overcome challenges while providing care for patients with advanced prostate cancer.
- **\$25,000** awarded to **UMC New Orleans** to support efforts to provide in-person non-clinical navigation assistance to cancer patients and their families.



\$2.8 million currently funded Research Grants in Louisiana

- **\$1.2 million** | LSU Health & Sciences New Orleans | Improving cervical cancer prevention
- **\$842,000** | Tulane Health Science Center | Improving Palliative Care Literacy and Utilization
- **\$387,000** | Our Lady of the Lake Hospital Improving Mortality From Prostate Cancer
- **\$389,000** | Ochsner Clinic Foundation Development of a remote advanced prostate cancer clinic for Louisiana's underserved River Parishes



\$348,000 awarded in Access to Care grants

- **\$318,000** recently awarded to 17 local cancer centers in LA to directly assist patients in need of **transportation and lodging** support when receiving treatment.
- **\$30,000** ABC (Addressing Barriers to Care) Grant awarded to **Second Harvest Food Bank** in New Orleans to support their nutritional supplement & educational program at **University Medical Center Cancer Center**.



\$2.6 million impact through the American Cancer Society Hope Lodge

- **7,910 free nights** of lodging were provided to patients and families traveling away from home for treatment at the Patrick F. Taylor New Orleans Hope Lodge
- **2,210 free nights** of lodging were also provided to patients from Louisiana who required travel outside the state for treatment last year
- This saved 1,251 cancer patients and their caregivers over **\$2.6 million** in estimated travel expenses last year.



\$56,000 impact through Road to Recovery

- The American Cancer Society's Road to Recovery **volunteer driver program** provided **370 patients** with **1,929 free rides** in New Orleans last year
- This **saved patients over \$56,000** in transportation expenses.

IN SWLA:

With over **630 free nights** of lodging and more than **300 free rides** to and from treatment, the American Cancer Society **saved local patients and families over \$180,000** last year.

TRAIL OF TRIBUTE HORSESHOES

We are honored to offer Trail of Tribute Horseshoes in support of those who have bravely battled or are currently battling cancer.

Each horseshoe will feature an engraved tag bearing your loved one's name and will be proudly displayed on our Trail of Tribute wall at the upcoming ball.

At the end of the evening, you are welcome to take your tribute horseshoe home as a keepsake, a symbol of love, strength, and remembrance.



\$50 Donation



Get yours here!

WALL OF HONOR BANNERS

Here's your chance to be part of something special — the *Wall of Honor*.

Every name and face will be proudly displayed along the halls at CBB on a giant 33x82 banner using the photo of your choosing.

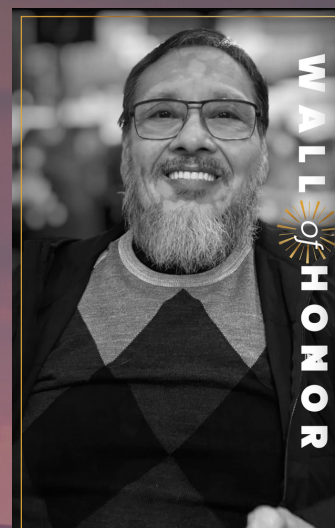
Best of all, every dollar raised goes directly to the American Cancer Society to help fund life-saving cancer research programs and patient resources here in SWLA.



In Honor of
Sharon Earnest

20
26

Brain Cancer



WALL
of
HONOR

In Memory of
Julian Hernandez, Jr.

20
26

Metastatic Bladder Cancer
February 12, 1953 - April 15, 2024



\$200 Donation



Partnership opportunities are limited and filled on a first-come, first-served basis. Scan here to view current availability.



Scan here to visit our event website.

PARTNERSHIP COMMITMENT FORM

Company Name: _____
Contact Name: _____ Phone: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Email: _____

☐ 2026 Cattle Baron's Ball Title Sponsor: \$5,000



☐ 2026 Cattle Baron's Ball Presenting Sponsor: \$35,000

☐ 2026 Cattle Baron's Ball VIP Experience Sponsor: \$25,000

☐ 2026 Diamond Sponsor: \$15,000
Please select desired opportunity:

_____ Fund the Mission Sponsor
_____ Silent Auction Sponsor
_____ Gift Bag Sponsor
_____ Pig Race Sponsor

☐ 2026 Gold Sponsor: \$10,000
Please select desired opportunity:

_____ Bid Paddles Sponsor:
_____ Bar Sponsor
_____ Welcome/Check-In Sponsor
_____ Mechanical Bull Sponsor

☐ 2026 Silver Sponsor: \$7,500

☐ 2026 Bronze Sponsor: \$5,000

☐ 2026 Table Sponsor: \$2,500

☐ Sponsor a pig for the Pig Races: \$1,000

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. Please indicate if your sponsorship is attached to a Baron or Baroness.



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