



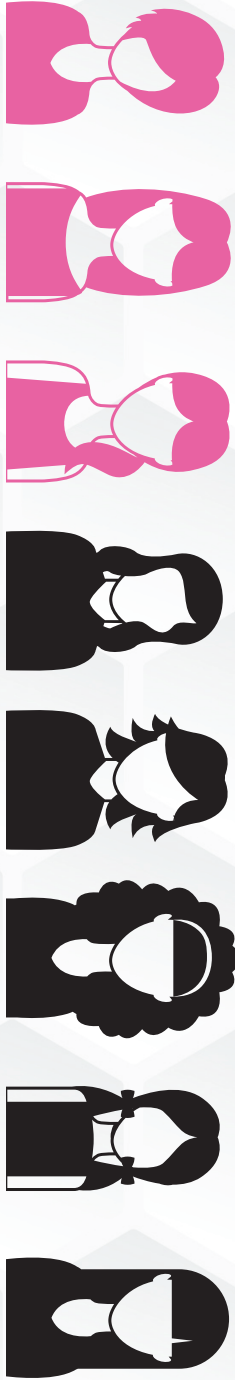
*Be  
The  
Hope*



**Ranack Cares Foundation**  
Reaching out to our community

2021 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.**

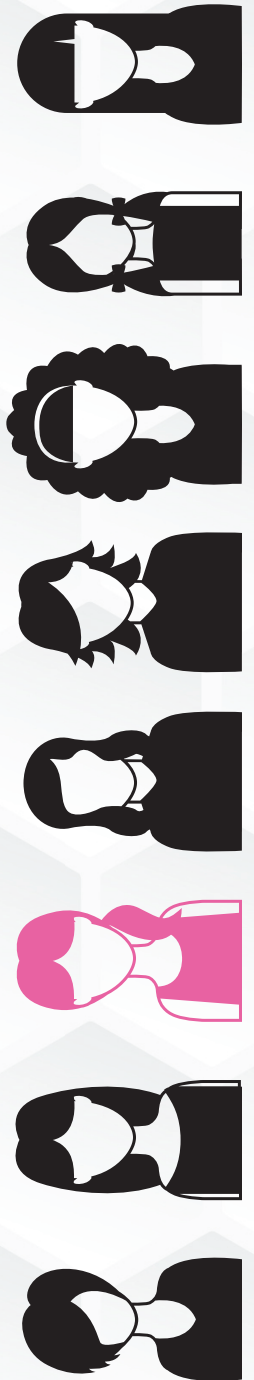
It is rare to meet someone who does not know a single person who has battled breast cancer. This diagnosis is indiscriminate to gender, income, or background.

**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 **2021 GOAL OF \$31,000.**

## 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

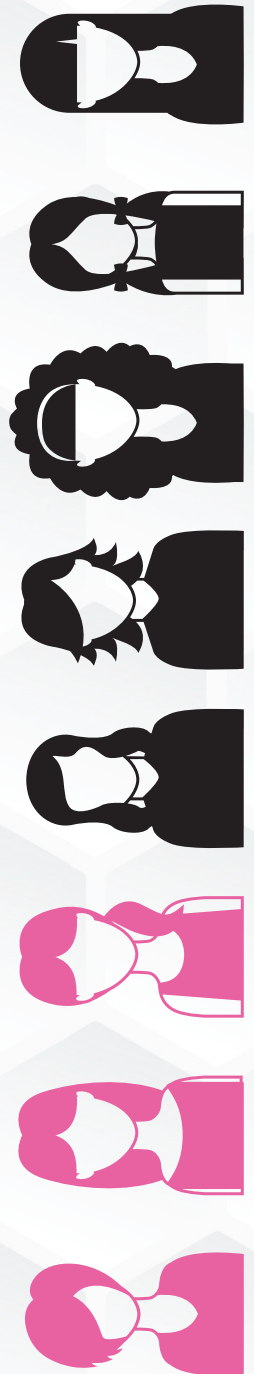
We appreciate volunteer help on our tournament days. For those who want to be involved, but are not a golfer, this is a great way to spend part of a day serving for this cause. We will provide a volunteer shirt and lunch.

