



Dear Community Champion,

Cinderella Dreams is seeking sponsorships from Richmond-based organizations to support our mission of empowering teens through our annual Cinderella Dreams project.

Since 2006, we have partnered with Puritan Cleaners, local media companies, area businesses, and non-profit organizations outside of our community to help hundreds of teens fulfill their prom dreams, at little or no cost to them!

Throughout the year, we collect prom dresses and accessories at Richmond-area Puritan Cleaners branches, as well as other local businesses.

Each spring, our 501(c)3 nonprofit organization holds a 'shopping' event at a storefront sponsored by Westchester Commons. High schoolers can shop and select a dress, as well as accessories such as jewelry, shoes, wraps, clutches, and makeup, for free or with a suggested \$5 donation to help the cause. Young adults that would otherwise be unable to attend prom or other formal events still have their Cinderella moment!

In 2024, we collected over 2,500 dresses from the community which allowed almost 300 teens in the greater Richmond area to find the dress of their dreams! We donated over 350 dresses to Appomattox Regional Governor's School, Chesterfield Virtual PTA, Hope for Appalachia, Matoaca Middle School, Monacan High School, Amelia High School, and Thomas Jefferson High School.

Additionally, we hosted our first Homecoming Pop Up in September and shared 500+ dresses with our local community.

Your sponsorship will assist in off-setting costs for dress storage, supplies to build dressing rooms, and materials crucial to making this annual event a success.

Please consider how you can support Cinderella Dreams 2025.

Thank you in advance for your consideration, and please do not hesitate to reach out to me directly with any questions.

Best,

Nicole

Nicole Brown
President, 2025 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 shout outs 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 shout outs 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
1324 Sycamore Square Drive
Midlothian, VA 23113
EIN 88-0746979