



# 2012

Thank you for your interest in the western industry's **Tough Enough To Wear Pink?**™ breast cancer awareness and fundraising campaign.

**What Is It?** The Western Industry has joined together to raise awareness and funds for the fight against breast cancer. The campaign is titled: **Tough Enough To Wear Pink?** The color pink is not something you would associate with the tough sport of rodeo; however, breast cancer has toughed the lives of many rodeo and western lifestyle families and the **Tough Enough To Wear Pink?** partners want to put this important health issue top-of-mind at rodeos and extreme sporting events across America and Canada. Rodeo committees, western event producers and western manufacturers have gotten behind this campaign and the momentum continues to build. Over \$11 million dollars has been raised to support local breast cancer groups in behalf of the western industry.

**How You Can Get Involved** To be an approved **Tough Enough To Wear Pink?** event, please complete the enrollment form and return. We will then send you an approval to use the trademark in your fundraising efforts. We ask that your purchase a minimum of \$250 of **TETWP** merchandise from the website for your fundraising needs. We also ask that you, at the end of your event, let us know how much money was raised for your breast cancer charity or local group for our public relation efforts. Our hope is to announce a collective western industry fundraising amount at the 2012 Wrangler National Finals rodeo.

Posted on our website [www.toughenoughtowearpink.com](http://www.toughenoughtowearpink.com) are forms including a quick guide reference on how you can host a **TETWP** event. We will continue to post successful event results and ideas as they become available.

Rodeo Committee pink shirts are available for purchase at a reduced price from the Rodeo Department at Wrangler. Attached is the ordering information.

Every rodeo and western event is handling their participation differently. Some are generating funds for their local breast cancer groups– others are making contributions to the national breast cancer organizations listed on our website. The decision is yours.

**Information** It will be the small efforts of many that make this campaign successful. If you have additional questions after checking out the website, please give us a call. Again, thank you so much for your interest.

Lacey Wheatley | Katie Wheatley | Terry Wheatley

**866.910.PINK(7465)**

or

[Lacey@toughenoughtowearpink.com](mailto:Lacey@toughenoughtowearpink.com)

[Katie@toughenoughtowearpink.com](mailto:Katie@toughenoughtowearpink.com)

"Tough Enough to Wear Pink" is a licensed trademark for the initiative. In order to maintain the integrity of the campaign and garner maximum public relations for the western industry, prior to using the tagline in your promotion, please obtain trademark usage permission by contacting: [katie@toughenoughtowearpink.com](mailto:katie@toughenoughtowearpink.com)

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## 2012 Suggested Script for Announcers

### ABOUT Tough Enough to Wear Pink™

“TETWP?™ was created by entrepreneur and breast cancer survivor Terry Wheatley, together with Karl Stressmen (Commissioner of the PRCA) to bring the sport of professional rodeo and the entire western community together to rally against breast cancer. In the past seven years, TETWP?™ together with Wrangler, empowered rodeos and events in the U.S. and Canada to focus attention on the need for a cure and raise over \$11 million dollars for breast cancer charities, most of which stays right in the community. The grassroots movement has inspired other sports communities to mount their own TETWP?™ campaigns, spreading a message of hope and support that reaches beyond the rodeo arena to competitors, families and fans across America. From a single idea to a nationwide movement, Tough Enough to Wear Pink™ continues to gather speed raising awareness and funds to fight breast cancer, cowboy style. For more information on Tough Enough to Wear Pink™ rodeos and events around the country, please visit the web site at [www.toughenoughtowearpink.com](http://www.toughenoughtowearpink.com)

\*Check with your rodeo committee to learn which group they donated their contributions to: \_\_\_\_\_

### Facts about Breast Cancer

- One woman is diagnosed with breast cancer every three minutes, and one woman will die of breast cancer every 13 minutes in the U.S.
- Probabilities are, at some stage of your life, someone you love will accept a finding of breast cancer. Even though the majority of women detected with the ailment are over 50, it can hit women of all ages.
- There are about 2.5 million breast cancer survivors alive in the U.S. today.
- Breast cancer is the primary reason of death in women between the ages of 40 and 55.

### Join us today in the fight against Breast Cancer!

Find a committee member today to donate to this cause or visit the TETWP?™ web site for further information.”



# 2012 Enrollment Form

This enrollment form is a record of a Tough Enough to Wear **Pink™** day during your event. Please complete and fax or mail this official enrollment form to the **TETWP** Office to receive approval. **This process is required annually.** Please also return **2012 Application for Reprint** if any reprinting is needed. Remember to do this **before** your merchandise goes into print. There is no approval allowed for caps or jelly bracelets. A minimum purchase of \$250 is required of Tough Enough to Wear **Pink™** merchandise from the **TETWP?™** website (does not include Wrangler shirts) to qualify as an official TETWP event. Please place all orders on 2012 Merchandise Order Forms and be sure to print LEGIBLY. Forms are also available on our website at [www.toughenoughtowearpink.com](http://www.toughenoughtowearpink.com). **Wrangler shirts are the only authorized shirt brand for all official TETWP?™ events.**

Send all TETWP completed forms to:  
**TETWP?™** Headquarters • P.O. Box 909, Hughson, CA 95326 • 866-910-PINK • Fax: 209-883-1551

Name of Rodeo/ Event: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
 Rodeo/Event Dates: \_\_\_\_\_ TETWP Date: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
 City, State: \_\_\_\_\_ Email Address: \_\_\_\_\_  
 Rodeo Website (if applicable) \_\_\_\_\_ Address (to send signed forms for approval) \_\_\_\_\_  
 PRCA       Non PRCA

**WE HAVE FULL CONFIDENCE** that you will use the trademark in a positive manner within your organization and during your event to raise money for breast cancer treatment, research and awareness.

