



**AUGUST 16TH, 2025**

**GUNNISON COUNTY FAIRGROUNDS**

Gunnison Tough looks forward to carrying on local Tough Enough To Wear Pink traditions this summer through a new event... BULL FEST!

Don't put away your pink apparel and dancing boots just yet! Come celebrate Tough Enough to Wear Pink's 20th anniversary at the Gunnison County Fairgrounds!

Tough Enough to Wear Pink continues as a partner of Gunnison Tough as we continue to expand our programs to meet the needs of our local community in the fight against ALL cancers.

### **KICK OFF PARTY**

We will be having a kick off party with music, country dance instruction, youth ranching games, cowboy poetry... lots of fun activities for all ages!

### **BULL RIDING AND BULLFIGHTING**

Eight teams competing to win and lots of exciting action!

In American freestyle bullfighting, bullfighters face a bull without a rider for a set time, are scored on technique, risk-taking, and how well they maneuver and engage with the bull.

Bullfighters are commonly seen in rodeo, protecting bull riders who have been thrown off a bull by distracting and drawing attention away from the rider, allowing the rider to safely exit the arena. Unlike traditional bullfighting, the bull is not harmed in American freestyle bullfighting.

### **BARN DANCE HOEDOWN**

Immediately after the Bull event, join for a family-friendly country barn dance hoedown outside and under the roof at Fred Field Center featuring John King!

## JOHN KING



<https://www.johnkingcountry.com/>

Since relocating to Tennessee, King's steady climb toward the top of the country music mainstream has been full of milestones. He's become a Number 1 songwriter, penning Randy Houser's chart-topping "We Went" (which earned him a 2016 ASCAP Songwriter Award) and writing Hootie and The Blowfish's "Rollin'" (the band's first song to be released since 2005). He's become a road warrior, too, playing an average of 150 shows annually while building his audience one gig at a time. Most importantly, King has begun telling his own story through music, launching his solo career with "Tonight Tonight" — a Top 40 hit whose anthemic chorus was heard everywhere from country radio to the weekly NFL recaps on CBS — and releasing his first full-length album with 2021's *Always Gonna Be You*. Michael King has achieved many milestones since moving to Tennessee and pursuing a career in country music. He has written number one songs, including Randy Houser's "We Went" and Hootie and the Blowfish's "Rollin'", and has performed an average of 150 shows per year. King has also launched his solo career with the Top 40 hit "Tonight Tonight" and released his debut album *Always Gonna Be You* in 2021.

**Be a sponsor and part of this monumental celebration in our community!**

[www.GunnisonTough.com](http://www.GunnisonTough.com)

## TITLE SPONSOR

**\$50,000**

(one available )

*Watch all the action from the Crows Nest – the best seats in the house – right over the bucking chutes!*

Sponsorship includes:

- ★ Tickets for 20 guests – including the pre-party, bull event and the dance concert.
- ★ Drink tickets and food vouchers to use at your food vendor of choice.
- ★ Logo on Banner Across the front of the Crows nest
- ★ Bucking Chute Arena Sign
- ★ Sponsor flag – carried into the arena by drill team ladies on horseback
- ★ Sponsor name thank you announcement at the bull event and concert
- ★ Logo and/or name on all marketing materials including event posters, Gunnison Tough website, social media posts, radio and print advertisements & event program.
- ★ Event Logo – like the NFR – with your name – on all the promotional materials.
- ★ Logo on the shared full page event thank you ad in the local newspapers.
- ★ Bull Fest merchandise swag bags
- ★ Acknowledgement in Event Program



## **PRESENTING BULL TEAM SPONSOR**

**\$1,200.00**

(eight available)

Sponsorship includes:

- ★ Reserved Booth or Private Bleacher Section (as soon as you sign up you can choose - first come first serve)
- ★ Sponsor Logo on your team's bull fighters and riders Wrangler shirts.
- ★ Tickets for 12 guests - including the pre-party, bull event and the dance concert.
- ★ Large Arena Sponsor Banner on Bucking Chute or Return Gate.
- ★ Sponsor name thank you announcement at the bull event and concert
- ★ Logo on Gunnison Tough website and sponsor thank you social media posts and event program.
- ★ Logo on shared full page sponsor thank you ad in the local newspapers.
- ★ Bull Fest merchandise swag bags

