



Dear Community Champion,

In 2026, Cinderella Dreams proudly celebrates its 20th anniversary – two decades of empowering teens across Greater Richmond to experience the joy and confidence of attending prom, regardless of financial circumstances.

Since 2006, we have partnered with Puritan Cleaners, local media outlets, area businesses, and nonprofit organizations to help hundreds of teens make their prom dreams come true – at little or no cost to them.

Throughout the year, we collect gently used prom dresses and accessories at Richmond-area Puritan Cleaners locations and other local businesses. Then, each spring, our 501(c)(3) nonprofit hosts a special “shopping” event at a storefront generously sponsored by Westchester Commons, where high schoolers can select a dress and accessories—jewelry, shoes, wraps, clutches, and makeup – completely free, or with a suggested \$5 donation to support the cause.

This event gives young adults who may otherwise not be able to attend prom the chance to experience their own Cinderella moment.

In 2025, we received more than 2,500 donated dresses, helping nearly 300 students attend prom. Another 650 dresses were distributed to schools and community programs, including:

Appomattox Regional Governor’s School, Asheville N.C. Community, Clover Hill High School (“Dress the Dream”), Have a Heart, Henrico Middle School, Henrico Virtual Academy, Hills and Hollers (Eastern Kentucky), Hope for Appalachia, L.C. Bird High School, Matoaca Middle School, and Night to Shine.

As we prepare to celebrate 20 years of Cinderella Dreams in 2026, your sponsorship is more important than ever. Your support helps offset costs for dress storage, dressing room materials, event supplies, and logistics – all crucial to ensuring our milestone year continues the tradition of making prom accessible to every teen in our community.

We invite you to join us in celebrating two decades of community impact and in helping make Cinderella Dreams 2026 our most inspiring year yet.

Thank you for your consideration and for supporting the dreams of Richmond’s youth. Please do not hesitate to reach out to me directly with any questions or to discuss sponsorship opportunities.

Warm regards,

Nicole

Nicole Brown
President, 2026 Sponsorship Chair



Sponsorship Levels

Platinum - \$1,500+

- Acknowledgement in press releases
- Acknowledgment in winter and spring newsletters that go out to our subscribers
- Community Ambassador: If available, participate with the Cinderella Dreams Board in a media outlet spot in support of Cinderella Dreams where you may highlight your sponsorship
- Signage on five individual dress racks in the shop
- Five social media shoutouts on Facebook, Instagram, and LinkedIn
- Invite to exclusive sponsorship night the week of opening day
- Acknowledgment on our sponsor page on our website

Gold - \$750+

- Acknowledgment in winter and spring newsletters that go out to our subscribers
- Community Ambassador: If available, participate with the Cinderella Dreams Board in a media outlet spot in support of Cinderella Dreams where you may highlight your sponsorship
- Signage on three individual dress racks in the shop
- Three social media shoutouts on Facebook, Instagram, and LinkedIn
- Invite to exclusive sponsorship night the week of opening day
- Acknowledgment on our sponsor page on our website

Silver - \$500+

- Acknowledgment in winter and spring newsletters that go out to our subscribers
- One social media shout out on Facebook, Instagram, and LinkedIn
- Signage on two individual dress racks in the shop
- Invite to exclusive sponsorship night the week of opening day
- Acknowledgment on our sponsor page on our website

Bronze - \$250+

- Invite to exclusive sponsorship night the week of opening day
- Acknowledgment on our sponsor page on our website

Please reach out to Nicole Brown, Sponsorship Chair, at 804.501.9272 or information@cinderelladreamsrva.org to further discuss sponsorship opportunities.

As a registered 501(c)3 we would be happy to provide you with an acknowledgment letter for your donation.

Cinderella Dreams
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