

Dear Neighbor,

The 2025 Cheyenne Farmers Market is right around the corner, and with that comes our annual campaign for sponsorships. The Cheyenne Farmers Market is the annual fundraiser for Community Action of Laramie County, Inc. whose mission is simple; to reduce poverty in Laramie County; which includes addressing food insecurity. In 2024, 1 in 7 adults were food insecure and 1 in 5 children faced hunger on a daily basis. 56% more kids were estimated to be food insecure compared to the previous year (previously 1 in 8) and 36% more people were estimated to be food insecure compared to the previous year (previously 1 in 9). The estimated price per meal increased from \$3.50 to \$3.90 year-over-year – an 11% increase. *Hunger affects every aspect of a person's life, whether it's childhood development and school work, preventing medical issues, or just having the energy to live life fully.*

Your sponsorship allow us to address food insecurity by providing market tokens to our clients, community partners and low-income seniors so they can buy fresh meat, fruits and produce that are otherwise unaffordable. With the rising costs of food, addressing this growing concern is becoming more important than ever. Wyoming is one of the 10 states with the highest percentage of food insecurity - 12% of Wyoming households - and that number is growing. Your sponsorship also helps cover market expenses, allowing all of our 5% of total vendor sales to be redirected back into our programs of self-sufficiency and addressing the needs of our community throughout the year.

For over 30 years, the Cheyenne Farmers Market has been a highly anticipated event in Cheyenne and has grown over the years, bringing more local vendors to our community. We serve over 33,000 people over 10 weeks and generate over \$500,000 in economic growth for our community, small businesses and local farmers. We hope that you will consider helping vulnerable members of our community while advertising your business to a substantial portion of our community through a Cheyenne Farmers Market sponsorship.

Every day we help families obtain stable housing and provide dedicated case management through Project Hope. We assist homeless veterans with temporary housing through our Veteran Housing Services and our transitional housing program. We ensure that seniors can age in their homes with help from the In-Home Services who provide light housekeeping, grocery shopping and meal prep to prevent premature institutionalization. Our Crossroads Healthcare Clinic provides primary medical care and Behavioral health services to those who are homeless. We also assist in Medication Assisted Treatment of opioid addiction. Every day, we help our neighbors walk the path towards self-sufficiency. Please visit our website at www.calc.net for more information on the impacts we make within our community.

Please review the attached sponsorship levels, and please don't hesitate to contact the Market Manager, Traci Kyser, with any questions you may have. We can also discuss additional levels and custom sponsor levels or requests. Traci can be reached at 307-635-9291 x3012 or traci@calc.net. Thank you again for your support and we can't wait to see you in August!

Sincerely,



Ellie Gardner, Chairperson, Board of Directors for Community Action of Laramie County



August 9 - October 11, 2025

Business Name: _____

Business Address: _____

Contact Name: _____

Contact Phone/E-mail: _____



SEED

- Logo on CALC website & social media outlets
- Recognition on sponsor banner at event

\$500



GARDEN

- Logo on CALC website & social media outlets
- Recognition on sponsor banner at event
- Logo promotion in print

\$1000



FARM

- Logo on CALC website & social media outlets
- Recognition on sponsor banner at event
- Logo promotion in print ads
- Mention in radio/TV ads

\$2500



HARVEST

- Logo on CALC website & social media outlets
- Recognition on sponsor banner at event
- Logo promotion in print ads
- Mention in Radio/TV ads
- Booth at the market & branded item

\$5000



Contact us to sponsor!