## **DRILL TEAM SPONSOR**

**LATIGOS UP!**

**\$500**

(one available)

Sponsorship includes:

- ★ Seats in the close up to the arena reserved bleacher section (first come first serve)
- ★ Two tickets to the pre-party, bull event, & dance concert
- ★ Be in the arena with the drill team leader while they perform!
- ★ Photo with Latigos Up Drill Team
- ★ Arena Sponsor Banner
- ★ Sponsor name thank you announcement at the bull event and concert
- ★ Logo on Gunnison Tough website and sponsor thank you social media posts and event program

- ★ Logo on shared full page sponsor thank you ad in the local newspapers.

## **SHOW US YOU'RE TOUGH SPONSOR**

**\$250.00**  
**(50 available)**

Sponsorship includes:

- ★ Two General Admission tickets to the pre-party, bull event, & dance concert
- ★ Logo on Arena Shared Sponsor Banner
- ★ Sponsor name thank you announcement at the bull event and concert
- ★ Logo on Gunnison Tough website and sponsor thank you social media posts and event program
- ★ Name on shared full page sponsor thank you ad in the local newspapers.

## WHY SPONSOR?

These events support Gunnison Tough (TETWP) and are critical to the funding of our programs in the Gunnison Valley. Funding from sponsorships will be used directly for our many cancer support and detection programs.

### TESTIMONIAL 1-

Dear Cancer Fighter Supporter,

Thank you for all the ways you have helped me and my family as I journey through breast cancer. I am a mother of two teenagers and the primary income provider for my family. When I received my diagnosis one year ago, I had no idea how I was going to take on the financial and emotional challenges cancer brings with it. What you have done to lighten this burden is *inexplicable*. I wanted to take an integrative approach to my treatment which NEVER would have been an option without your support. It's been a situation where *I feel like I need to work more to make ends meet, but need to work less to heal and get my health back*.

Gunnison Tough allows me to take a treatment path that feels good for me, to focus more on my healing than on the weight of figuring out how to make ends meet, and provides support for our whole family that makes facing these challenges feel like we have an army behind us helping us march forward! As we continue on the ups and downs of this journey, it never feels like we are alone thanks to the support you give. Thank you so much for your support and for making a difference in so many lives. Our hearts are overflowing with gratitude. ❤️

### TESTIMONIAL 2 -

My story begins January of 2021, my husband, Luke was diagnosed with Stage IV Colorectal Cancer. The word cancer alone is scary but to add stage IV in we were numb and devastated all at the same time. Soon after hearing those awful words we hit the ground running with figuring out our treatment plan and options. Luke and I were determined to fight this with everything we had. We were introduced to Lana who gave us lists of resources that would help us navigate through this new path. Gunnison Tough lent us a vehicle and to use anytime that we requested, paid for gas, lodging, and helped with caregiver care for myself. I remember reaching out to Lana the week of Oct 5th, 2022 in tears asking for help with a hotel and the vehicle because

we just found out that Luke needed to stay at UC Health in Denver for a week because he was so sick. Gunnison Tough and Lana didn't skip a beat in helping with the hotels and lending us the vehicle over that week. When Luke was released, we began our journey back home. On October 22, 2022 surrounded by family at our home in Gunnison, Luke passed away. Gunnison Tough and our amazing community surrounded me in love and support, which I'm forever grateful for.

I thought that is where my cancer story would have ended with Luke's passing and my relationship with Gunnison Tough would be one of continued support through me riding on the poker rides and going to concerts; however December 26th, 2024 would change that. I was diagnosed with Stage III Breast Cancer. I felt numb to those words "It's Cancer". How could this be? I was still grieving Luke and adjusting to my life that I was creating. This hit me hard out of nowhere, it was fast moving and needed to be dealt with ASAP. I knew that I would need support in the ways that Gunnison Tough could help provide. I reached out to Lana and she helped to get the wheels in motion for the assistance that I would need. *I have 2 more chemo treatments to go out of 6. I also will be having to get a double mastectomy, radiation, and eventually reconstruction.* Gunnison Tough is providing incredible support by lending me the vehicle and helping with hotels when I have to go to Grand Junction for treatment. Also, I'm doing cold capping which helps to keep my hair from falling out, which Gunnison Tough helps to provide reimbursement for, which I'm beyond grateful for. I also requested assistance financially because when one thing happens a few other hardships follow close behind.

