



CHANGES BY CHOICE, INC.

Empowering women to overcome
barriers, build confidence, and
create brighter futures for
themselves and their families.



CASINO ROYALE

FOR
Second Chances

A NIGHT OF PURPOSE. A FUTURE OF POSSIBILITIES.

Join us for an elegant evening of dinner, gaming, entertainment,
and giving—benefiting women on their journey to
economic independence and lasting change.



CYPRESS BALLROOM

DOUBLETREE BY HILTON SILVER SPRING
8777 GEORGIA AVENUE
SILVER SPRING, MARYLAND 20910



SATURDAY
NOVEMBER 14, 2026



VIP RECEPTION
5:30 PM – 6:30 PM



GENERAL ADMISSION
6:30 PM



DINNER, GAMING,
ENTERTAINMENT
& DANCING



EMPOWERING WOMEN • STRENGTHENING FAMILIES • TRANSFORMING COMMUNITIES



changesbychoice.org



NICOLE BARNES, MBA
FOUNDER & EXECUTIVE DIRECTOR
CHANGES BY CHOICE, INC.

*“Every woman deserves
the opportunity to rebuild
her life with dignity, purpose,
and hope.”*

A MESSAGE FROM THE FOUNDER



**CASINO ROYALE
FOR SECOND CHANCES**

NOVEMBER 14, 2026

CYPRESS BALLROOM
DOUBLETREE BY HILTON
SILVER SPRING

Dear Friends and Community Partners,

Thank you for considering a partnership with Changes by Choice. Every sponsorship represents an investment in opportunity, economic empowerment, and second chances for women rebuilding their lives.

More than twenty years ago, I founded Changes by Choice with a simple but powerful belief: every person deserves the opportunity to change the trajectory of their life. Since 2002, our organization has been committed to helping women overcome barriers, build confidence, develop workforce skills, and create brighter futures for themselves and their families.

Throughout my career, I have witnessed firsthand the challenges many women face when attempting to rebuild their lives after periods of adversity. For women returning from incarceration, those challenges can be even greater. Employment barriers, financial instability, lack of transportation, limited access to technology, and the responsibility of caring for children and family members often make the path forward difficult. Yet I have also seen something remarkable: resilience. I have seen women choose hope over despair, opportunity over obstacles, and determination over defeat. Given the right support, resources, and encouragement, women can transform their lives, strengthen their families, and become leaders within their communities.

At Changes by Choice, we are committed to providing workforce development, financial literacy education, employment readiness training, mentoring, and supportive services that help women achieve economic independence and long-term success. Our goal is not simply to help women find employment. Our goal is to help them build sustainable futures.

The funds raised through Casino Royale for Second Chances will directly support programs designed to equip women with the skills, confidence, and resources needed to thrive. Every sponsorship represents more than a financial contribution—it is an investment in opportunity, empowerment, and lasting change.

We invite you to join us in creating pathways to success for women throughout Prince George's County and the surrounding region. Together, we can open doors, restore hope, and help women realize their full potential.

Thank you for your partnership, your generosity, and your commitment to strengthening our community.

With gratitude,

Nicole Barnes, MBA

Founder & Executive Director
Changes by Choice, Inc.

BETTING ON
Second Chances. Futures.
INVESTING IN

WHY SPONSOR CHANGES BY CHOICE?

Investing in Women. Strengthening Families. Transforming Communities.



Changes by Choice, Inc.
is committed to empowering women to overcome barriers, build confidence, and create brighter futures for themselves and their families.

THE NEED IS REAL



80%

of women returning from incarceration face significant barriers to employment.

Source: BLS, 2023



7 IN 10

formerly incarcerated women are rearrested within three years without support.

Source: Bureau of Justice Statistics



73%

of incarcerated women are mothers of minor children.

Source: Vera Institute of Justice



\$1 INVESTED

in evidence-based reentry programs saves up to \$5 in incarceration costs.

Source: Center for American Progress

YOUR SPONSORSHIP SUPPORTS LIFE-CHANGING PROGRAMS



WORKFORCE DEVELOPMENT

Job readiness, resume development, interview preparation, and industry-recognized certifications.



