



BOBBY NORRIS ROUNDUP FOR AUTISM FACT SHEET 2010

www.roundupforautism.org

Roundup for Autism is one of Texas' largest fundraisers for autism. Help us kick-off the event with a VIP Party in the heart of Fort Worth's Historical Stockyards on Thursday night after a full day of Ranch Sorting. Friday night, experience the excitement of a parade and the thrill of the country's top cowboys and cowgirls competing in a rodeo at Cowtown Coliseum. Weekend events conclude in Dallas with the black tie Pegasus Ball at the beautiful Fairmont Hotel on Saturday. In the Fall, golf tournaments in Dallas and San Antonio wind down the year and raise dollars for our outstanding programs and services. We hope you join us at this celebrated event!

WHEN & WHERE:

Thursday, September 9, 2010

Ranch Sorting - 8am-8 pm
Cowtown Coliseum

VIP Kick-Off (Sponsors & Media) - 6:00pm
Rodeo Exchange - Fort Worth
Happy Hour, Lone Star Lockup, & Roping Auction

Saturday, September 11, 2010

Celebrity Reception - 5:30pm-6:30pm
Fairmont Hotel Dallas

Pegasus Ball - 6:30pm
Fairmont Hotel Dallas
(Special Roundup Rate \$129 until 8/26/10)
Live Entertainment, Reception, Dinner, Drawing,
Live & Silent Auctions

Friday, September 10, 2010

Celebrity Staging Party - 5pm-7:30pm
Neon Moon

Parade - 6pm
Fort Worth Stockyards

Celebrity Rodeo - 7:30pm
Cowtown Coliseum
Matched & Calf Roping, Team Penning, Mutton Bustin', Bull Riding

Friday, October 15, 2010

Dallas Golf Tournament - 7am (8am Shotgun Start)
The Cowboys Golf Club

Friday, November 19, 2010

San Antonio Golf Tournament - 11am
(12pm Shotgun Start)
The Quarry Golf Club

WHO:

Roundup for Autism Founder: Bobby Norris
Trail Boss: Tracy Rowlett
Celebrity Host: Barry Corbin
Rodeo Master of Ceremonies: Larry Mahan
Honorary Chairmen: Laura & Dallas Mayor Tom Leppert

Honorary Celebrity Guest: Temple Grandin
Parade Grand Marshall: Justin McBride
Dallas Celebrity Golf Hosts: Doug Dunbar and Garry Seith
San Antonio Celebrity Golf Host: Steve Spriester
Chairmen: Gina Ash-Archer & Heather Russell

BENEFITTING:

Autism Treatment Centers of Texas - Celebrating Over 34 Years of Service

The *Roundup for Autism* was founded in 1988 by **Bobby Norris** in honor of his daughter who has autism. This renowned event is designed to raise funds for the Autism Treatment Centers of Texas (ATC), a private, nonprofit, 501(c)(3) corporation that serves both children and adults with autism, and those who are multi-handicapped. ATC provides its services 24 hours a day, 365 days a year. Services include diagnostic, research, residential, educational, training, therapeutic, and occupational opportunities. ATC has served the community since 1976.

SPONSORSHIPS:

Sponsorship Packages:

Title - \$75,000
Presenting - \$35,000/event*
Top Hand - \$20,000
Wrangler - \$10,000
Drover - \$5,000
Cowhand - \$3,000
Maverick - \$2,000

* Your choice: Parade & Rodeo (**SOLD**), Pegasus Ball, or Golf Tournaments

Dallas Golf Tournament Sponsorships:

Platinum - \$5,000 (8 players)
Gold - \$2,000 (4 players)
Silver - \$1,500 (2 players)
Single - \$250 (available after 10/1/10)
Hole or Contest* Sponsor - \$500
*Beat the Pro, Men's Putting, Women's Putting

San Antonio Golf Tournament Sponsorships:

Platinum - \$4,000 (8 players)
Gold - \$2,000 (4 Players)
Silver - \$1,000 (2 players)
Single - \$180 (available after 10/1/10)
Hole or Contest* Sponsor - \$500
*Beat the Pro, Men's Putting, Women's Putting

TICKETS:

Pegasus Ball Tickets - 972-644-2076 x 104 (**Table Sponsor (10 seats) - \$2,000; Individual - \$200; Celebrity Reception - \$75**)
Rodeo Box Seats - 817-545-7248 (**6 Seats - \$300**) **Rodeo Tickets** - 817-625-1025 (**General Admission - \$15**)

CONTACT:

Neil Massey, ATC Special Events Coordinator, 972-644-2076 ext. 104 or nmassey@atcoftexas.org

Autism is the most widely diagnosed developmental disability in the nation, affecting approximately 1 in 110 children; a significant increase over the past 4 years. Autism is more common than the sum of all childhood cancers, muscular dystrophy, juvenile diabetes and cystic fibrosis combined. ATC is striving to meet the needs of these children and to give hope and inspiration to their families by expanding existing and incorporating new services.