

STRATEGIC PARTNERSHIP OPPORTUNITIES

A FASHION REVOLUTION NYC

THE GLASSHOUSE

660 12th Avenue, New York, NY

RUNWAY
OF DREAMS™
FOUNDATION

WHERE THERE'S A WILL, THERE'S A RUNWAY.™



OUR MISSION

Runway of Dreams is a non-profit that works to ensure people with disabilities have access to fashionable, mainstream apparel that meet both their physical needs and personal style. We live our mission by raising awareness, advocating for change, supporting innovation and providing access to functional apparel for those in need.

Our vision is that one day adaptive-wear will be as commonplace as petite or plus size and people of all abilities will have access to fashion that excites and empowers them.

“

“It was a defining moment for me when my son started caring about what he wears – like I do everyday – but realized his options were limited because of his leg braces and inability to manage buttons and zippers. As a fashion designer, I knew I could do something to solve his problem. As a mother, I also knew this problem was much bigger than just Oliver and me.”

- Mindy Scheier, Founder and CEO

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WHAT WE DO

CAMPAIGN FOR INCLUSION

We bring visibility to disability and the need for mainstream adaptive fashion.

ADAPTIVE RUNWAY SHOWS

These events celebrate people's differences, break down stereotypes, highlight the need for mainstream adaptive apparel and showcase people with disabilities in fashion.

DESIGN SCHOLARSHIPS

We invest in the future of adaptive design and innovation.

HIGH SCHOOL AND COLLEGE CLUBS

Students are joining our inclusive fashion movement by creating clubs on campuses across the country.

WARDROBE GRANTS

We are helping people with disabilities look and feel great with fashion that meets their needs.

ACCOMPLISHMENTS

IN ITS SHORT HISTORY,
RUNWAY OF DREAMS HAS...



BECOME A LEADER FOR CHANGE

We've established four high-level leadership bodies including a nine member **Board of Trustees**, 28 member **Fashion Industry Council**, 12 member **Leadership Advisory Council** and a 21 member **Junior Board**.



Collaborated with multiple organizations supporting the community of people with disabilities including Tommy Hilfiger, Target, Kohl's, Stride Rite, Zappos, SAP, Seven7 Jeans, AATCC, Functional Apparel and Accessories Studio, The Cerebral Palsy Foundation, Muscular Dystrophy Association, The Christopher Reeves Foundation, The Viscardi Center, Don't Hide It – Flaunt It, The Mighty, The Springboard Foundation, BYKids, Overcome Academy, Disability Matters and many others.



TOMMY HILFIGER
ADAPTIVE

KOHL'S

Seven7



Zappos
Adaptive



Proudly supported by
SAP

EMPOWERED FUTURE INCLUSIVE FASHION LEADERS

Conducted multiple workshops for aspiring design students and **awarded scholarships to 16 students** pursuing inclusive fashion.

Launched a College and High School Club Program with **17 schools participating nationwide** in only its second year.