FINANCIAL LITERACY

Budgeting, credit building, banking, saving, and money management to build economic stability.



TECHNOLOGY ACCESS

Digital literacy, computer skills, online learning, and access to technology for success.



TRANSPORTATION ASSISTANCE

Access to reliable transportation to reach employment, training, and essential appointments.



COMMUNITY REINTEGRATION

Mentoring, coaching, and supportive services for successful reentry and long-term stability.

WHY IT MATTERS



EMPLOYMENT CREATES OPPORTUNITY

Women gain the skills and confidence to build sustainable careers and achieve economic independence.



FAMILIES BECOME STRONGER

When women succeed, their children and families experience stability, hope, and a brighter future.



COMMUNITIES THRIVE

Reduced recidivism and increased employment create safer, healthier, and more vibrant communities for everyone.

AS A SPONSOR, YOUR ORGANIZATION RECEIVES:

- ✓ Brand Visibility
- ✓ Community Leadership Recognition
- ✓ Access to Community Stakeholders
- ✓ Networking Opportunities
- ✓ Post-Event Impact Reporting
- ✓ Demonstrated Commitment to Social Impact



YOUR SPONSORSHIP CREATES SECOND CHANCES.

EMPLOYMENT. ECONOMIC INDEPENDENCE. FAMILY STABILITY. COMMUNITY TRANSFORMATION.



NOVEMBER 14, 2026

CYPRESS BALLROOM

DOUBLETREE BY HILTON
SILVER SPRING

*Together, We Are
Investing In A Future*

WHERE WOMEN THRIVE
AND COMMUNITIES GROW.



CHANGES BY CHOICE, INC.

Empowering women to overcome barriers, build confidence, and create brighter futures for themselves and their families.

'AN EVENING OF PURPOSE, CONNECTION & IMPACT

Where community leaders, advocates, business professionals, and changemakers come together to create second chances.

CASINO ROYALE FOR SECOND CHANCES

NOVEMBER 14, 2026

CYPRESS BALLROOM

DOUBLETREE BY HILTON
SILVER SPRING, MD

EXPECTED ATTENDANCE
150+ Community Leaders,
Corporate Partners & Changemakers



WHO YOU'LL MEET



CORPORATE & BUSINESS LEADERS

Executives, entrepreneurs, and professionals from diverse industries.



COMMUNITY LEADERS & ADVOCATES

Nonprofit leaders, advocates, and service providers.



GOVERNMENT & PUBLIC SECTOR PARTNERS

Elected officials, agency representatives, and community stakeholders.



COMMUNITY CHAMPIONS

Individuals committed to empowering women and strengthening families.

EVENT HIGHLIGHTS



VIP RECEPTION

Exclusive networking reception for sponsors and VIP guests.



CASINO GAMING

Blackjack, Roulette, Craps and exciting casino fun all evening long.



CHEF-CURATED CULINARY EXPERIENCE

Premium carving stations, gourmet displays, and elevated culinary offerings designed to delight guests.



DJ & DANCING

Live DJ spinning all your favorites for a night of music, dancing, and fun.



AWARDS & RECOGNITION

Honoring champions of second chances and community leadership.



SILENT AUCTION & RAFFLES

Exclusive items, experiences, and opportunities to make a difference.



MISSION MOMENT

A powerful moment to directly invest in the life-changing programs of Changes By Choice and the women we serve.

*— An unforgettable evening of gaming, networking, giving, and celebration —
all in support of creating second chances for women and families.*

BUILD RELATIONSHIPS THAT MATTER

Guests will have opportunities to:

- ✓ Connect with community leaders
- ✓ Meet local business professionals
- ✓ Engage with nonprofit partners
- ✓ Learn about the impact of Changes By Choice
- ✓ Support programs that create lasting change



ATTIRE

Black Tie Optional
Cocktail Attire Encouraged



MORE THAN A FUNDRAISER

Casino Royale for Second Chances is a celebration of resilience, opportunity, and transformation.

Every ticket purchased helps women build brighter futures for themselves and their families.

YOUR ATTENDANCE SUPPORTS



WORKFORCE DEVELOPMENT

Building skills for employment success.



