

CATTLEMEN'S DAYS
TOUGH ENOUGH TO WEAR PINK
2023 Summer Sponsorship Opportunities

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

**-July 5th -
Songwriter Meet & Greet
VIP Dinner and Acoustic Concert**

**-July 6th -
Songwriter Shuffle Concert & Auction
Double Top Ranch**

**-July 13th-
#1 Tough Enough To Wear Pink PRCA Rodeo
Gunnison County Fairgrounds**

SONGWRITERS
Pinkapalooza

WARD DAVIS

CHANCEY WILLIAMS
&
THE YOUNGER BROTHERS BAND

SONGWRITERS
Songwriter Shuffle Concert & Auction

MARLA CANNON GOODMAN

MELONIE CANNON

JOSH MARTIN

WYNN VARBLE

BRICE LONG

TRENT WILLMON

JENEE FLEENOR

CHEFS & BEVERAGES
Songwriter Shuffle

ALPEN CHEF

CRESTED BUTTE PERSONAL CHEFS

BURNELLS

JERMAINES

CRESTED BUTTE CATERING COMPANY

MARCHITELLI'S GOURMET NOODLE

WILDFLOUR SWEETS

GARLIC MIKES

TIM EGELHOFF

291 WHISKY

SIDECAR MOBILE

TITLE SPONSOR

\$50,000

PINKAPALOOZA - IBAR RANCH -

Tuesday July 4th 2023

VIP Reserved Private Front Row Table for Eight Guests.

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

Food & beverages provided.

SONGWRITER MEET & GREET VIP DINNER & ACOUSTIC CONCERT -

Wednesday July 5th 2023-

Meet & Greet for Eight Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship. Location TBD but it will be fabulous!

Framed Event Poster signed by songwriters.

SONGWRITER SHUFFLE CONCERT & AUCTION -

Thursday July 6th, 2023 -

Reserved Table for Eight Guests in the VIP area with Private Bar - 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. Your table will have volunteers assigned to bring you food and drinks so that you can sit back, relax and enjoy!

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 2023 Merchandise vouchers.

#1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO -

Thursday July 13th 2023

Seats for Six Guests , Pink Night at Cattlemen's Days Rodeo in the Announcers Booth. 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 #1 TETWP PRCA Rodeo.

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 15th parade in Gunnison.

GRAND SPONSOR

\$25,000

PINKAPALOOZA - IBAR RANCH -

Tuesday July 4th 2023

VIP Reserved Shared Table for Four Guests.

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

Food & beverages provided.

SONGWRITER MEET & GREET VIP DINNER & ACOUSTIC CONCERT -

Wednesday July 5th 2023-

Meet & Greet for Four Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship. Location TBD but it will be fabulous!

Framed Event Poster signed by songwriters.

SONGWRITER SHUFFLE CONCERT & AUCTION -

Thursday July 6th, 2023 -

Reserved Table for Eight Guests in the VIP area with Private Bar - 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. Your table will have volunteers assigned to bring you food and drinks so that you can sit back, relax and enjoy!

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 2023 Merchandise vouchers.

#1 PRCA TOUGH ENOUGH TO WEAR PINK RODEO -

Thursday July 13th 2023

Seats for Four Guests , Pink Night at Cattlemen's Days Rodeo. Spend the evening watching the action from the Cattlemen's Days President's Booth. food and beverages provided.

Individual Sponsor Banner on the announcers box at the July 13th TETWP PRCA Rodeo

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 15th parade in Gunnison.

GOLD SPONSOR

\$10,000

PINKAPALOOZA - IBAR RANCH -

Tuesday July 4th 2023

VIP Reserved Shared Table for Two Guests.

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

SONGWRITER MEET & GREET VIP DINNER & ACOUSTIC CONCERT -

Wednesday July 5th 2023-

Meet & Greet for Two Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship. Location TBD but it will be fabulous!

Framed Event Poster signed by songwriters.

SONGWRITER SHUFFLE & AUCTION -

Thursday July 6th, 2023 -

Reserved VIP Table for Eight Guests in the VIP area & Private Bar

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 13th 2023

Seats for Four Guests , 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
Food and beverages provided.

Individual Sponsor Banner on the announcers box at the #1 TETWP PRCA Rodeo.

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 15th parade in Gunnison.

SILVER SPONSOR

\$5,000

PINKAPALOOZA - IBAR RANCH -

Tuesday July 4th 2023

VIP Reserved Shared Table for Two Guests.

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

SONGWRITER SHUFFLE & AUCTION -

Thursday July 6th, 2023 -

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 13th 2023

Seats for Two Guests , 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 15th parade in Gunnison.

DAY MONEY SPONSOR

\$2,500

PINKAPALOOZA - IBAR RANCH -

Tuesday July 4th 2023

Tickets for Two Guests Under the Roof ..

