



BOBBY NORRIS ROUNDUP FOR AUTISM 2011 FACT SHEET

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 8, 2011

Ranch Sorting - 8am
Cowtown Coliseum

VIP Kick-Off (Sponsors & Media) - 5pm
Rodeo Exchange - Fort Worth
Happy Hour, Lone Star Lockup & Roping Auction

Friday, September 9, 2011

Celebrity Staging Party - 3:30pm-7:30pm
Fort Worth Stockyards

Parade and Ribbon Cutting - 5:30pm
Fort Worth Stockyards

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

Saturday, September 10, 2011

Pegasus Ball - 6:30pm
Fairmont Hotel Dallas
Live Entertainment, Reception, Dinner, Drawing,
Live & Silent Auctions

Friday, October 21, 2011

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

Friday, November 18, 2011

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
Parade Grand Marshall: Robert C. Norris

Honorary Chair: Congressman Pete Sessions
Dallas Celebrity Golf Hosts: Doug Dunbar & Garry Seith
San Antonio Celebrity Golf Host: Steve Spriester
Event Chairmen: Gina Marx & Heather Russell
Ball Chairmen: Dee Carter & Sharon Folsom

BENEFITTING:

Autism Treatment Centers of Texas - Celebrating Over 35 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.

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

Dallas Golf Tournament Sponsorships:

Platinum - \$5,000 (8 players)
Gold - \$2,000 (4 players)
Silver - \$1,500 (2 players)
Single - \$250 (available after 10/1/11)
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 10/1/11)
Hole or Contest* Sponsor - \$500
*Beat the Pro, Men's Putting, Women's Putting

* Your choice: Parade & Rodeo (SOLD), Pegasus Ball, or Dallas Golf Tournament, San Antonio Golf Tournament (SOLD)

TICKETS:

Pegasus Ball Tickets - 972-644-2076 x 106 (Table Sponsor (10 seats) - \$2,000; Individual - \$200)

Rodeo Box Seats - 817-545-7248 (6 Seats - \$300) Rodeo Tickets - 817-625-1025 (General Admission - \$15/adult, \$10/child)

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. 8/3/11