FINANCIAL LITERACY

Promoting financial stability and independence.



TECHNOLOGY ACCESS

Providing digital skills and access to opportunities.



TRANSPORTATION ASSISTANCE

Removing barriers to employment and training.



MENTORING & COACHING

Building confidence and supporting personal growth.



COMMUNITY REINTEGRATION

Supporting successful reentry and long-term stability.



FAMILY STABILITY

Strengthening families and creating hope.

Together,
**WE INVEST
IN WOMEN.**

**TRANSFORMING LIVES.
BUILDING COMMUNITIES.**

BETTING ON SECOND CHANCES.

◆ INVESTING IN WOMEN. ◆

TRANSFORMING COMMUNITIES.



SPONSORSHIP OPPORTUNITIES

Invest in Women. Transform Communities. Create Lasting Change.

◆ CASINO ROYALE FOR SECOND CHANCES ◆



NOVEMBER 14, 2026



DoubleTree by Hilton Silver Spring
8777 Georgia Avenue
Silver Spring, MD 20910



CYPRESS BALLROOM



AN EVENING OF
ELEGANCE, ENTERTAINMENT
& IMPACT



CHANGES BY CHOICE, INC.

Empowering women to overcome barriers, build confidence, and create brighter futures for themselves and their families.

YOUR SUPPORT TRANSFORMS LIVES



WORKFORCE DEVELOPMENT
Job readiness, certifications & career pathways



FINANCIAL LITERACY
Budgeting, credit, savings & money management



TECHNOLOGY ACCESS
Digital literacy, computer skills & online learning



TRANSPORTATION ASSISTANCE
Access to jobs, training & essential services



MENTORING & COACHING
One-on-one support, life skills & accountability



COMMUNITY REINTEGRATION
Support services for successful reentry & long-term stability



FAMILY STABILITY
Resources that strengthen women & their families



ECONOMIC EMPOWERMENT
Building confidence, skills & financial independence

BENEFITS



PRESENTING SPONSOR
\$100,000

1 EXCLUSIVE AVAILABLE



CHAMPION FOR CHANGE SPONSOR
\$75,000

1 EXCLUSIVE AVAILABLE



LEGACY IMPACT SPONSOR
\$50,000

1 AVAILABLE



PLATINUM SPONSOR
\$25,000

2 AVAILABLE



GOLD SPONSOR
\$15,000

3 AVAILABLE



SILVER SPONSOR
\$10,000

5 AVAILABLE



BRONZE SPONSOR
\$5,000

UNLIMITED

✦ EVENT NAMING RIGHTS	✓						
🗣️ SPEAKING OPPORTUNITY	During Program	VIP Reception					
👑 VIP RECEPTION ACCESS	✓	✓	✓	✓	✓	✓	✓
🎫 VIP TABLES / TICKETS	2 Tables (20 Guests)	1 Table (10 Guests)	1 Table (10 Guests)	1 Table (10 Guests)	1 Table (10 Guests)	8 Tickets	4 Tickets
📄 PROGRAM RECOGNITION (Premium Placement)	Front Cover	Inside Front Cover	Inside Back Cover	Full Page	Full Page	Half Page	Quarter Page
🎤 STEP & REPEAT LOGO (At Event)	Premier (Largest)	Large	Large	Standard	Standard	Standard	Name Listing
🌐 WEBSITE RECOGNITION (With Logo & Link)	Premier Placement	Premier Placement	Premier Placement	Logo & Link	Logo & Link	Logo	Name Listing
📱 SOCIAL MEDIA RECOGNITION	Dedicated Campaign	Sponsor Spotlight	Sponsor Spotlight	✓	✓	✓	Name Listing
📺 EVENT SIGNAGE RECOGNITION	✓ Premier	✓ Premier	✓ Premier	✓	✓	✓	Name Listing
👏 RECOGNITION FROM STAGE	✓	✓	✓	✓	✓	✓	
📢 SPONSOR SPOTLIGHT FEATURE (Pre-Event Promotion)	✓ Exclusive	✓ Exclusive	✓ Exclusive	✓			
📄 POST-EVENT IMPACT REPORT	✓	✓	✓	✓	✓		
WOMEN'S WORKFORCE REENTRY PROGRAM UNDERWRITING RECOGNITION	✓ Exclusive	✓ Exclusive	✓				

