

2026 SPONSORSHIP OPPORTUNITIES

PURPLE

with a Purpose

HARLEM NIGHTS

APRIL 30TH,
2026
5-8 PM

THE
HIPPODROME
THEATER,
RICHMOND, VA



EDUCATE | ENGAGE | EMPOWER



About Purple With a Purpose

Purple with a Purpose is Peter Paul's signature annual fundraising event, a themed evening of celebration, community, and philanthropy. Guests dress to impress in purple cocktail attire and enjoy live music, hors d'oeuvres, drinks, games, and a silent auction featuring exclusive packages, tickets, and luxury items, all in support of Peter Paul's mission.



“Harlem Nights” takes inspiration from the event’s historic setting, central to the site of Richmond’s own “Harlem Renaissance” in the 1920s, at the Hippodrome Theater, host to performers such as Bill Robinson, Duke Ellington, Ella Fitzgerald, Cab Calloway and James Brown. This year is sure to be our biggest and most exciting Purple with a Purpose yet.





2025-2026 SPONSORSHIP LEVELS & BENEFITS

	Amethyst \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Table \$1,250
Complimentary Event Seating	2 Tables (8 guests)	1 Table (8 guests)	4 Tickets	2 Tickets	1 Table (8 guests)
Recognition in Event Programs	Prominent logo	Logo	Logo	Name listed	Name listed
Item Distribution	✓	✓			
Video Shout Out	✓				
Personalized Social Media Mentions	3	2	1		
Champagne served at event	2 bottles	1 bottle			1 bottle

Contact us to explore sponsorship, custom packages, or in-kind opportunities

About Us

Peter Paul RVA, affectionately known as the “Heart of the East End,” has an undeniable impact on the community. We are living our mission daily: Educating the child. Engaging the family. Empowering the community.

Our After School Academy and Summer Promise Academy are improving academic skills and fostering personal growth through interactive activities and mentorship opportunities. This is all achieved through our robust academic assistance, tailored to each student's needs, ensuring they can thrive in their educational journeys.

We aim to collaborate and partner with mission-aligned partners and organizations, like you, to uplift the greater Richmond community.



In partnership, we can deliver comprehensive supportive programs and services that address the diverse needs of our neighbors and make a lasting impact in Richmond's East End. We invite you to play a role in our story and consider an annual sponsorship with Peter Paul RVA!

Let's Partner With Purpose

Megan Miller, Director of Philanthropy

✉ mmiller@peterpaulrva.org | ☎ (804) 780-1195 | 🌐 peterpaulrva.org

When your organization partners with Peter Paul RVA, you get more than the satisfaction of helping the Heart of the East End keep beating!

Partnering with us comes with some great perks, including:

- Visibility and alignment with a trusted, community-rooted nonprofit
- Marketing value via social media, event signage, and branded experiences
- Mission impact that directly supports children, families, and older adults





@PeterPaulRVA



1708 N 22nd St, Richmond, VA 23223 (804) 780-1195 peterpaulrva.org administration@peterpaulrva.org