



2017

What is it? **Tough Enough To Wear Pink?** provides a nationally-recognized campaign and framework for rodeos and western events to promote breast cancer awareness and fundraising to benefit their local communities.

The Western Industry 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 touched 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, western manufacturers and cowboys and cowgirls have gotten behind this campaign and the momentum continues to build. Over \$25 million dollars has been raised since the inception of the campaign to support local breast cancer groups across the country.

Why is it successful?

Every community that participates through their rodeo or their western event is encouraged to keep their money locally to do good in their own back yards through contributions to their women's breast cancer center, the women's breast cancer wing of the local hospital or whatever breast cancer support group is in need in their community. It is the decision of the local rodeo committee or event on who receives their donation. The success of the campaign is that it is truly grassroots...people raising \$5 at a time to support someone in their community.

You must register your event ANNUALLY. To be an approved event, please complete the enrollment form and return. You will receive an approval to use the trademark for your fundraising efforts. Your event is required to purchase a minimum of \$250 TETWP merchandise which you purchase at a reduced wholesale price and then sell in your fundraising at full retail price.

How you can get involved

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 at the end of your event 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 the efforts of many that will continue to make the campaign successful.

Posted on our website www.toughenoughtowearpink.com are forms for enrollment. Rodeo Committee pink shirts are available for purchase at a reduced price from the Rodeo Department at Wrangler. Enclosed is ordering information.

Information 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

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



2017

2017 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 eight 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 \$25 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

*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.”



2017 Enrollment Form- Required Annually

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 **2017 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 wholesale 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 2017 Merchandise Order Forms and be sure to print LEGIBLY. Forms are also available on our website at www.touheneoughtowearpink.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 2017 Approval. Your event will be posted on the Official **TETWP?™** web site , facebook and the PSN for all PRCA Rodeos



2017 What to Do Before & After Your Event

BEFORE Your Event

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.

AFTER Your Event

Submit Donations

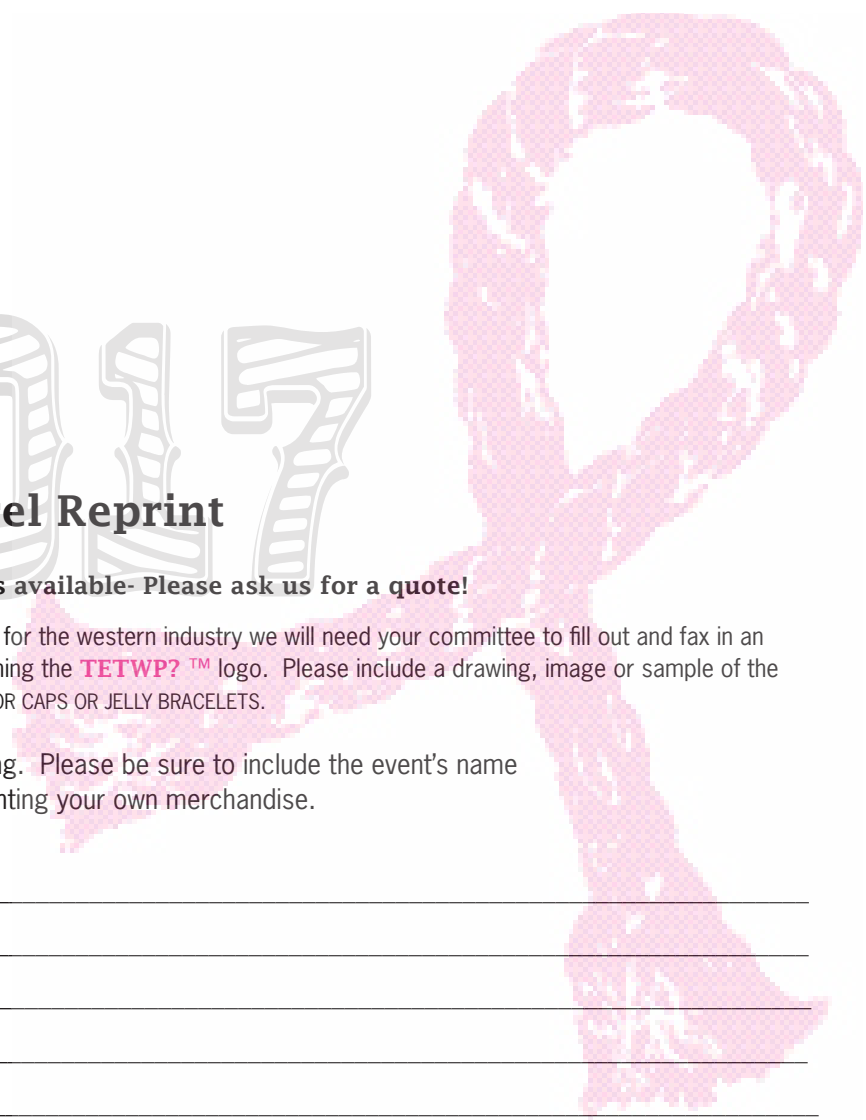
Either do a presentation of donations to charity of choice or wait until all donations have been collected to submit.

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.



2017 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 -

