



Sponsorship Opportunities

Mission

Educating and empowering teens through planned events and drives with the express goal of building confidence, self-esteem, and leadership skills with an ultimate goal of providing a positive foundation in life.

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, where 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 2023, we collected over 2,500 dresses and 500 teens in the greater Richmond area found the dress of their dreams! Additionally, we donated dresses to St. Joseph's Villa, Appomattox Regional Governor's School, the Appalachia region, and other smaller prom dress events in the area.

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 reach out to Nicole Brown, Sponsorship Chair, at 804.501.9272 or info@cinderelladreamsva.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. For your records, our organization EIN is 88-0746979 and our legal address of record is 1324 Sycamore Square, Midlothian Virginia 23113.

*Please contact info@cinderelladreamsva.org for shop entry and display restrictions
Social media shout outs will be posted through March 25, 2024

www.cinderelladreamsva.org



Sponsorship Levels

Cinderella Dreams is offering local businesses the opportunity to support us with one of the five following patron sponsorship packages.

Fairy Godmother Patron - \$1,500+

- Corporate name will be listed on the Cinderella Dreams website, with a logo and link to your corporate website
- Weekly shout outs on Cinderella Dreams LinkedIn page, with a logo and link to your corporate website
- Eight+ shout-outs on Cinderella Dreams additional social media platforms
- Sign at the Cinderella Dreams shop acknowledging sponsorship
- Logo on all publicity flyers
- Booth to advertise firm or products*

Tiara Patron - \$750

- Corporate name listed on the Cinderella Dreams Website, with a logo and link to your corporate website
- Six shout-outs on Cinderella Dreams social media accounts
- Sign at the Cinderella Dreams shop acknowledging sponsorship
- Logo on all publicity flyers
- Booth to advertise firm or products*

Ball Gown Patron - \$500

- Corporate name and logo listed on the Cinderella Dreams Website
- Sign at the Cinderella Dreams shop acknowledging sponsorship
- Four shout-outs on Cinderella Dreams social media accounts
- Logo on all publicity flyers
- Booth to advertise firm or products*

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Sponsorship Levels

Cinderella Dreams is offering local businesses the opportunity to support us with one of the five following patron sponsorship packages.

Glass Slipper Patron - \$250

- Sign at the Cinderella Dreams shop acknowledging sponsorship
- Three shout-outs on Cinderella Dreams social media accounts
- Inclusion in publicity flyers
- Table to put flyers and/or coupons at the Cinderella Dreams Shop

Bibbidi-Bobbidi-Boo Patron - \$150

- Inclusion in publicity flyers
- Two shout-outs on Cinderella Dreams social media accounts
- Table to put flyers and/or coupons at the Cinderella Dreams Shop

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