



Gunnison Tough is dedicated to providing comprehensive cancer programs to keep our community strong.

2026 Summer Sponsorship Opportunities

July 14th

Sponsor Soiree

Songwriter Meet & Greet

Dinner and Acoustic Concert

11/7 RANCH

July 16th

Singer Songwriter Shuffle Concert &

Auction THE ALMONT RESORT LAWN

SONGWRITERS

JULY 14TH

TBD

JULY 16TH

DEAN DILLON & FRIENDS
WITH SPECIAL GUEST

CHEFS

PETE MICKELSON - THE ALMONT RESORT

ROB ZACK- ELK AVE HOSPITALITY

AL SEDAGHAT - BRUHAUS

CODY PENTON - THE WOODEN NICKEL & ELK AVE PRIME

PASTRY ARTS CHEF - ALYSSA ATZENBECK

CAKE ME AWAY

TITLE SPONSOR

\$150,000
(One Available)

SONGWRITER SOIREE - MEET & GREET DINNER & ACOUSTIC CONCERT July 14th 2026

- Meet & Greet Dinner & Acoustic Concert for Ten Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship at the 11/7 Ranch
- Top shelf open bar & a delicious four course dinner.
- Framed Event Poster signed by songwriters

SONGWRITER SHUFFLE CONCERT & AUCTION

July 16th, 2026

- Reserved Table for Ten Guests in the VIP up close to stage area with Private Bar - Best seats to watch the Songwriter Shuffle Concert & Auction at The Almont Resort
- Wait staff throughout the evening
- A selection of fine wine served at your table chosen by sommeliers from Elk Avenue Prime
- VIP Parking Area at the Almont Resort
- Recognition on stage and on the Gunnison Tough Webpage and Social Media Platforms
- Sponsor Bags with Gunnison Tough Goodies

GRAND SPONSOR

\$50,000

SONGWRITER MEET & GREET VIP DINNER & ACOUSTIC CONCERT July 14th 2026

- Meet & Greet Dinner & Acoustic Concert for Eight Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship at the 11/7 Ranch
- Top shelf open bar & a delicious four course dinner.

SONGWRITER SHUFFLE CONCERT & AUCTION

July 16th, 2026

- Reserved Table for Eight Guests in the VIP up close to stage area with Private Bar - Best seats to watch the Songwriter Shuffle Concert & Auction at The Almont Resort
- Wait staff throughout the evening
- A selection of fine wine served at your table chosen by sommeliers from Elk Avenue Prime
- VIP Parking Area at the Almont
- Recognition on stage and on the Gunnison Tough Webpage and Social Media Platforms
- Sponsor Bags with Gunnison Tough Goodies

GOLD SPONSOR

\$25,000

SONGWRITER MEET & GREET VIP DINNER & ACOUSTIC CONCERT

July 14th, 2026

- Meet & Greet Dinner & Acoustic Concert for Four Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship at the 11/7 Ranch
- Top shelf open bar & a delicious four course dinner.

SONGWRITER SHUFFLE & AUCTION

July 16th, 2026

- Reserved Table for Eight Guests in the VIP close to stage area with Private Bar - Best seats to watch the Songwriter Shuffle Concert & Auction at The Almont Resort
- Dinner and Drinks included.
- VIP Parking Area at the Almont
- Recognition on stage and on the Gunnison Tough Webpage and Social Media Platforms
- Sponsor Bags with Gunnison Tough Goodies

SILVER SPONSOR

\$10,000

SONGWRITER MEET & GREET VIP DINNER & ACOUSTIC CONCERT

July 14th, 2026

- Meet & Greet Dinner & Acoustic Concert for Two Guests- Hang out with the songwriters and enjoy an intimate evening of music and friendship at the 11/7 Ranch
- Top shelf open bar & a delicious four course dinner.

