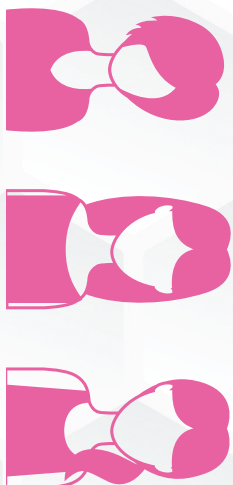


2022 SPONSORSHIP GUIDE





43%

PERCENT OF PATIENTS SKIPPED TREATMENT
OR MEDICATION TO SAVE MONEY



It Was

IT WAS like every other day. I woke up, got around and got the kids off to the bus stop. I kissed my husband then headed off to work. It was a normal drive into work and I had just settled in for the day when my cell phone rang. It was the doctors office.

IT WAS the worst phone call of my life. The doctor wanted to see me within the next week. I knew it was serious. My husband and I met with the doctor and she let me know about my breast cancer diagnosis. In that moment all I could think about was holding on to my loved ones, making new memories, and knowing I would have to make some serious decisions to survive.

IT WAS already tough to meet all of our household bills. We never really knew how expensive treatment for cancer could be. With mounting medical bills, time off work, and having to rearrange schedules for treatments, our thin budget was struggling to make ends meet.

Katie G.

It Is

IT IS reality that a high percent of people are affected by this diagnosis.

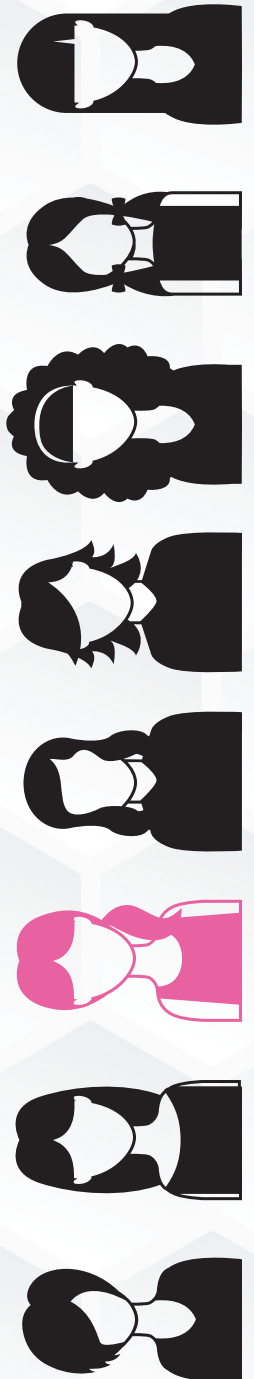
It is rare to meet someone who does not know a single person who has battled breast cancer. This diagnosis is indiscriminate to gender, income, or background.

IT IS difficult to imagine how devastating this diagnosis is while juggling finances, work, kids, and life responsibilities. Many families in Northern Colorado face the fear of this disease and its treatment all while adding to their financial burden.

IT IS treatable, but it is an expensive treatment. Treatment can cost up to \$185,000 in 24 months. This cost is simply an expense that is not easily absorbed by a family. In many cases, insurance and other benefits can reduce costs, but the remaining cost is a financial burden. Families need the most help financially for non-covered or partially covered treatments.

1 in 8

WOMEN WILL DEVELOP INVASIVE BREAST
CANCER OVER THE COURSE OF HER LIFETIME.



Assisting Northern Colorado With



**Breast Screenings
Mammograms
Diagnostics
Treatment Assistance
Treatment Equipment
General Assistance**

[Funding from] Tough Enough to Wear Pink enabled us to coordinate services with our Loveland Community Health Center. They identified and referred women to McKee for breast screenings and diagnostics, and we provided these to woman, using the Tough Enough grant funds.

The lymphedema sleeves were for women who were already diagnosed with and treated for breast cancer and because of the treatment, had developed painful swelling in their arms. The sleeves helped reduce the arm swelling. Having the Tough Enough to Wear Pink funds available for these sleeves helped the women live with less pain and be more active.

Julie Johnson Haffner, BS, CFRE
Executive Director - McKee Foundation

You Are

YOU ARE the hope for those who need financial help. With your financial support we are able to reduce out of pocket costs for breast cancer treatment for those who desperately need it.

There are four ways to get involved and have an impact. Be a sponsor, play in a tournament, volunteer time or simply donate.

All are essential in meeting our **2022 GOAL OF \$55,000.**

Sponsor

Starting at \$200, your business name will be highlighted at one of our fundraising event. For those seeking greater exposure, we have many partnerships levels to showcase your involvement.

Play

We invite you to play with us and bring your team. Individual spots are also available. Our charity tournaments fill up quickly, so register today to ensure you are able to golf with us on these premier courses.

