



CowParade™ San Antonio Sponsorship Form

Yes, I want to become a patron of CowParade San Antonio at the following level:

- \$7,500 Prize Cow Partner
- \$22,500 Cow Hand Partner
- \$50,000 Cow Corral Partner
- \$100,000 Cow Herd Partner

- Complete the information requested below and sign your name at the bottom of this page
- Make check payable to: American Cancer Society
- Mail this original completed application and check to:

**CowParade San Antonio
8115 Datapoint Drive
San Antonio, TX 78229**

Name _____

E-mail Address _____

Phone _____

Fax _____

Company _____

Street Address _____

City _____

State/Zip Code _____

Credit card payment option:

Name on Card _____

Credit Card # _____

Exp. Date _____

Payment Plan:

Complete Payment Now _____

Three Monthly Installments of _____

Card Type: AMEX VISA Master Card

You ("You" or "Your") acknowledge that You are submitting this Sponsorship Form and a check in the amount of Your chosen sponsorship level to the CowParade San Antonio address listed above in exchange for certain promotional benefits to be provided by CowParade San Antonio. ("Us," "We," or "Our") regarding CowParade San Antonio. You agree to be legally bound by the following terms and conditions:

1. The benefits to be provided by Us to You are described on the other side of this Sponsorship Form and are subject to the terms and conditions of this Sponsorship Form.
2. We will determine the location(s) in San Antonio where the cow(s) You adopt will be placed. If You commission any design for any of Your adopted cow(s), You agree to, and understand Your commissioned artist will, comply with the guidelines and approval process for commissioned designs to be provided by US.
3. If Your adopted cow(s) sustains damage during the event, We, in Our sole discretion, may make reasonable repairs to Your adopted cow(s) and shall determine if, when, and how We will repair Your adopted cow(s).
4. You will be permitted to use the name "CowParade" and the cow design(s), which appear on Your adopted cow(s) only for the purpose of general promotion or advertising of Your products or services and until XX We must approve any use by You of the name "CowParade" or the cow design(s). We will respond to a request for approval within ten business days after you make the request to Us. You acknowledge and agree that You do not own any right, title, interest in the name "CowParade," or any of the cow design(s) that the name and the design(s) cannot be attached to, incorporated into, or distributed with any product or

merchandise by You or on behalf and that You will not use the name or the design(s) to reflect adversely upon Our good name or upon the high character of the name and the designs.

5. We will determine which of the adopted cow(s), if any, are to be auctioned. You will not be entitled to receive any proceeds from auctioning any of Your adopted cow(s).
6. This Sponsorship Form does not create a joint venture or partnership, employer and employee, or principle and agent relationship between You And Us, nor does it give You any ownership interest in the adopted cow(s). We own the adopted cow(s). If You materially violate the terms or conditions of this Sponsorship Form or if You chose to commission a design for Your adopted cow(s), but do not comply with the guidelines and approval process for commissioned designs referred to above. We reserve the right to terminate Your sponsorship of the adopted cow(s).
7. You cannot transfer or assign this Sponsorship Form or any part of it without receiving prior written consent from us.
8. No waiver of any term or condition in this Sponsorship Form will be valid unless in writing and signed by the waiving party. Any modification of any term or condition in this Sponsorship Form will not be effective unless in writing and signed by both You and Us.
9. The internal laws of the State of Connecticut will govern this Sponsorship Form. Neither You nor We will be liable to each other for any lost profits or saving, or other special, indirect, incidental, punitive, or consequential damages, even if You or We have been advised of the possibility of or could have foreseen such damages.

Signature _____

For more information about cow sales contact Shannon Stephens at 210-595-0254

\$7,500 Prize Cow Patron



partnership opportunities

1 COW uniquely designed by artist of your choice* or chosen from designs collected in "open call" to San Antonio artists (all designs must be approved by CowParade San Antonio)

Official Status as "CowParade San Antonio Patron"

Extensive Marketing and Public Relations campaign

Marketing rights to CowParade San Antonio and your cow in general advertising, PR and promotional efforts

Cow Plaque commemorating patron's, artist's and cow's name permanently affixed to sponsored cow

Sponsor Plaque patron's logo featured on a separate plaque affixed to the cow's base

CowParade San Antonio book listing to commemorate patron's name

CowParade San Antonio website listing to commemorate patron's name

American Cancer Society listing to commemorate patron's name in ACS national Texas Division report

Cattle Baron's Gala/CowParade kick-off party 2 tickets to November 2002 event

CowParade charity auction 2 tickets to 2003 event



*Commissioned artist(s) of your choice to be paid for by Partner and subject to approval from CowParade San Antonio 2002 .

