

*CATTLEMEN'S DAYS*  
**TOUGH ENOUGH TO WEAR PINK**  
2022 Summer Sponsorship Opportunities

**-July 4th -  
Pinkapalooza  
IBar Ranch**

**-July 6th -  
Songwriter Meet & Greet  
VIP Dinner and Acoustic Concert  
Smith Hill Ranch**

**-July 7th -  
Songwriter Shuffle Concert & Auction  
Double Top Ranch**

**-July 14th-  
#1 Tough Enough To Wear Pink PRCA Rodeo  
Gunnison County Fairgrounds**

## **SONGWRITERS**

**KENDELL MARVEL**

**CRAIG MORGAN**

**RONNIE BOWMAN**

**WARD DAVIS**

**ROB HATCH**

**BUDDY CANNON**

**MICKY LAMANTIA**

**MARLA CANNON**

**MELONIE CANNON**

**JOSH MARTIN**

**LANCE MILLER**

**TRENT TOMLINSON**

**CHEFS**

**ALPEN CHEF**  
(JULY 6TH ONLY)

**THE DIVVY**

**CRESTED BUTTE PERSONAL CHEFS**

**BURNELLS**

**JERMAINES**

**CRESTED BUTTE CATERING COMPANY**

**WILDFLOUR SWEETS**

## **DISTILLERY 291**

### **GRAND SPONSOR**

**\$25,000**

#### **PINKAPALOOZA - IBAR RANCH -**

Monday July 4th 2022

VIP Reserved Private Table for Eight Guests IBar, July 4th Celebration featuring Kendell Marvel & Band. Evelyn Roper & Opal Moon will open the evening after a showcase of some of our local singer songwriter talent.

Watch the Fireworks after the music to top off this 4th of July celebration!

Food & beverages provided.

#### **SONGWRITER MEET & GREET VIP DINNER & INTIMATE ACOUSTIC CONCERT -**

Wednesday July 6th 2022-

Meet & Greet for Four Guests- Hang out with the songwriters and enjoy time at the beautiful home of Derek & Lisa Tacca with stunning views of Long Lake.

Alpen Chef - Chef Christoph will be serving a three course tantalizing meal.

Award Winning 291 Whiskey - Beverages also will be provided.

Framed Event Poster signed by songwriters.

#### **SONGWRITER SHUFFLE & AUCTION -**

Thursday July 7th, 2022 -

Reserved VIP Lounge & Private Bar for Eight Guests – Best seats to watch the Songwriter Shuffle Concert & Auction at spectacular Double Top Ranch – Cement Creek, Crested Butte. Dinner and Drinks included from some of the finest chefs in the valley. Recognition on stage and on the Gunnison TETWP Webpage and Social Media Platforms. Case of Distillery 291 award winning TETWP whiskey. Sponsor Bags with TETWP Goodies & TETWP Merchandise vouchers.

#### #1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO –

Thursday July 14th 2022

Seats for Two Guests July 15th , Pink Night at Cattlemen's Days Rodeo. Spend the evening watching the action above the chutes in the Crows Nest, food and beverages provided

Individual Sponsor Banner on the announcers box at the July 15th TETWP PRCA Rodeo (nationally televised on the Cowboy Channel).

#### PARADES –

Individual Sponsor Banner on the Tough Enough To Wear Pink Parade Floats in the 4th of July Crested Butte Parade and the Cattlemen's Days July 17th parade in Gunnison.

## GOLD SPONSOR

**\$10,000**

#### PINKAPALOOZA – IBAR RANCH –

Monday July 4th 2022

VIP Reserved Shared Table for Four Guests IBar, July 4th Celebration featuring Kendell Marvel & Band. Evelyn Roper & Opal Moon will open the evening after a showcase of some of our local singer songwriter talent.

Watch the Fireworks after the music to top off this 4th of July celebration!

Food & beverages provided.

#### SONGWRITER MEET & GREET VIP DINNER & INTIMATE ACOUSTIC CONCERT –

Wednesday July 6th 2022–

Meet & Greet for Two Guests– Hang out with the songwriters and enjoy time at the beautiful home of Derek & Lisa Tacca with stunning views of Long Lake.

Alpen Chef – Chef Christoph will be serving a three course tantalizing meal.

Award Winning 291 Whiskey – Beverages also will be provided.

Event Poster signed by songwriters.