EVERY SPONSORSHIP HELPS WOMEN:



GAIN EMPLOYMENT
Build careers and economic stability



BUILD FINANCIAL STABILITY
Develop money management and credit skills



ACCESS TECHNOLOGY
Gain digital skills for today's jobs



SECURE TRANSPORTATION
Remove barriers to opportunity



STRENGTHEN FAMILIES
Provide stability, hope and opportunity



REDUCE RECIDIVISM
Support successful reentry and safer communities



CREATE LASTING CHANGE
Invest in women. Transform futures. Strengthen communities.

Your partnership creates opportunities, removes barriers, and builds brighter futures for women and families.



BETTING ON SECOND CHANCES. ◆ INVESTING IN WOMEN. ♥ TRANSFORMING COMMUNITIES.





CHANGES BY CHOICE, INC.

Empowering women to overcome barriers, build confidence, and create brighter futures for themselves and their families.

PROGRAM UNDERWRITING OPPORTUNITIES

Directly fund the programs that change lives.

Program underwriting opportunities may be purchased independently or added to any event sponsorship package.

MULTIPLE INVESTMENTS WELCOME. GREATER IMPACT TOGETHER.

CASINO ROYALE FOR SECOND CHANCES

Investing in Women. Transforming Communities.
Creating Lasting Change.

**YOUR INVESTMENT CREATES
REAL, LASTING CHANGE**



Empower Women
with tools, training
and support



Remove Barriers
to employment and
self-sufficiency



Build Stronger
Communities and
Healthier Families



Change Lives
and create brighter
futures



WORKFORCE DEVELOPMENT SPONSOR

Investment Opportunities
Starting at \$15,000

FUNDING GOAL: \$50,000



Equips women with job readiness, certifications, career coaching, and employer connections to secure and sustain meaningful employment.

SUPPORTS:

- Job readiness training
- Career coaching
- Resume development
- Workforce certifications
- Interview preparation
- Employer partnerships



All program underwriters receive recognition on our website and in our annual impact report.



FINANCIAL LITERACY & ECONOMIC EMPOWERMENT SPONSOR

Investment Opportunities
Starting at \$10,000

FUNDING GOAL: \$35,000



Builds money management skills and creates a path to financial stability and long-term independence.

SUPPORTS:

- Budgeting workshops
- Financial planning
- Credit education
- Savings strategies
- Banking literacy
- Economic empowerment



All program underwriters receive recognition on our website and in our annual impact report.



TECHNOLOGY ACCESS & DIGITAL SKILLS SPONSOR

Investment Opportunities
Starting at \$10,000

FUNDING GOAL: \$35,000



Provides digital literacy and technology training for today's jobs and tomorrow's opportunities.

SUPPORTS:

- Digital literacy
- Technology access
- Online learning resources
- Workforce technology training
- Computer equipment



All program underwriters receive recognition on our website and in our annual impact report.



COMMUNITY REINTEGRATION & MENTORING SPONSOR

Investment Opportunities
Starting at \$10,000

FUNDING GOAL: \$35,000



Provides mentoring, coaching and support to help women reintegrate successfully and build a strong support network.

SUPPORTS:

- Mentoring
- Coaching
- Community support
- Peer support groups
- Family stabilization
- Life skills development



All program underwriters receive recognition on our website and in our annual impact report.



TRANSPORTATION ASSISTANCE SPONSOR

Investment Opportunities
Starting at \$5,000

FUNDING GOAL: \$25,000



Removes transportation barriers so women can access opportunities, training, and employment.

SUPPORTS:

- Transportation vouchers
- Bus passes
- Ride-share assistance
- Employment transportation assistance
- Travel to training & interviews



All program underwriters receive recognition on our website and in our annual impact report.



MAKING AN IMPACT

Your investment helps women overcome barriers, gain the skills they need, and create a brighter future for themselves and their families.

*“When you invest in a program,
you invest in a woman's future.
Together, we create second chances
and lasting change.”*

PARTNER WITH US!