Gunnison Tough and Lana are what makes this valley what it is, a community. The fact that Gunnison Tough has shown up to support me not once but twice is such an incredible gift that I'm so thankful for. Even though this is all really hard there is light at the end of the tunnel because I am tough enough in a valley of love and kindness.

Thank you to all who volunteer and donate. It truly is changing lives more than you could imagine.

With Love and Gratitude

### TESTIMONIAL 3-

I moved to Gunnison in July 2023 with my 17 year old son and was diagnosed with breast cancer in January 2024 (that was a fun first check up with a new doctor). I had surgery in March, began chemo in May, and radiation in August. Upon finishing chemo, I asked the oncology team, jokingly, “how long can I use my cancer card?” They replied in earnest, “a full year,” and now I know why.

It’s April and I am still in PT to bring back my executive function skills (chemo brain is real) and work through lymphedema on my whole right side.

I didn’t know I moved to Gunnison to go through a year of cancer treatment, *yet I would highly recommend going through cancer in Gunnison*. Gunnison Tough’s support has supported me every step of the way:

- High powered mammogram that led to a *quick diagnosis*
- Resources to help me decide on which treatment regime to pursue
- An amazing medical oncology team at GVH to support me through chemo. I had surgery and radiation at Rose Medical in Denver. I could not imagine what would have happened if I had gone through chemo in the big city. *Being in Gunnison with a team a mile away to help me ride the chemo wave made all the difference.*
- An amazing physical therapist - Barb - who became my healing partner. Without Barb’s insistence that I could have full range of motion and can regain my strength, I think I would have just accepted a “new, lesser norm.” This includes encouraging me to do speech therapy with Jenny to work on my brain.
- Amazing alternative therapists- Eva, Misty, Timoni, and Heidi for massage, reiki, acupuncture, and qigong, Again- *this ongoing care is helping me feel whole again. It really is taking a year.*
- Finally, Living Journeys, who continue to send me nourishment each week.

Beyond the strong care network Gunnison Tough has developed in Gunnison, there is also an amazing community here to support people - even newcomers- through a true healing journey.

*It was my goal to get through cancer stronger and healthier than when I was diagnosed.* Thanks to Gunnison Tough, I have a community who is helping me see through this goal. There are no words for my appreciation.



## 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.  
Gunnison Tough (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 have 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 2024, Gunnison Tough helped support 114 uninsured or underinsured women with screening mammograms, diagnostic ultrasounds, MRI's, and biopsies. Totaling \$53,000 worth of care.**

## LUCY'S HOUSE - LODGING PROGRAM

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

Since 2019, over 1,295 nights of lodging have been provided to individuals with various forms of cancer.