\$22,500 Cow Hand Sponsor



partnership opportunities

3 COWS uniquely designed by artists(s) of your choice* or chosen from designs collected in "open call" to San Antonio artists (all designs must be approved by CowParade San Antonio)

Cow locations collaboration between sponsor, City of San Antonio and CowParade

Official Status as "CowParade San Antonio Cow Hand Sponsor"

Extensive Marketing and Public Relations campaign

Marketing rights to CowParade San Antonio and your cows in general advertising, PR and promotional efforts

Merchadising for CowParade San Antonio promotional products

Cows in schools Art program opportunity to participate by donating one or more cows to area schools

American Cancer Society: Recipient of ACS Excalibur award and invitation to annual Excalibur roundtable, listed as Excalibur sponsor in national ACS annual report. All awards to be published in ACS national annual report and all ACS publications

Cow Plaque commemorating patron's, artist's and cow's name permanently affixed to sponsored cow

Sponsorship Plaque patron's logo featured on a separate plaque affixed to the cow's base

CowParade San Antonio book listing to commemorate patron's name

CowParade San Antonio website listing of patron's name

Cattle Baron's Gala/CowParade San Antonio kick-off party 4 tickets to 2002 event

CowParade charity auction 4 tickets to 2003 event

Cattle Barron's Gala Stage signage and ancillary promotional materials

CowParade Charity Auction Stage signage and ancillary promotional materials



*Commissioned artist(s) of your choice to be paid for by Partner and subject to approval from CowParade San Antonio 2002.

\$50,000 Cow Corral Sponsor



partnership opportunities

5 COWS, 1 Calf uniquely designed by artist of your choice* or chosen from designs collected in "open call" to San Antonio artists (all designs must be approved by CowParade San Antonio)

1 cow from your Corral to keep permanently (specific cow subject to CowParade approval)

Cow location collaboration between sponsor, City of San Antonio and CowParade

Official Status as "CowParade San Antonio Cow Corral Sponsor"

Cow Plaque commemorating patron's, artist's and cow's name permanently affixed to sponsored cow

Sponsor Plaque patron's logo featured on a separate plaque affixed to the cow's base

Extensive Marketing and Public Relations campaign

Marketing rights to CowParade San Antonio and your cow(s) in general advertising, PR and promotional efforts

Merchandising rights for CowParade San Antonio promotional products

CowParade Media release to announce Cow Corral Sponsorship

Cows in schools Art program opportunity to participate by donating one or more cows to area schools

American Cancer Society: Recipient of ACS Excalibur award and invitation to annual Excalibur roundtable, listed as Excalibur sponsor in national ACS annual report. All awards to be published in ACS national annual report and all ACS publications

Editorial Opportunity with ACS featuring color photo in the Texas Division Quarterly Newsletter

CowParade San Antonio book listing to commemorate patron's name

CowParade website hyperlink to sponsor's website in addition to sponsor's logo and name listing

Cattle Baron's Gala/ CowParade kick-off party four tickets

CowParade charity auction signage and 20 tickets

Cattle Barron's Gala Stage signage and ancillary promotional materials

CowParade Charity Auction Stage signage and ancillary promotional materials

Banner, signage, and media recognition at all CowParade events

Inclusion as official host sponsor in CowParade San Antonio targeted advertisements in the San Antonio Express News

Framed limited edition Cowparade San Antonio print



*Commissioned artist(s) of your choice to be paid for by Partner and subject to approval from CowParade San Antonio 2002.

\$100,000 Cow Herd Sponsor



partnership opportunities

10 COWS, 1 Calf uniquely designed by artist of your choice* or chosen from designs collected in "open call" to San Antonio artists (all designs must be approved by CowParade San Antonio)

3 cows from your Herd to keep permanently (specific cows subject to CowParade approval)

Herd location designated by sponsor (subject to City and CowParade availability and approval)

Official Status as "CowParade San Antonio Cow Herd Sponsor"

Marketing rights to CowParade San Antonio and your cow in general advertising, PR and promotional efforts

Merchandising rights for CowParade San Antonio promotional products

Exclusive CowParade Media release to announce Herd Sponsorship

CowParade Press Releases listing in all CowParade San Antonio Herd Sponsor

Media recognition in advertising and promotions with CowParade San Antonio Media Partners; Express News

Cows in schools Art program opportunity to participate by donating one or more cows to area schools

Cow Plaque commemorating patron's, artist's and cow's name permanently affixed to each sponsored cow

American Cancer Society: Recipient of ACS Excalibur award and invitation to annual Excalibur roundtable, listed as Excalibur sponsor in national ACS annual report. All awards to be published in ACS national annual report and all ACS publications

Editorial Opportunity with ACS featuring color photo in the Texas Division Quarterly Newsletter

First ever City San Antonio/ACS collaborative City Development award

Sponsor Plaque patron's logo featured on a separate plaque affixed to the cow's base

CowParade book listing to commemorate patron's name

CowParade San Antonio website hyperlink to sponsor's website in addition to sponsor's logo and name listing

Cattle baron's Gala/ CowParade kick-off party
2 tables

CowParade charity auction - 20 tickets

Cattle Barron's Gala Stage signage and ancillary promotional materials

CowParade Charity Auction Stage signage and ancillary promotional materials

Inclusion as an official host sponsor in CowParade San Antonio targeted advertisements in the San Antonio Express News

Framed limited edition Cowparade San Antonio print



*Commissioned artist(s) of your choice to be paid for by Partner and subject to approval from CowParade San Antonio 2002.