- 🌐 www.changesbychoice.org
- ✉ info@changesbychoice.org
- ☎ 301-798-5339



*Your investment.
Her future.
Our community.
We thrive. We all succeed.*



YOUR IMPACT

YOUR INVESTMENT CHANGES LIVES

*When a woman gains employment, she gains more than a paycheck.
She gains confidence, stability, hope, and the opportunity
to create a brighter future for herself and her family.*



CHANGES BY CHOICE, INC.

Empowering women
to overcome barriers,
build confidence, and
create brighter futures
for themselves and
their families.

YOUR SPONSORSHIP SUPPORTS PROGRAMS THAT TRANSFORM LIVES



WORKFORCE DEVELOPMENT

Job readiness training,
career coaching, and
employment placement
that open doors to
sustainable careers.



20+ YEARS
of service to
women and families
since 2002.



FINANCIAL LITERACY

Financial education and
resources that build
confidence and create
a foundation for
long-term stability.



HUNDREDS
of women empowered
with financial skills
and resources.



TECHNOLOGY ACCESS

Access to computers,
internet, and digital
skills training that
bridge the gap in
today's workforce.



THOUSANDS
of digital skills
training hours
provided.



TRANSPORTATION ASSISTANCE

Reliable transportation
support that removes
barriers to employment,
training, and essential
appointments.



COUNTLESS
rides provided to
help women reach
their goals.



MENTORING & COACHING

One-on-one mentoring
and life coaching that
build confidence and
support personal and
professional growth.



**STRONGER
TOGETHER**
mentors and coaches
walking alongside
women every step.



COMMUNITY REINTEGRATION

Wraparound services
that support successful
reintegration and
strengthen connections
to the community.



**SECOND
CHANCES**
creating safer
communities and
new beginnings.



ECONOMIC EMPOWERMENT

Empowering women
to build income,
advance in their careers,
and create lasting
generational change.



**LASTING
CHANGE**
Building brighter futures
for families and the
communities we serve.

YOUR INVESTMENT CREATES



EMPLOYMENT OPPORTUNITIES

Opening doors to meaningful jobs
and career growth.



ECONOMIC INDEPENDENCE

Building financial stability and
long-term self-sufficiency.



FAMILY STABILITY

Strengthening families and
creating brighter futures.



REDUCED RECIDIVISM

Providing support that promotes
positive life outcomes.



STRONGER COMMUNITIES

Investing in safer, healthier,
and more connected communities.



LASTING CHANGE

Breaking cycles and creating
generations of opportunity.



**YOUR SPONSORSHIP HELPS CREATE
OPPORTUNITIES, REDUCE BARRIERS,
STRENGTHEN FAMILIES, AND BUILD
SAFER, MORE PROSPEROUS COMMUNITIES.**



CHANGES BY CHOICE, INC.

Founded 2002
Prince George's County, Maryland
501(c)(3) Nonprofit Organization

A Choice to Change. A Choice to Succeed.



BETTING ON SECOND CHANCES ♦ INVESTING IN WOMEN ♦ TRANSFORMING COMMUNITIES



Changes By Choice, Inc. is a 501(c)(3) nonprofit organization. Sponsorships are tax deductible to the extent permitted by law.

CASINO ROYALE

FOR SECOND CHANCES

SPONSOR & PROGRAM INVESTMENT COMMITMENT FORM

Casino Royale for Second Chances

NOVEMBER 14, 2026 | CYPRESS BALLROOM
DOUBLETREE BY HILTON SILVER SPRING, MD



CHANGES BY CHOICE, INC.

Empowering women to overcome barriers, build confidence, and create brighter futures for themselves and their families.



VIP RECEPTION
5:30 PM – 6:30 PM

Exclusive for Sponsors,
Elected Officials & VIP Guests



GENERAL ADMISSION
DOORS OPEN
6:00 PM



CASINO ROYALE EXPERIENCE
6:00 PM – 11:00 PM

Program, Gaming, Entertainment,
Dining & More!



Your partnership helps transform lives and
create lasting change in our community.