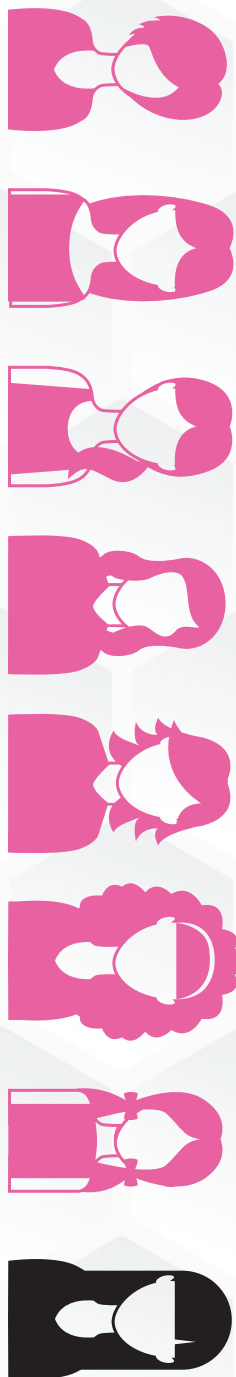
## Donate

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**

***\$176,519***

In Funding Directly To Those Who Need Help

**2020 - \$20,000**

**2019 - \$31,000**

**2018 - \$23,750**

**2017 - \$21,000**

***2021 Goal***

***\$31,000 Added To The Fund***

**ESTIMATED 275 PROCEDURES**

Be The *Hope*

[ToughEnoughNoCo.com](http://ToughEnoughNoCo.com)



# 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."



**Ranack Cares Foundation**  
Reaching out to our community



# 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

Two – complimentary foursomes for the day of the event

Can place items in the golfer goodie bag

**Suggested  
Donation**

**\$5000**

# Chuckwagon

**FOOD TABLE SPONSOR (2 AVAILABLE)**

Special designation as food sponsor

Special signage at Grab-N-Go lunch

Complimentary foursomes for the day of the event

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**

**\$2000**





# Buckle

**Tournament App Sponsor**

Medium logo on the golf tournament webpage

Link back to the company website

Sponsorship of tournament application and featured logo

Company recognition at the awards presentation

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

One – complimentary foursomes for the day of the event

Can place items in the golfer goodie bag

**Suggested  
Donation**

**\$1500**

# Stagecoach

**Golf Cart Sponsor**

Name & Logo on all golf carts

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**

**\$750**

## ***Corral***

### **Driving Range & Putting Green Sponsorship**

Name or Logo Sign at the driving range & putting green

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

Can place items in the golfer goodie bag

Suggested Donation \$350

## ***Saloon***

### **Beer Cup Sponsorship**

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

Suggested Donation \$300

Please see board member for additional details.

## ***Prize Purse***

### **Goodie Bag Sponsorship**

Can place items in golfer goodie bag  
Name or Logo on goodie bags

Suggested Donation \$200 &  
PROVIDE PRINTED BAGS

## ***Watering Hole***

### **Water Sponsorship**

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

Suggested Donation \$50  
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



# Important Sponsorship Dates

## Highland Meadows Golf Tournament ..... May 22, 2021

Title Sponsor ..... April 24, 2021

Sponsors Confirmation ..... May 8, 2021

## Loveland Golf Tournament ..... July 17, 2021

Title Sponsor ..... June 18, 2021

Sponsors Confirmation ..... July 8, 2021

Each tournament will have a set of sponsors for that tournament. If you wish to be a sponsor at both golf tournaments please let your Tough Enough To Wear Pink representative if you have any questions or would like clarifications.

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

2021 GOAL \$35,000 DIRECT DONATIONS

## Sponsor

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## Play

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(970) 667-3698

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**ToughEnoughNoCo.com**