Volunteer

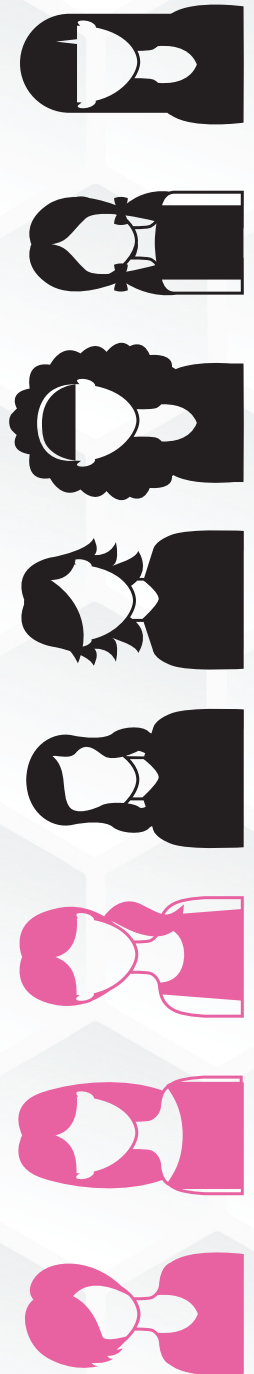
We appreciate volunteer help on our tournament days. For those who want to be involved, but are not a golfer, this is a great way to spend part of a day serving for this cause. We will provide a volunteer shirt and lunch.

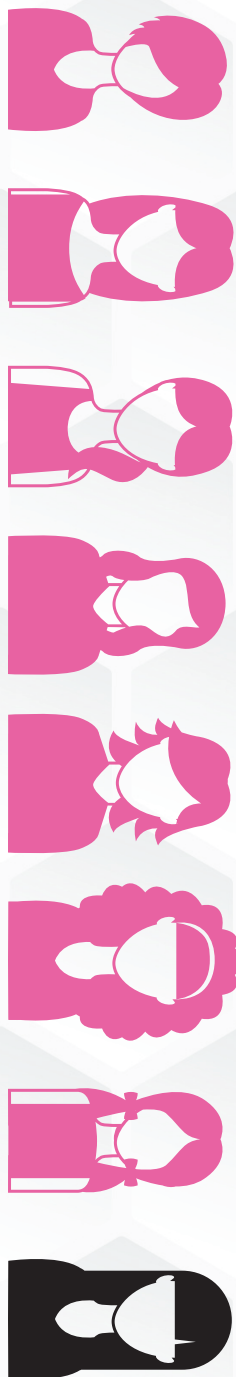
Donate

We get that schedules don't always sync up. If you are unable to sponsor, play or volunteer at the tournaments, we welcome your donations. Prizes to financial donations are always greatly appreciated.

40%

REDUCTION IN BREAST CANCER MORTALITY
IN THE U.S. SINCE 1990 WITH MAMMOGRAPHY





about

85%

OF BREAST CANCERS OCCUR IN
WOMEN WHO HAVE NO FAMILY
HISTORY OF BREAST CANCER.

The Ranack Cares Foundation

\$220,518

In Funding Directly To Those Who Need Help

2021 - \$47,000

2020 - \$20,000

2019 - \$31,000

2018 - \$23,750

2022 Goal

\$55,000 Added To The Fund

ESTIMATED 450 DISBURSEMENTS

Four Generations Fighting For A Cure

Four generations of the Rankin family have supported "Tough Enough to Wear Pink" fundraising efforts to benefit local breast cancer patients for the past decade. The family passion for the cause increased when Barbara Rankin, mother of three of the initial founders, was treated for pre-cancerous cells in her breast. The original founders include family members Sharon (Rankin) Shirack, Doug Shirack, Alan Rankin, Bonnie Rankin and Vicki (Rankin) Lynch along with close family friend Daren Shawver.

"We've always been very close," Barbara says of her family. "Taking on a family initiative to benefit breast cancer was natural for us."

Alan Rankin introduced the affiliation when he served on the Fair and Rodeo Board. "We were looking for a charitable organization to support through the rodeo. Tough Enough to Wear Pink was identified with the rodeo and the issue of breast cancer nationwide," he says. "When I asked the family about acquiring the rights to the name and doing fundraising, the cause hit home for us." In order to use the trademark name, the family must meet specific criteria and provide descriptions of their events on an annual basis.

The family's passion for the cause is based on personal experience. Barbara's husband died of prostate cancer and her father-in-law survived a bout with the disease. Two close family friends who lost their battle with breast cancer also inspired their efforts.

"Through the years, friends of family members have volunteered for our fundraisers," Sharon says. "Their participation and community participation is increasing every year."