### SONGWRITER SHUFFLE & AUCTION -

Thursday July 7th, 2022 -

Reserved VIP Lounge & Private Bar for Eight Guests - Best seats to watch the Songwriter Shuffle Concert & Auction at spectacular Double Top Ranch - Cement Creek, Crested Butte. Dinner and Drinks included from some of the finest chefs in the valley.

Sponsor Bags with TETWP Goodies & TETWP Merchandise vouchers.

Recognition on stage and on the Gunnison TETWP Webpage and Social Media Platforms.

### #1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO -

Thursday July 14th 2022

Seats for Two Guests July 15th , Pink Night at Cattlemen's Days Rodeo. Spend the evening watching the action above the chutes in the Cattlemen's Days President's Box, food and beverages provided.

Individual Sponsor Banner on the announcers box at the July 15th TETWP PRCA Rodeo (nationally televised on the Cowboy Channel).

### PARADES -

Individual Sponsor Banner on the Tough Enough To Wear Pink Parade Floats in the 4th of July Crested Butte Parade and the Cattlemen's Days July 17th parade in Gunnison.

## SILVER SPONSOR

**\$5,000**

### PINKAPALOOZA - IBAR RANCH -

Monday July 4th 2022

VIP Reserved Seats for Two Guests IBar, July 4th Celebration featuring Kendell Marvel & Band. Evelyn Roper & Opal Moon will open the evening after a showcase of some of our local singer songwriter talent.

Watch the Fireworks after the music to top off this 4th of July celebration!

### SONGWRITER SHUFFLE & AUCTION -

Thursday July 7th, 2022 -

Tickets for Four to the Songwriter Shuffle Concert & Auction at spectacular Double Top Ranch - Cement Creek, Crested Butte.

Dinner and Drinks included from some of the finest chefs in the valley.

Sponsor Bags with TETWP Goodies & TETWP Merchandise vouchers.

Recognition on stage and on the Gunnison TETWP Webpage and Social Media Platforms.

### #1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO -

Thursday July 14th 2022

Seats for Two Guests July 15th , Pink Night at Cattlemen's Days Rodeo. Spend the evening watching the action right next to the chutes in the Pink Bleacher Section, food and beverages provided

Shared Sponsor Banner on the announcers box at the July 15th TETWP PRCA Rodeo (nationally televised on the Cowboy Channel).

### PARADES -

Shared Sponsor Banner on the Tough Enough To Wear Pink Parade Floats in the 4th of July Crested Butte Parade and the Cattlemen's Days July 17th parade in Gunnison.

## DAY MONEY SPONSOR

**\$2,500**

### PINKAPALOOZA - IBAR RANCH -

Monday July 4th 2022

Tickets for Two Guests Under the Roof - IBar, July 4th Celebration featuring Kendell Marvel & Band. Evelyn Roper & Opal Moon will open the evening after a showcase of some of our local singer songwriter talent.

Watch the Fireworks after the music to top off this 4th of July celebration!

### SONGWRITER SHUFFLE & AUCTION -

Thursday July 7th, 2022 -

Tickets for Two Guests to the Songwriter Shuffle Concert & Auction at spectacular Double Top Ranch - Cement Creek, Crested Butte.

Dinner and Drinks included from some of the finest chefs in the valley.

Sponsor Bags with TETWP Goodies

Recognition on stage and on the Gunnison TETWP Webpage and Social Media Platforms.

### #1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO -

Thursday July 14th 2022

Seats for Two Guests July 15th , Pink Night at Cattlemen's Days Rodeo. Spend the evening watching the action right next to the chutes in the Pink Bleacher Section.

Shared Sponsor Banner on the announcers box at the July 15th TETWP PRCA Rodeo (nationally televised on the Cowboy Channel).

### PARADES-

Shared Sponsor Banner on the Tough Enough To Wear Pink Parade Floats in the 4th of July Crested Butte Parade and the Cattlemen's Days July 17th parade in Gunnison.

**MARK OUT SPONSOR**

**\$1.000**



### SONGWRITER SHUFFLE & AUCTION -

Thursday July 7th, 2022 -

Tickets for Two Guests to the Songwriter Shuffle Concert & Auction at spectacular Double Top Ranch - Cement Creek, Crested Butte.

Dinner and Drinks included from some of the finest chefs in the valley.