SONGWRITER SHUFFLE & AUCTION

July 16th, 2026

- Reserved Table for Eight Guests in the VIP close to stage area with Private Bar - Best seats to watch the Songwriter Shuffle Concert & Auction at The Almont Resort
- Dinner and Drinks included.
- VIP Parking Area at the Almont
- Recognition on stage and on the Gunnison Tough Webpage and Social Media Platforms
- Sponsor Bags with Gunnison Tough Goodies

BRONZE SPONSOR

\$5,000

SONGWRITER SHUFFLE & AUCTION

July 16th, 2026

- Reserved Shared Table for Four Guests
- Dinner and Drinks included.
- Recognition on stage and on the Gunnison Tough Webpage and Social Media Platforms.
- Sponsor Bags with Gunnison Tough Goodies

COPPER SPONSOR

\$2,500

SONGWRITER SHUFFLE & AUCTION

July 16th, 2026

- Open seating for two guests
- Dinner and Drinks included.
- Recognition on stage and on the Gunnison Tough Webpage and Social Media Platforms.

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 Shannon Mujica 303-250-8302 or Lana Athey 970-306-1688

WHY SPONSOR?

These events support Gunnison Tough 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.



65,100 miles & **31** individuals traveled in 2025



\$23,500 for **82 sessions** of integrative therapy



\$111,353 of financial aid for **32** clients



\$3,351 of scholarships for **5** children



303 nights of lodging for **27** individuals

In 2025, we supported **34** clients and their families, impacting **116** community members in total!

We also provided **120** cost-free breast cancer screenings and diagnostic procedures (mammograms, ultrasounds, biopsies, and MRIs) to community members in need.

TESTIMONIAL 1-

As a mom of two young boys, juggling work, school schedules, kids' hockey seasons, and the mental, emotional, and financial challenges of being a single mom, I had managed to let 4 years go by without a mammogram. And I almost didn't schedule the suggested ultrasound follow-up that detected my breast cancer. In a blink, my life halted, and my cancer diagnosis now consumed my time and energy. So many appointments, tests and so much information to digest. Waiting for test results was excruciating. Time seemed to slow down and move incredibly fast at the same time. Fear and uncertainty overwhelmed me. Children, work, insurance, bills, my home, medical expenses, time... My mind was spinning and I needed support.

My dear friends stepped in and connected me with Lana and Gunnison Tough. I was only a couple of weeks into my bilateral mastectomy recovery when a simple phone call helped change the trajectory of my journey. I didn't know how to ask for support, and Lana stepped in with kindness and compassion. In just one phone call, Gunnison Tough offered massages to help manage my stress and post-surgery aches and pains and provided immediate financial assistance to help with bills while I was unable to work. Not having to carry financial stress while tackling the challenges of a destabilizing cancer diagnosis is a gift beyond measure. And that was just the beginning.

Through Lana and all the supporters of Gunnison Tough, I received the best gift ever this past holiday season- the gift of time and adventure with my kids. Appointments, procedures, surgery and having to temporarily relocate for surgery have made it more difficult to spend time with my sons. And time is the greatest gift. I mentioned to Lana that my boys love hockey and wanted to go to a Colorado Avalanche game. Lana stepped in and made it all happen. We laughed, celebrated, and created lasting memories. This time together allowed us all to take a break from the weight of my cancer diagnosis.

I am still in the thick of my cancer journey and so grateful to have Gunnison Tough supporting me and my children every step of the way. I will once again need to relocate temporarily for my next surgery and Gunnison Tough is helping me with a vehicle for transportation, travel expenses for myself and my caregiver, and lift recliner rental. Thank you Lana and all the supporters of Gunnison Tough. I can stay strong and focused on my health and healing, knowing that I can easily access resources and support. I am proud to be a part of the Gunnison Tough community!