Suggested
Donation

\$5000

Saddle

TITLE SPONSORSHIP LEVEL (1 AVAILABLE)

Company name or logo on all marketed materials*

Signature Hole Tee Box Sponsor

4 Feather Flags with Tough Enough Logo and Company Logo

Large logo on the golf tournament webpage

Link back to the company website

Area for a booth to be set up to promote products/services

Logo display banner at registration

Company recognition at the awards presentation

The company thanked via social media 10 times monthly up to the event

Complimentary foursomes for the day of the event

Can place items in the golfer goodie bag

Chuckwagon

FOOD TABLE SPONSOR (2 AVAILABLE)

Special designation as food sponsor

The company thanked via social media 5 times monthly up to the event

Company recognition at the awards presentation

Logo on the golf tournament webpage

Link back to the company website

Can place items in the golfer goodie bag



Suggested
Donation

\$1500

For more information visit ToughEnoughNoCo.com

Be The *Jlope*

ToughEnoughNoCo.com



Buckle

CHAMPIONSHIP SPONSOR

2 Feather Flags with Tough Enough Logo and Company Logo

Medium logo on the golf tournament webpage

Link back to the company website

Company recognition at the awards presentation

The company thanked via social media 3 times monthly up to the event

Can place items in the golfer goodie bag

Suggested
Donation

\$1500

Mercantile

PREMIUM SWAG SPONSORSHIP (2 AVAILABLE)

YOUR LOGO WILL BE CO-BRANDED PRE-APPROVED SWAG

Company recognition at Awards Presentation

The company thanked via social media 1 time monthly up to the event

Can place items in the golfer goodie bag



Suggested
Donation

\$1500

For more information visit ToughEnoughNoCo.com

Be The *Jlope*

Saloon

**Beer Cup Sponsorship
(2 Availavble)**

*Can place items in golfer goodie bag
Name or Logo on cups*

Suggested Donation \$750

PROVIDE BEER CUPS AT 1 OF 2 BEER STATIONS

Shooting Range

Driving Range & Putting Green Sponsorship

*Name or Logo Sign at the driving range & putting green
The company thanked via social media 1 time
Can place items in the golfer goodie bag*

Suggested Donation \$400

Carnival Hole

Special Event Hole Sponsorship

*Can place items in golfer goodie bag
Name or Logo and signage at single hole.
Can also set up a table at the hole to interact with golfers.*

Suggested Donation \$400

Stagecoach

Golf Cart Sponsor (2 Availavble)

Name & Logo on golf carts

*The company thanked via social media 1
time monthly up to the event
Can place items in the golfer goodie bag*

Suggested Donation \$750

Watering Hole

Water Sponsorship (2 Availavble)

*Can place items in golfer goodie bag
Name or Logo at signage at three holes*

Suggested Donation \$100

PROVIDE WATER & SPORTS DRINKS

Chute

Hole Sponsorship

*Can place items in golfer goodie bag
Name or Logo at signage at single hole*

Suggested Donation \$200

For more information visit ToughEnoughNoCo.com

Be The *H*ope

Important Sponsorship Dates

Loveland Golf Tournament	July 23, 2022
Title Sponsor	June 19, 2022
Sponsors Confirmation	July 12, 2022

We are excited to announce that this year, we will be holding a single golf tournament and another event this fall. We know that the amount of money raised from putting on two golf events and are looking forward to doubling up on some of our sponsorships. Our new event coming up (fall) will have details confirmed by July. Thanks for your support in such a great cause that goes to people that live in the same town as you.

We'll email updates as they become finalized so stay tuned or subscribe below if interested. To take full advantage of your sponsorship please adhere to these dates. You can still sponsor at any level, pending availability, up to 21 days before the tournament date. However, after the above dates availability to place your logo on marketed and printed materials may be hindered as these materials have already been ordered.

Please contact your Tough Enough To Wear Pink representative if you have any questions or would like clarifications.

Be The Hope

2022 GOAL \$55,000 DIRECT DONATIONS

Sponsor

Starting at \$200, your business name will be highlighted at one of our fundraising event. For those seeking greater exposure, we have many partnerships levels to showcase your involvement.

Play

We invite you to play with us and bring your team. Individual spots are also available. Our charity tournaments fill up quickly, so register today to ensure you are able to golf with us on these premier courses.

Volunteer

We appreciate volunteer help on our tournament days. For those who want to be involved, but are not a golfer, this is a great way to spend part of a day serving for this cause. We will provide a volunteer shirt and lunch.

Donate

We get that schedules don't always sync up. If you are unable to sponsor, play or volunteer at the tournaments, we welcome your donations. Prizes to financial donations are always greatly appreciated.



(970) 667-3698

652 S. County Road 9E, Loveland, CO 80537

ToughEnoughNoCo.com