Sponsor Bags with TETWP Goodies .

Recognition on stage and on the Gunnison TETWP Webpage and Social Media Platforms.

### #1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO -

Thursday July 14th 2022

Seats for Two Guests July 15th , Pink Night at Cattlemen's Days Rodeo. Spend the evening watching the action right next to the chutes in the Pink Bleacher Section.

Shared Sponsor Banner on the announcers box at the July 15th TETWP PRCA Rodeo (nationally televised on the Cowboy Channel).

### PARADES -

Shared Sponsor Banner on the Tough Enough To Wear Pink Parade Floats in the 4th of July Crested Butte Parade and the Cattlemen's Days July 17th parade in Gunnison.

If these categories are not what you are looking for, we are open to other unique sponsorship ideas, please get in touch with Heidi Sherratt to discuss

970-209-6332

## WHY SPONSOR?

These events support Tough Enough To Wear Pink and are critical to the funding of our programs in the Gunnison Valley. Funding from sponsorships will be used directly for our many programs.

### **EARLY DETECTION & SUPPORT FOR LIFE SAVING SCREENINGS**

Provide life saving cancer screenings for those who do not have insurance.  
Help to raise awareness around the importance of early screening for breast cancer. Over the last few years, TETWP has ramped up our awareness campaign resulting in a **40% increase in the number of women getting their annual mammogram!**  
More and more women have been getting their annual mammogram at GVH. With this great success we have also experienced an increase in requests for financial assistance to help cover the cost of mammograms, ultrasounds, and/or biopsies for the uninsured or underinsured.  
**In 2021 our organization covered \$50,152.31 in mammograms, ultrasounds, biopsies, and breast MRIs.**

### **FRIENDS OF PINK**

**FINANCIAL ASSISTANCE FOR INDIVIDUALS WITH BREAST CANCER \$19,408.40 given in 2021 to support 7 women with breast cancer**

Help with individual financial assistance for those who are going through breast cancer. Funds are used to help with household and medical bills to relieve the financial and mental stress of a cancer diagnosis.

### **TUFFY & BUCKY & BETTY ANN - TETWP TRANSPORTATION PROGRAM**

Help get people with any type of cancer safely to their out of town appointments and treatments in our vehicles. The vehicles traveled over **39,000 miles** in the last year. Helping individuals with cancer in our community to access over **150 treatments and appointments!**

**Total Miles Traveled Other Cancers: 27,250  
Total Miles Traveled Breast Cancer: 7,220**

**Total Miles: 39,040 TOTAL in 2021**

**Over 134,000 miles traveled since program began in 2016.**

104,000 of those miles were put on since the program opened to ALL cancers in 2018.

**19 individuals with breast cancer and 21 individuals with other forms of cancer** have used the vehicles since program inception.

### **LUCY'S HOUSE - TETWP LODGING PROGRAM**

Cover the costs of lodging for people that have to stay away from home to access life saving treatments. Over the last year the Lucy's House program has covered **145 Nights of Lodging** for individuals with ALL types of cancer. Helping them to stay close to where they receive their treatments and ease some of the stress experienced by individuals and families dealing with a cancer diagnosis.

**145 Nights of Lodging, 6 individuals with breast cancer, 10 individuals with other forms of cancer \$20,966.34 lodging expenses**

Total of **349 nights** of lodging covered since program began in **June of 2019** **10** individuals with breast cancer and **21** with other forms of cancer

### **GUNNISON VALLEY HOSPITAL**

**Provide state of the art equipment, physicians, and services to be the best small town cancer care hospital in the USA.**

TETWP has purchased top of the line equipment including a 3D Tomo Mammography machine, digital ultrasound, stereotactic biopsy equipment, and breast MRI coil so that women can get the necessary screenings for breast cancer here at GVH.

### **MAKE IT A GREAT DAY**

TETWP coupons will be provided to cancer patients and their caregivers to use for integrative therapies such as reiki, massage, acupuncture, light therapy, nutrition, ortho bionomy, etc . These therapies have been proven to help cancer patients stay strong mentally and physically while they are going through their surgeries and treatments. Research findings show that integrative therapies can help to boost the immune system, reduce pain and help patients stay strong.

**These are just a few of the impactful programs that Tough Enough To Wear Pink provides to our community. To learn more about all the TETWP Programs, please go to our website**

**<https://gunnisontetwp.com>**