2017 CATTLEMEN'S BALL
UNDERWRITING INFORMATION

JUNE 2-3
MILBURN, NE

BECAUSE NO ONE FIGHTS ALONE

Cattlemen's Ball OF NEBRASKA, INC.™

CATTLEMENSBALL.COM

2017 Cattlmen's Ball
Milburn, NE
Custer County

UNDERWRITING

HOSTS
Jeff and Lisa Johnson
308-870-1388

CHAIRS
Jim and Cindy Duncan
308-870-1296
308-870-0275

Jeff and Karen Evans
308-870-6187

Don and Deb Cantrell
308-880-0924

CO-CHAIRS
Scott Reynolds
308-870-0970

Jim Varney
308-872-6486
308-870-2546

Jeff Marshall
308-233-4633

Jennifer Svoboda
308-380-4141

Craig Safranek
308-643-9307

Karl Davis
308-527-3893

HELP BENEFIT THE FRED & PAMELA BUFFETT CANCER CENTER as well as CUSTER/SURROUNDING AREA EMS, FIRE, HOSPITALS and other HEALTHCARE ORGANIZATIONS.

The Cattlemen's Ball is a unique partnership between the Nebraska's beef producers and one of the nation's premier cancer research facilities headquartered in Omaha, NE. The Cattlemen's Ball is an annual event, held to raise money for cancer care at the Fred & Pamela Buffett Cancer Center, Nebraska's only NCI-designated Cancer Center, which was respected for decades as the Eppley Cancer Center, prior to its' name change in 2013. **The 20th Anniversary Ball in 2017 will be held in Custer County, aggressively pushing "4 A Cure."**

Since 1997, over $13 million dollars has been raised, with nearly 99 percent of the money going directly to medical research and health care programs in Nebraska. The dollars raised are being leveraged by UNMC, and the Fred & Pamela Buffett Cancer Center to recruit researchers, create new research opportunities, fund pilot programs and develop a laboratory for early phase clinical trials for new cancer therapies.

We need YOU to help in our fight against Cancer! Please consider this call to action as an underwriter or donor. Cancer's face knows no race, gender or economic status, affecting 1 in 2 males and 1 in 3 females. We all have a cancer story and have all been intimately touched by the horrendous carnage cancer creates and leaves. With your generous support these dollars will impact research and relentlessly search for a cure in honor of all the warriors behind us, before us, and those not yet known. Please be part of the Lonesome River Ranch story by donating to our efforts to destroy cancer.

The Fred & Pamela Buffett Cancer Center. One of the world's premier cancer research centers located in Nebraska.

90% of the net proceeds of the 2017 Cattlemen's Ball will go directly to the Fred & Pamela Buffett Cancer Center. The remaining 10% will be awarded to our local community, with plans to distribute to Custer County and surrounding communities to be used for EMS, volunteer fire, local hospitals and other healthcare organizations.

Enclosed you will find information on various events and funding opportunities. Thank you for considering our request. We look forward to hearing from you and one of our committee members will be following up to answer any questions you may have.

2017 Cattlemen's Ball Hosts: Jeff and Lisa Johnson

Cattlemen's Ball of Nebraska, Inc.™

For additional information on the Cattlemen's Ball, visit our website at www.cattlemensball.com.
Check us out on Facebook at www.facebook.com/cattlemensball.

Donor Opportunities

TITANIUM TRAIL BOSS — $100,000

- Visit with your Cattlemen's Ball contact for Titanium benefits.

DIAMOND TRAIL BOSS — $50,000

- Visit with your Cattlemen's Ball contact for Diamond benefits.

PLATINUM TRAIL BOSS — $25,000

- Visit with your Cattlemen's Ball contact for Platinum benefits.