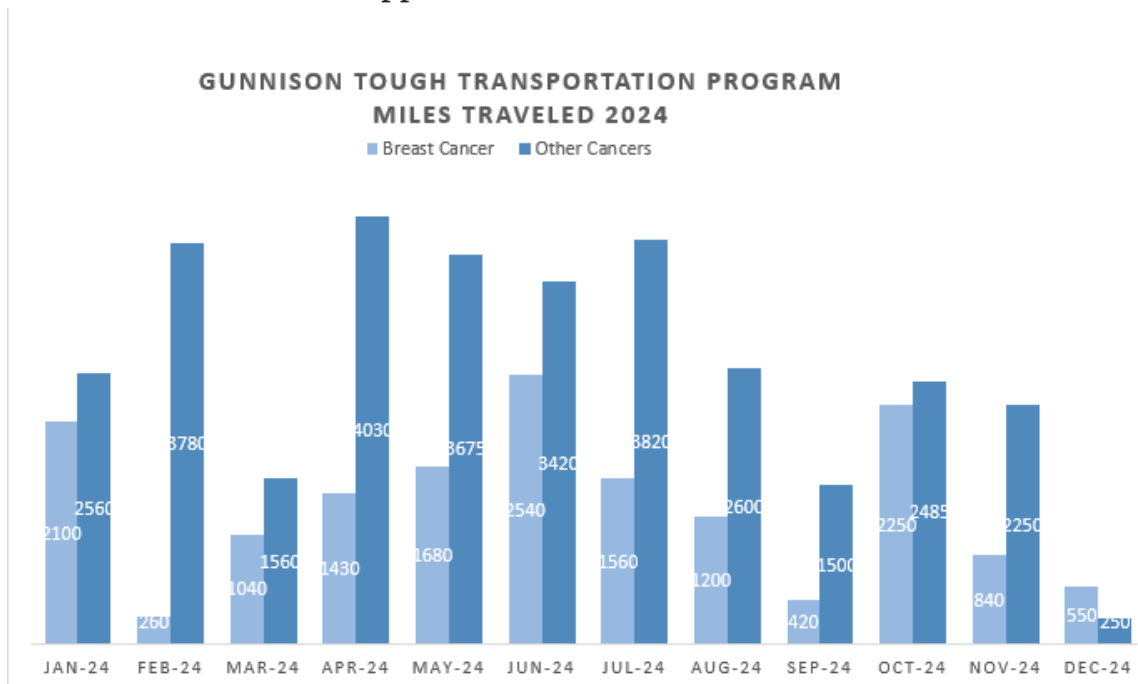
**In 2023 and 2024, Gunnison Tough saw a DRAMATIC increase in our Lucy's House program utilization compared to previous years.**

**Providing 461 nights of lodging for 24 individuals in 2023 and 321 nights of lodging for 27 individuals in 2024 compared to an average of 150 nights of lodging in previous years. A 181% increase!**

## TRANSPORTATION PROGRAM

*HARRISON & BUCKY & BETTY ANN*

Our three vehicles help get people with any type of cancer safely to their out of town appointments and treatments.



**Total Miles Traveled in 2024 : 47,800 miles**  
**8 individuals with breast cancer, 15 individuals with other forms of cancer.**

## FRIENDS OF TOUGH (FORMERLY KNOWN AS FRIENDS OF PINK)

Since 2015, Friends of Pink has given over \$182,000 in financial support to individuals going through breast cancer. Since our transition to Gunnison Tough this program has been opened to individuals with ANY form of cancer.

**In 2024, this program assisted 8 individuals with over \$21,000 in financial assistance, including but not limited to, treatment expenses, transportation costs, grocery and housing bills, house cleaning, and lost wages.**

Since the program is now open to ALL cancers, already in 2025 we have granted over \$30,000 to 12 individuals.

### GUNNISON VALLEY HOSPITAL

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

In 2024, Gunnison Tough purchased new exam tables for the oncology center and physical therapy department.  
The cost was \$9,500.

Adding to the inventory of top of the line equipment that Gunnison Tough (TETWP) has provided to our local hospital which includes a 3D Tomosynthesis Mammography machine, digital ultrasound, stereotactic biopsy equipment, a breast MRI coil and a ABUS breast ultrasound machine.

All of this state of the art equipment allows our community to receive the necessary screenings and treatments for breast cancer here at GVH.

### **Oncology Nurse Navigator**

We support a portion of the salary of the nurse navigator who helps anyone going through a cancer diagnosis in the Gunnison Valley (not just those who are using the services of the hospital)

Salary support in 2024 was \$26,000.

### MAKE IT A GREAT DAY

Gunnison Tough gives cancer patients and their caregivers the opportunity to access integrative therapies such as reiki, massage, acupuncture, light therapy, nutrition, ortho bionomy.

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 and reduce pain.

In 2024, Gunnison Tough provided \$20,200 in integrative therapy support.

### SPARKY'S FUND

In 2024, Gunnison Tough was able to provide a total of \$2,800 in financial support to three families with children.

This support assisted two families by covering the cost of child care as summer camps as well as a scholarship for two children who lost a parent to cancer.

To learn more about all of our Gunnison Tough (TETWP) Programs, visit:

<https://gunnison tough.com>

