



PINK BOOTS & COUNTRY ROOTS



A Country Music Concert Benefitting Breast Cancer Support Services at:



OSF HEALTHCARE
Cancer Institute

Saturday September 19th, 2026
7:00pm (VIP Experience at 5:00pm)

Downtown Peoria Heights



Pink Boots & Country Roots 2026 is shaping up to be our biggest and most meaningful event yet. Presented by Artemis Esthetics & Wellness, this signature breast cancer benefit brings our community together for an unforgettable night of music, purpose, and impact in support of those navigating breast cancer with strength and hope.

Founded by Artemis owner Lindsey Swischuk, this event is rooted in both personal experience and deep seated values. Lindsey grew up on her family's farm in rural Indiana, where hard work, resilience, and community were a way of life. In 2021, at just 35 years old, she was diagnosed with breast cancer, an experience that forever changed her perspective and ignited her passion for improving the patient journey.

Pink Boots & Country Roots is her way of honoring those roots while turning a difficult chapter into something that brings hope to others.

What began as a vision has quickly become a powerful force for good. In 2025, Pink Boots & Country Roots raised nearly \$100,000 for local breast cancer support, proof of what is possible when a community comes together with purpose.

Breast cancer affects nearly 1 in 8 women in the United States. While survival rates now exceed 90 percent thanks to early detection and treatment, the emotional, physical, and financial toll of a diagnosis remains overwhelming for many patients and their families.

Your support of Pink Boots & Country Roots directly funds Cancer Support Services at the OSF Cancer Institute, providing critical care beyond medical treatment, including nutritional counseling, social work services, behavioral health support, and financial assistance for breast cancer patients. These programs ensure that no one faces their cancer journey alone.

Together, we are not just raising funds. We are changing lives. We invite you to join us as a sponsor or donor and be part of the continued impact of Pink Boots & Country Roots.

Thank you for your generosity and partnership.



Headliner - \$20,000

- Twenty Five (25) VIP tickets (\$7,500 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Fifty (50) General Admission tickets (\$1,176 value)**

- Featured on event website and social media**

- Sponsorship Recognition on event Jumbotron**

- Sponsorship Recognition on printed materials**

- Sponsor name/logo on Print at Home Tickets**

- 97.3 River Country Title Sponsor with mentions in all radio promotions and ads**

- Minimum of 530 live and/or recorded mentions

- Included in web blog on station website logo and link

- Social Media inclusion

(Runs April through September 2026. (\$47,400 value))

- First in Line for available Meet and Greets**

- In Person Recognition at the event**

- Private Tour of OSF Cancer Institute**



Western Icon - \$15,000

- Twenty (20) VIP tickets (\$6,000 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Twenty (20) General Admission tickets (\$588 value)**
 - Featured on event website and social media**
 - Sponsorship Recognition on event Jumbotron**
 - Sponsorship Recognition on printed materials**
 - Sponsor name/logo on Print at Home Tickets**
- 97.3 River Country Sponsor with cycled mentions in radio**
(Runs March through September. (\$23,700 value))
 - First in Line for available Meet and Greets**
 - Private Tour of OSF Cancer Institute**

Rodeo Star - \$10,000

- Ten (10) VIP tickets (\$3,000 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Twenty (20) General Admission tickets (\$588 value)**
 - Featured on event website and social media**
 - Sponsorship Recognition on event Jumbotron**
 - Sponsorship Recognition on printed materials**
 - Sponsor name/logo on Print at Home Tickets**
- 97.3 River Country Sponsor with cycled mentions in radio**
(Runs March through September. (\$23,700 value))



Gold Buckle - \$7,500

- Eight (8) VIP tickets (\$2,400 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Fourteen (14) General Admission tickets (\$588 value)**

- Featured on event website and social media**

- Sponsorship Recognition on event Jumbotron**

- Sponsorship Recognition on printed materials**

- Sponsor name/logo on Print at Home Tickets**

- 97.3 River Country Sponsor with cycled mentions in radio**

(Runs March through September. (\$11,850 value))



Honky Tonk Hero - \$5,000

- Six (6) VIP tickets (\$1800 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Ten (10) General Admission tickets (\$420 value)**

- Featured on event website and social media**

- Sponsorship Recognition on event Jumbotron**

- Sponsorship Recognition on printed materials**

- Sponsor name/logo on Print at Home Tickets**



Country Strong - \$2,500

- Four (4) VIP tickets (\$1200 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Six (6) General Admission tickets (\$252 value)**
 - Featured on event website and social media**
 - Sponsorship Recognition on event Jumbotron**
 - Sponsorship Recognition on printed materials**



Silver Spur - \$1,250

- Two (2) VIP tickets (\$600 value)**

Exclusive pre-concert VIP experience + VIP Concert Section

- Four (4) General Admission tickets (\$168 value)**
 - Featured on event website and social media**
 - Sponsorship Recognition on event Jumbotron**



Additional Information

VIP Experience: Elevate your evening with the VIP Pre-party Experience in the VIP tent! Before the main event kicks off, enjoy an exclusive pre-party with a happy hour, delicious hors d' oeuvres, and an acoustic set by our event opener. Plus, enjoy a VIP only section during the main event.

Event Schedule

VIP Experience - VIP Tent (5:00 PM -7:00 PM)

VIP ticket holders only

General Admission Gates (5:00 PM)

Entry opens for all ticket holders

Opener (7:00 PM - 8:00 PM)

Intermission (8:00 PM - 8:30 PM)

Headliner (8:30 PM - 10:00 PM)



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How to Sponsor

We are so grateful for your interest in supporting Pink Boots & Country Roots! Your sponsorship directly helps us make a difference, and we've made it simple to partner with us.

If you have a current Pink Boots & Country Roots contact, please feel free to reach out to them directly with any questions. You may also email our team at info@pinkbootsandcountryroots.com and someone from our committee will be happy to assist you.

Once you have selected your desired sponsorship tier, payment can be made via check. Please make checks payable to:

Pink Boots & Country Roots

Checks may be mailed or dropped off at Artemis Esthetics & Wellness, or you may email us to arrange for a Pink Boots & Country Roots committee member to pick it up at your convenience.

Artemis Esthetics & Wellness
4615 N Prospect Rd, Ste A
Peoria Heights, IL 61616

Important Note:

Please email your logo (if applicable) along with the exact name you would like listed whether business or individual including capitalization, punctuation, and any preferred wording for use on our website and promotional materials.

If you have any questions or would like to learn more about sponsorship opportunities, please don't hesitate to reach out to our team at info@pinkbootsandcountryroots.com or contact@artemispeoria.com