GOLDEN TRAIL BOSS — $10,000

- 6 tickets for individuals attending the event
- Special Recognition in the Event Program
- Commemorative Gift
- Friday Trail Boss Social
- Private Champagne Reception & Trail Boss Brunch
- Preferred seating at concert & evening dinner
- Company name and logo featured on website

SILVER TRAIL BOSS — $5,000

- 4 tickets for individuals attending the event
- Special Recognition in the Event Program
- Commemorative Gift
- Friday Trail Boss Social
- Private Champagne Reception & Trail Boss Brunch
- Preferred seating at concert & evening dinner

BRONZE TRAIL BOSS — $2,500

- 2 tickets for individuals attending the event
- Special Recognition in the Event Program
- Commemorative Gift
- Friday Trail Boss Social
- Private Champagne Reception & Trail Boss Brunch
- Preferred seating at concert & evening dinner

TRAIL BOSS — $400

- 1 ticket for individuals attending the event
- Special Recognition in the Event Program
- Commemorative Gift
- Friday Trail Boss Social
- Private Champagne Reception & Trail Boss Brunch
- Preferred seating at concert & evening dinner

TOP HAND TICKETS — $100

- 1 ticket for Saturday's event beginning at 1:00 pm
- Evening dinner & concert

For more information or questions please feel free to contact any of us.

www.cattlemensball.com

Cattlemen's Ball of Nebraska, Inc.™

4A County CURE

*All sponsor level tickets can be in the form of Trail Boss, Top Hand, or combination of both.

UNDERWRITING OPPORTUNITIES

(IN FULL OR PARTIAL)

ENTERTAINMENT — $75,000
Expenses include the headliner entertainer, dance band, lights, sound and stage

SATURDAY EVENING MEAL — $107,000
Buffet style beef dinner for all ticket holders

BAR — $25,000
Beer, alcohol, bar supplies and souvenir glasses

ACTIVITIES — $15,000
Includes Saturday activities such as air boat rides, duck races, live and silent auction, style show, art show, wine-tasting, health screenings and ranch rodeo,

GROUNDS — $90,000
Major expenses restrooms, ground transportation, security, power generators, and lights

TENTS AND RENTALS — $165,000
Tents for activities, concert, store, bar and other activities

RAFFLE — $30,000
Underwriting will ensure that ticket sales result in positive revenue

PRINTING & PUBLICITY — $25,000
Advertising and printing of programs and tickets

GENERAL STORE — $20,000
Souvenir items for resale

DECORATIONS — $10,000
Includes grand entrance & fencing supplies

For more information or questions please feel free to contact any of us.

TRAIL BOSS BRUNCH — $12,000
Elegant brunch for Trail Boss ticket holders

TRAIL BOSS LUNCH — $40,000
Meals and commemorative gifts for Trail Boss ticket holders

TRAIL BOSS RECEPTION — $23,000
Welcome appetizers and cocktails for Trail Boss ticket holders

GOLF TOURNAMENT — $10,000
Includes golf carts, green fees, driving range and logo items

VOLUNTEERS & CANCER SURVIVOR VOLUNTEERS — $10,000
Cattlemen's Ball memorabilia, items in general store and logo items

www.cattlemensball.com

Cattlemen's Ball OF NEBRASKA, INC.™

PO Box 284 Broken Bow Ne, 68822

IN-KIND DONATIONS

DIAMOND — $50,000+
10 Trail Boss Tickets or 20 Top Hand Tickets

PLATINUM — $25,000+
8 Trail Boss Tickets or 16 Top Hand Tickets

GOLDEN — $10,000+
6 Trail Boss Tickets or 12 Top Hand Tickets

SILVER — $5,000+
4 Trail Boss Tickets or 8 Top Hand Tickets

BRONZE — $2,500+
2 Trail Boss Tickets or 4 Top Hand Tickets

In-kind donations will also receive program and website recognition

Cattlemen's Ball OF NEBRASKA, INC.™

4 A CURE COUNTY

FOR 20 YEARS THE CATTLEMEN'S BALL OF NEBRASKA HAVE HOSTED THIS FUNDRAISER. CANCER DOES NOT DISCRIMINATE AND WE DON'T EITHER. NO MATTER WHAT COLOR OF RIBBON YOU WEAR, WE WILL FIGHT FOR YOU, SO THAT ONE DAY WE CAN BEAT THIS HORRIBLE DISEASE. JOIN US, AS WE HOPE, AND WISH 4 A CURE, BECAUSE

NO ONE FIGHTS ALONE.

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