

# THANK YOU!



**DEWEY GOES PINK**  
OVER \$1.9 MILLION RAISED



THANK YOU for helping us cross the \$1.9 Million mark with this year's \$365,000 raised from Dewey Goes Pink at our 13th annual event for the Delaware Breast Cancer Coalition!

## DEWEY GOES PINK 2024

**REVENUE**

Individual / Team Contributions:	\$272,298
Business Sponsorships:	\$151,000
Silent Auction Receipts:	\$22,381
Total In-kind support:	\$17,462
Total Bike Raffle Proceeds:	\$4,665
Total Race Registrations:	\$185,475
Extra race shirt sales:	\$1,320
Total Non-race participants:	\$13,440
Waves of Smiles Total:	\$4,049
<b>Total Revenue 2024:</b>	<b>\$617,090</b>

**EXPENSES**

Advertising/Print/Web:	\$3,329
Accounting/Professional Fees:	\$11,640
Attendants/Labor:	\$2,050
Decorations/Balloons:	\$3,613
Entertainment/Production/Pink Ribbon:	\$36,150
Equipment Rentals:	\$9,197
Food & Beverage:	\$51,940
Insurance:	\$4,650
Races2Run/Course & timing fees:	\$35,370
Race UA Shirts:	\$76,330
Signs & Markers:	\$6,265
Security/Police/Traffic/EMT:	\$14,250
Prizes & Trophies:	\$1,237
<b>Total Expenses 2024:</b>	<b>\$252,021</b>

**TOTAL 2024 REVENUE DONATED TO THE DBC**  
**\$365,000**



**A Special Thank You to our Sponsors & Silent Auction Donations!**

**2024 SPONSORS**

- Silent Auction Donation from...**
- 13th Anniversary
  - 302 Area
  - Adrienne Heald
  - Robert & The Dewey Post
  - Bartoni Bros
  - BCCI Lockers & Bryan Depina
  - Blue Heron
  - Brian's Kitchen, DFB & The Press
  - Comcast Pro
  - Charm City Run
  - CLW Fitness LLC
  - Cosco! Rehoboth Beach & Seacoast
  - Coral Cove
  - Culture and Host
  - DE Division of Parks & Recreation
  - Dalhousie State Park
  - Developing Area Collaboration
  - Dewey Beach Community Club
  - Dewey Beach Surf Shop
  - Dewey Beer Co.
  - Dewey Post
  - Dewey Restaurant
  - Dixie's Restaurant
  - Dragonhead
  - DownTown Blues
  - Egg
  - Stegan & Manning
  - Hank & Tammy Wade
  - For Rent
  - GM Heavy Co Sales
  - Gracie Boatworks
  - Harriet on My Sleeve & Sara Rowley
  - Hella Surfboards
  - Honey Entertainment & Recreals
  - Highway Home
  - Highway Coach
  - Hyatt House Living
  - Hyatt House Ocean City
  - Hyatt House Dewey Beach
  - Hyatt House Light House
  - Hyatt House Kent Narrows
  - Hyatt House Newark
  - Jack's Bar
  - Jared Rubin
  - Jazztron
  - Lo West Hospitality
  - Luffy, Miley & Eric
  - Likelihood
  - Massey and Bloom
  - M&J Studios
  - Micha's Casual
  - Mirra's Haircut Studio
  - Misc Owners of Delaware
  - Nick
  - Naturally Well
  - Nick's Hot Golf
  - ABC
  - Chae S. Liles - Julie S. Lisa Newkirk
  - Chae S. Liles - Megan Carter
  - Chae S. Liles - Raven Chronel
  - Pat Frigg
  - Radmore Candy Company
  - Prevalence Fitness Services
  - Ryan Barry Carter
  - Red, White & Blue Etern, Jon Barr
  - Rehoboth Beach Market
  - Rehoboth Running Company
  - Schrago Home Comfort Products
  - Schaeff
  - Sea Breeze / Sea Cycle
  - Sea Level Seating
  - Sharon Gilmore
  - Shell Mule Source
  - SOBOL, Connecticut
  - SOLE
  - Sunny Day Cafe
  - Surf Baggy
  - Surf Breeze
  - Surf Side Outer Banks
  - The Body Shop
  - The Rooster & Hutch Hardware
  - The Starboard
  - University of Delaware
  - Woods & Dewey Beach