

*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**  
The Almont Resort

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

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

**SONGWRTERS**  
Pinkapalooza

**WARD DAVIS**

**CHANCEY WILLIAMS**  
**&**  
**THE YOUNGER BROTHERS BAND**

**SONGWRTERS**  
Songwriter Shuffle Concert & Auction

**MARLA CANNON GOODMAN**

**MELONIE CANNON**

**JOSH MARTIN**

**WYNN VARBLE**

**BRICE LONG**

**TRENT WILLMON**

**JENEE FLEENOR**

**CHEFS & BEVERAGES**

Songwriter Shuffle

- July 6th -

**ALPEN CHEF**

**CRESTED BUTTE PERSONAL CHEFS**

**JERMAINES**

**CRESTED BUTTE CATERING COMPANY**

**MARCHITELLI'S GOURMET NOODLE**

**WILDFLOUR SWEETS**

**GARLIC MIKES**

**TIM EGELHOFF - PRIVATE CHEF**

**CAKE ME AWAY**

**291 WHISKY**

**SIDECAR MOBILE**

***& More to Come!***

## 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 at the Almont Resort.

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 at the Almont Resort.

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 at the Almont Resort.

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.

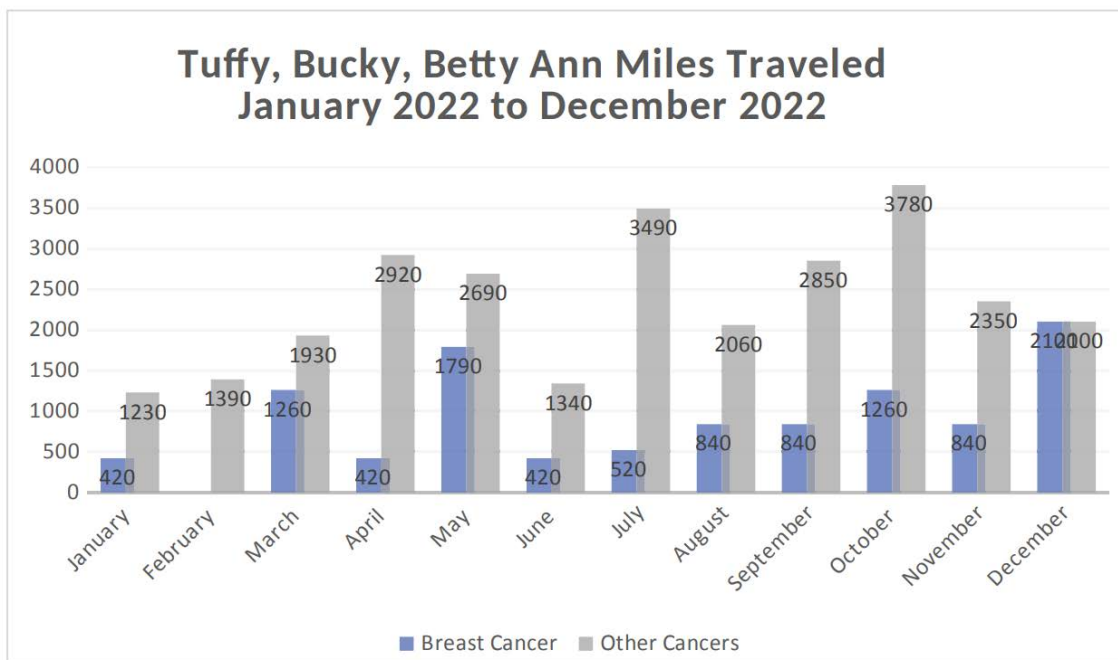
### TETWP TRANSPORTATION PROGRAM

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/>

- JULY 5TH -  
**Songwriter Meet & Greet Dinner & Acoustic Concert**

You are in for a special treat !

# Almont Resort

## **The Venue**

The next chapter of history is about to be written at the Almont Resort as the new owner embarks on a multi-year plan to update the grounds, the guest cabins and the main lodge. Guests will enjoy a walking tour of the property and a few old time stories told by author Duane Vandebusch.

The Almont Resort, nestled in the center of Gunnison Valley, is 10 miles from Gunnison and 18 miles from Crested Butte. Our sprawling 22-acre resort is anchored by the historic lodge, established in 1893. Not only are we shored to the confluence of prized fishing waters on the East and Taylor Rivers, we were founded on the convergence of the original highway and railroad routes. The Almont Resort aims to preserve the history and charm of The Almont while creating opportunities for locals and visitors to come, play and tap into their inner adventurer, explorer, and reveler.

Enjoy time socializing outside on the decks overlooking the creek and then head into the Lodge for a four course meal prepared by Chef Ian Anderson, Executive Chef of Elk Ave Food and Beverage.

## **Chef - Ian Anderson**

Born and Raised in Gunnison, Ian started his culinary career right here, at Mario's Pizza at the age of 21. Looking for a larger market, Ian moved to Los Angeles.

While in LA, Ian tested the culinary waters and his skills in new cuisines, serving several roles. To name a few, Sous Chef at Blowfish on Sunset BLVD and Chef De Partie at Dreamworks Studio, serving crew and talent. Finally rejoining his mentor chef Charles Cho at A Cow on Rodeo.

Ian stepped out of the kitchen, briefly, and into the classroom. He moved to Las Vegas to attend culinary school at Le Cordon Bleu. As a student, Ian staged a few highly regarded Michelin Star restaurants. Bobby Flay's Mesa Grille, Bradley Ogdens's in Caesar's Palace, finally landing a job at Rosemary's, voted best off-strip restaurant in Vegas. The doors opened up after school, Ian consulted on several startups and new concepts, all while serving as Sous Chef at rotating recognizable restaurants.

Ian moved back to LA with all the experience and credibility packed in his bag. Once he returned, he started his own business, partnering with Houston Hospitality, one of the largest nightlife groups in the US. He served as the on site chef at No Vacancy and Good Times at Davey Wayne's.

Covid times sent Ian back to Gunnison. He started working at Elk Avenue Prime under Curtis Higgins until they closed for offseason spring 2021. As a side project, helped the Birdsey family establish their food truck at Taylor Park Marina, still operating today. The Walter Group asked Ian to help reopen Elk Prime in Summer 2021, and he took over the Nickel and Almont Resort kitchens.

### **Sommelier - Alisa Lily Flores**

The meal will be paired with wine presented by Alisa Lily Flores.

Menu & Wine Selection.....coming soon!

### **Acoustic Concert**

Cozy upland sit by the historic Almont fireplace and listen to the songwriters play guitar and sing their favorite songs. Learn more about the stories behind their music .....relax and enjoy!