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

SONGWRITER SHUFFLE & AUCTION -

Thursday July 6th, 2023 -

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.

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 15th parade in Gunnison.

MARK OUT SPONSOR

\$1,000

SONGWRITER SHUFFLE & AUCTION -

Thursday July 6th, 2023 -

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.

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

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 15th parade in Gunnison.

If these categories are not exactly what you are looking for, we are open to other unique sponsorship ideas or packages.
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.

Our financial support program for mammogram, ultrasounds, biopsies, and MRI's has seen increasing demand over the last couple years. With more and more individuals becoming aware of the program and able to access additional diagnostic screenings at Gunnison Valley Health many women are getting their mammograms and following through with additional recommended diagnostic screenings.

In 2022, Cattlemen's Days TETWP helped support 31 uninsured or underinsured women with screening mammograms and 40 women with the cost of recommended diagnostic ultrasounds, MRI's, and biopsies.

Our organization is able to cover these procedures at a discounted contracted rate with GVH. In 2022 these charges added up to \$9,058.20 for screening mammograms and \$13,211.55 for other diagnostic procedures or screenings.

FRIENDS OF PINK

Since 2015, Friends of Pink has given over \$160,000. In 2022, this program assisted 13 individuals with over \$30,000 in financial assistance, including but not limited to, treatment expenses, transportation costs, grocery and housing bills, and lost wages.

TETWP TRANSPORTATION PROGRAM

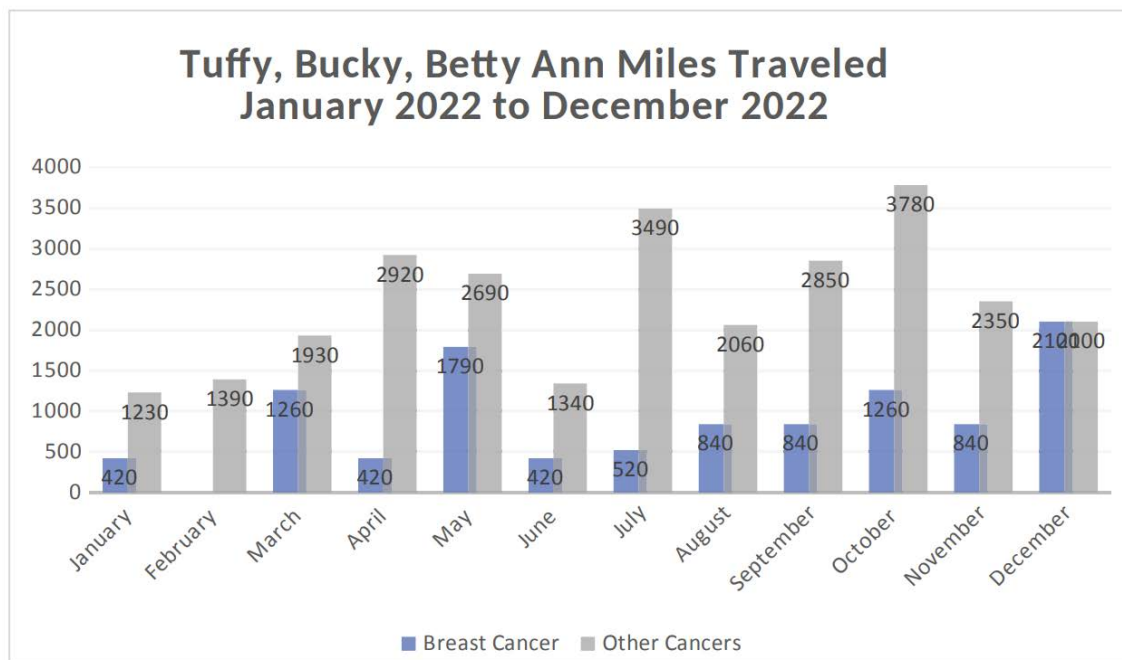
TUFFY & BUCKY & BETTY ANN

A special thank you to Carol Ann May & Jim Saindon for donating Bucky !

And to Russ & Celina Harrison for donating Betty Ann!

Help get people with any type of cancer safely to their out of town appointments and treatments in our vehicles.

Our three transportation vehicles - TUFFY, BUCKY & BETTY ANN are staying very busy getting people safely and comfortably to their appointments outside the valley.



Total Miles Traveled Other Cancers: 27,250

Total Miles Traveled Breast Cancer: 7,220

LUCY'S HOUSE - TETWP LODGING PROGRAM

A special thank you to Norman & Dorothy Eastwood for generously creating & funding this critical program.

In 2022, Lucy's House provided 148 Nights of Lodging for 16 individuals, and spent \$21,000 on lodging expenses. Since 2019, over 513 nights of lodging have been provided to 13 individuals with breast cancer and 29 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, orthobionomy, 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/>