I have read the about requirements and understand this is an agreement for approval of the licensed "Tough Enough to Wear **Pink™**" Trademark.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_  
 Date: \_\_\_\_\_ Event Name: \_\_\_\_\_ TETWP Date: \_\_\_\_\_

**IN ORDER TO MAINTAIN THE INTEGRITY** of the campaign and garner maximum public relations for the Western Industry, you are required to let us know the amount of money your group raised and to whom the donation was given so we can highlight your efforts in our public relations campaign. No amount of money raised is too small! It will be efforts of many that will make the campaign successful.

Please return this portion with "total contribution" completed and re-fax to **TETWP** for our records. This will provide us with the exact total of your event contribution.

CHARITY INFORMATION:  
 Event Name/Date: \_\_\_\_\_  
 Charity Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 Total Contribution Amount \$ \_\_\_\_\_  
 Awareness Only (No Money Raised)

FOR OFFICE USE ONLY	COMMENTS: _____
Trademark Approval	_____
PSN	_____
Calendar	_____
Minimum Purchase	_____
Contribution report	_____
End of year	_____

After receiving Enrollment forms, **TETWP?™** will send a Trademark Approval Postcard to notify listed contact of 2012 Approval. Your event will be posted on the Official **TETWP?™** web site , facebook and the PSN for all PRCA Rodeos



# 2012 What to Do Before & After Your Event

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## BEFORE Your Event

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**Go to Tough Enough to Wear Pink™ web site**

Access forms, receive updates and read our blog and join us on Facebook.

**Establish a Tough Enough to Wear Pink™ day**

Pick your favorite day to host an event. You can either choose a day or span of time during your rodeo or function and choose your charity of choice for Breast Cancer.

**Make your committee interactive**

Communicate with your committee members and together, make a fundraising plan.

**Enroll your event and review regulations**

Enroll your event by sending in your enrollment form including the signed agreement for regulations via postal mail, email or fax.

\*After receiving the needed forms we will send out a trademark approval notice.

**Share the news**

Create your own newsletters, posters, fliers, email blasts or enlist your local businesses to help spread the word. Logo artwork available upon request.

**Get together with your charity of choice**

Choose a charity that your committee has agreed upon. Our strongest recommendation is to keep the charity local; ex. Your local breast imaging center or hospital affiliated with breast health. Your next choice is to donate your funds to a nationally known charity. Our strongest recommendation is the Breast Cancer Research Foundation.

\*Please find further information located in committee packets or contact **TETWP?™**. Set a date after the conclusion of your event to give the chosen charity their donation from your fundraising efforts.

**Order official merchandise**

Send in order form for discounted merchandise via, email, postal mail, or fax for discounted merchandise to help with your fundraising needs.  
\*Available at a wholesale cost from TETWP for resale by your group to raise funds.

**Order committee shirts**

Place all tetwp committee shirts orders through the Wrangler office (see order form for details).

**Host an activity**

To generate excitement, coordinate a bake sale, contest or create an "in honor of" board. Come up with your own creative, fun and educational activity. Sell your official **TETWP?™** merchandise to generate more pre sales.

**Collect donations**

Visit your local businesses for advertising or get together with volunteers from your local groups. All checks should be payable to the charity name you have chosen. Keep track of all donations as you will need the total at the conclusion of your event.

**Host your event:**

Set up a booth or table for fundraising sales. Use creative ideas to obtain more donations through queen collections, ticket sales and sponsor advertising.

**Follow the Leaders:**

Enclosed are examples of successful fundraising events.

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## AFTER Your Event

**Submit Donations**

Either do a presentation of donations to charity of choice or wait until all donations have been collected to submit.

**Send in Contribution amounts**

Fax or mail your enrollment sheet back with contribution and charity information filled in to highlight your efforts in our public relations. Remember all checks should be submitted to the charity chosen.

**Request your packet for next year**

It's a proven fact the early bird gets the worm! It's never too early to start planning your fundraising event for next year. Enrollment forms need to be sent in annually.

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## 2012 Application for Apparel Reprint

(This form is only needed if you are printing event apparel)

**\*Custom T-shirt and Sweatshirt printing services available- Please ask us for a quote!**

To maintain the integrity and garner maximum public relations for the western industry we will need your committee to fill out and fax in an application to reprint t-shirts or any other merchandise containing the **TETWP?™** logo. Please include a drawing, image or sample of the item **before** it goes to print. THERE IS NO APPROVAL ALLOWED FOR CAPS OR JELLY BRACELETS.

The **TETWP?™** logo cannot stand alone when reprinting. Please be sure to include the event's name or logo accompanied by the **TETWP?™** logo when printing your own merchandise.

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Approx. Print Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_( \_\_\_\_\_ ) \_\_\_\_\_

- PLEASE PLACE SAMPLE DRAWING OR IMAGE HERE -