1 COMPANY INFORMATION

Company Name: _____
Primary Contact: _____
Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____
Website: _____

2 SPONSORSHIP RECOGNITION NAME

Company Name as it should appear
in promotional materials:



Nicole Barnes, MBA
Founder & Executive Director
Changes By Choice, Inc.

301-798-5339
info@changesbychoice.org
www.changesbychoice.org



Together,
WE INVEST
IN WOMEN.
TRANSFORMING LIVES.
BUILDING COMMUNITIES.

MARKETING CONTACT & LOGO SUBMISSION

Marketing Contact Name: _____
Marketing Contact Email: _____
☐ Our logo will be emailed to: info@changesbychoice.org
☐ We authorize Changes By Choice to use our existing logo on file.

Upon receipt of your sponsorship commitment, Changes By Choice will contact your marketing representative to obtain a high-resolution logo (PNG, EPS, AI, or SVG format) and any branding guidelines.

3 EVENT SPONSORSHIP OPPORTUNITIES

(Select one)

- | | | |
|--|-----------|---|
| ☐ Presenting Sponsor (Exclusive) | \$100,000 | Exclusive recognition, premier branding, and maximum visibility |
| ☐ Champion for Change Sponsor (Exclusive) | \$75,000 | Premium recognition across all event materials |
| ☐ Legacy Impact Sponsor (1 Available) | \$50,000 | Prominent recognition and branding at the event |
| ☐ Platinum Sponsor (2 Available) | \$25,000 | Preferred recognition and branding opportunities |
| ☐ Gold Sponsor (3 Available) | \$15,000 | Recognition in event materials and signage |
| ☐ Silver Sponsor (5 Available) | \$10,000 | Recognition in select event materials |
| ☐ Bronze Sponsor | \$5,000 | Recognition on event signage and website |
| ☐ Other Event Sponsorship Investment \$ | | |



Interested in additional Event Enhancement Sponsorship Opportunities?

☐ Yes, please contact me with more information.

4 PROGRAM UNDERWRITING OPPORTUNITIES

Investment Opportunities Supporting Women's Success

- | | |
|--|----------------------|
| ☐ Workforce Development Sponsor | Starting at \$15,000 |
| ☐ Financial Literacy & Economic Empowerment Sponsor | Starting at \$10,000 |
| ☐ Technology Access & Digital Skills Sponsor | Starting at \$10,000 |
| ☐ Community Reintegration & Mentoring Sponsor | Starting at \$10,000 |
| ☐ Transportation Assistance Sponsor | Starting at \$5,000 |
| ☐ Other Program Investment \$ | |

★ Program underwriting opportunities may be purchased independently or added to any event sponsorship package.

5 COMMITMENT & PAYMENT INFORMATION

TOTAL COMMITMENT AMOUNT

\$ _____

PAYMENT METHOD

- | | |
|---|---|
| ☐ Check (Payable to Changes By Choice, Inc.) | |
| ☐ ACH | ☐ Online Payment |
| ☐ Credit Card | ☐ Invoice Me |

PAYMENT SCHEDULE

- ☐ Full Payment
☐ 50% Due Upon Commitment / Balance Due October 1, 2026
☐ Customized Payment Plan

Please contact us to discuss payment options.

6 AUTHORIZED SIGNATURE

I agree to the sponsorship/program investment commitment outlined above.

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____

ADDITIONAL INFORMATION

Company Website: _____
Company Social Media Handle(s): _____
Other Information You'd Like Us to Know: _____

SPONSORSHIP MATERIALS CHECKLIST

- | | |
|---|---|
| ☐ Commitment Form Submitted | ☐ Recognition Name Confirmed |
| ☐ Payment Submitted | ☐ Website URL Submitted |
| ☐ High-Resolution Logo Submitted | ☐ Social Media Handle(s) Submitted |



Changes By Choice, Inc. is a 501(c)(3) nonprofit organization. Sponsorships are tax deductible to the extent permitted by law.

EIN: 43-1974875
Maryland Charity ID: 13819



9701 Apollo Drive, Suite 100
Largo, MD 20774



301-798-5339
info@changesbychoice.org
www.changesbychoice.org

Thank you for investments in women,
transforming communities, and
creating lasting change.