-Theresa Henry



TESTIMONIAL 2-

Last fall, our world got flipped upside down almost overnight. Phil was diagnosed with Adrenal Cortical Carcinoma, a one-in-a-million type of cancer. Being a young, seemingly healthy family, this diagnosis rocked our world, and Gunnison Tough was there for us every step of the way. From checking in to see how appointments were going, letting us know that the hotel would be covered, to offering a vehicle to get to appointments. Gunnison Tough has been more helpful than we could ever imagine. If Lana doesn't know the answer right away, she calls or sends emails to someone who might. We are so incredibly lucky to have resources like this in our valley. With two young children and a single-income household, with the help of Gunnison Tough, we have been able to keep the kids in activities that would otherwise cause financial strain. No one ever wants to be in this position, but it has truly shown us what is important and how much we value the community here in the Gunnison Valley. We cannot say thank you enough to the supporters of Gunnison Tough. You have helped our family an immense amount.

Love, The Ott Family



TESTIMONIAL 3 -

It sounds cliché but when I received the call that I had breast cancer the ground fell from beneath me. I had no idea what I was going to do. My friend, who had been diagnosed with cancer, helped me out. She immediately set me up with Lana from Gunnison Tough. From that point on I felt like I had my own personal cancer assistant. Lana and the Gunnison Tough community thought of things that weren't on my radar. They helped and are continuing to help me navigate this diagnosis. Their care was personal and quick. When everything else was so murky and muddy, Gunnison Tough provided a clear path. They helped me through every step from diagnosis, treatment and surgery to survivorship. They continue to help with all of the challenges that I still face. With the vehicles, lodging, counseling for myself and my children, acupuncture, assistance with bills and many other benefits I was able to focus on my battle and recovery. I don't know where I would be right now if it weren't for the kindness of Gunnison Tough and their sponsors. I am a multi-generational Gunnisonite and my father said that what makes this valley special is the people. That has never been as true to me as it is right now. Thank you Lana and the entire Gunnison Tough community.

-Liz Mick

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 2025, Gunnison Tough helped support 120 uninsured or underinsured women with screening mammograms, diagnostic ultrasounds, MRI's, and biopsies. Totaling \$47,615 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 1,598 nights of lodging have been provided to individuals with various forms of cancer.

Over the last 3 years, Gunnison Tough has seen a DRAMATIC increase in our Lucy's House program utilization compared to previous years.

Providing 1,085 nights of lodging in 2023, 2024, and 2025 combined, compared to an average of 150 nights of lodging in previous years. A 140% increase!

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 2025, Gunnison Tough provided \$23,500 in integrative therapy support.

With over 45 clients/caregivers receiving multiple therapy sessions.

TRANSPORTATION PROGRAM

HARRISON, BETTY ANN, TUFFY, JIMMIE LOU AND MINNIE PEARL

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

Total Miles Traveled 65,100 miles compared to 47,800 miles in 2024.

Supporting 31 clients and their families as they access treatments outside of the valley.



FRIENDS OF TOUGH (FORMERLY KNOWN AS FRIENDS OF PINK)

Since 2015, Friends of Pink has given over \$293,353 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 2025, Gunnison Tough significantly expanded its reach to support all cancer types, leading to a transformative increase in community assistance. Over the last two years, the program's impact has surged by 300% in individuals served and over 400% in financial aid distributed.

- **Individuals Assisted:** Grew from 8 individuals in 2024 to 32 in 2025.
- **Financial Support:** Increased from \$21,798 in 2024 to \$111,353 in 2025.

The Friends of Tough program provides critical relief for a wide range of needs, including treatment expenses, transportation, housing and grocery bills, house cleaning, and lost wages.

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 2025, Gunnison Tough purchased new recliners for the infusion room at GVH as well as new vital monitoring machines.

A contribution of over \$18,000

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 the services of the hospital)

Salary support in 2024 was \$9,200

SPARKY'S FUND

In 2025, Gunnison Tough was able to provide a total of \$3,351 in financial support for child care, extra curricular activities, summer programming, etc. to five families with children.

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

<https://gunnison tough.com>