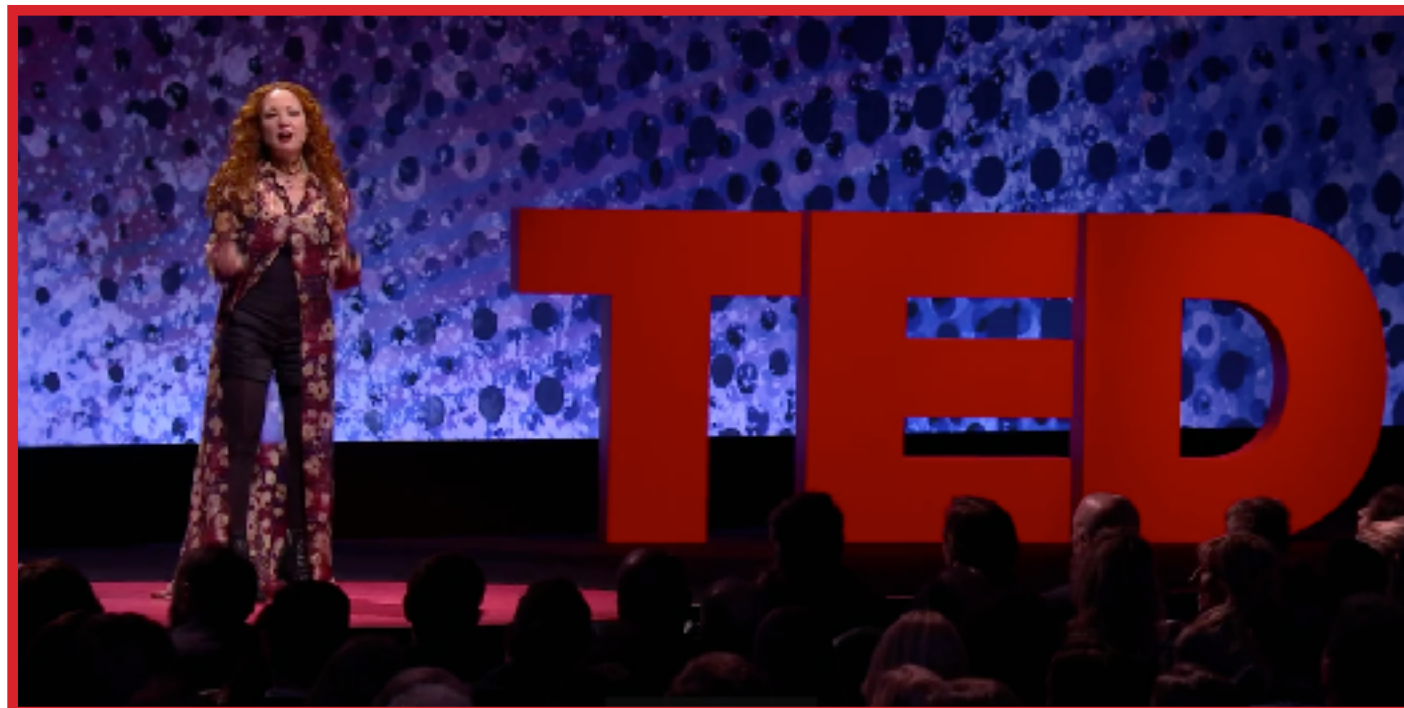
PROVIDED HELP FOR THOSE IN NEED

Facilitated **thousands** of adaptive clothing donations to
68 partner organizations in **26 states** across the country
and awarded multiple **Wardrobe Grants** to organizations serving
people with disabilities in economic need.

Photo Courtesy of Champions Place



PUT A SPOTLIGHT ON INCLUSIVE FASHION IN THE PRESS



Speaking Engagements

Numerous speaking engagements across the country and around the world, including [TED@Tommy](#) in Amsterdam.



Television Appearances

Including The View, The Today Show, [Good Morning America](#), Access Hollywood, Fox News, ABC News, CBS 2 New York and CNN [among others](#).



Articles

[Featured](#) in top media organizations like [PEOPLE Magazine](#), Women's Wear Daily, Forbes Magazine, The New York Times, The Huffington Post, The Wall Street Journal and USA Today to name a few.

...AND SHOWCASED PEOPLE WITH
DISABILITIES ON THE RUNWAY!



We've produced **seven large scale runway shows** featuring adaptive apparel and models with disabilities, four in NY as part of **New York Fashion Week**, one in **Las Vegas**, a **Virtual Premiere that included Worldwide Participation**, and most recently, **in Miami**.

RECENT RUNWAY SHOW VIDEOS:

[A Fashion Revolution Miami 2021](#)

[A Virtual Revolution 2020](#)

[A Fashion Revolution NYC 2019](#)

[A Fashion Revolution Las Vegas 2019](#)



JOIN THE NEXT FASHION REVOLUTION

Your sponsorship investment offers your business **high visibility** (i.e. our March 2021 Miami event yielded more than **ONE BILLION media impressions** alone) and symbolizes your commitment to diversity and inclusion of people with disabilities.

All sponsorships benefit the Runway of Dreams' Mission helping to underwrite wardrobe grants, design scholarships, awareness campaigns, adaptive fashion shows and college club programming.



MINDY SCHEIER, FOUNDER/CEO
JOINED SHOW HOST JOEY FATONE
ON THE MIAMI STAGE



NEW YORK FASHION WEEK SEPTEMBER 13, 2021: THE GLASSHOUSE, NYC

A Fashion Revolution Continues, September Fashion Week 2021,
The Glass House, NYC with Global Live Stream.

Runway of Dreams will once again kick-off New York Fashion
Week with an event* that will celebrate inclusion, applaud
innovation, highlight people with disabilities in fashion and make
you #RethinkTheRunway!

THE GLASSHOUSE, 660 12th Avenue, New York, NY

**Event details may change in accordance with CDC guidelines.*

SPONSORSHIP TIERS

PRESENTING SPONSOR \$100,000

- 3 Tables of 10 (30 Guests)
- Logo/Name Inclusion on Invitation, Step & Repeat and Onsite Signage
- Inclusion in all Media/PR Outreach Content
- Recognition on Social Media Accounts, E-Newsletter and Event Landing Page on Runway of Dreams Website
- Presenting Sponsor Ad Placement in E-Journal
- Champagne Toast for 30 Guests

VISIONARY SPONSOR \$50,000

- 2 Tables of 10 (20 Guests)
- Logo/Name Inclusion on Invitation and Onsite Signage
- Inclusion in all Media/PR Outreach Content
- Recognition on Social Media Accounts, E-Newsletter and Event Landing Page on Runway of Dreams Website
- Visionary Sponsor Ad Placement in E-Journal

INNOVATOR SPONSOR \$25,000

- 1 Table of 10 (10 Guests)
- Logo/Name Inclusion on Invitation and Onsite Signage
- Inclusion in all Media/PR Outreach Content
- Recognition on Social Media Accounts, E-Newsletter and Event Landing Page on Runway of Dreams Website
- Innovator Sponsor Ad Placement in E-Journal

SPONSORSHIP TIERS CONT'D

INCLUSION SPONSOR **\$15,000**

- 1 Table of 10 (10 Guests)
- Logo/Name Inclusion on Invitation and Onsite Signage
- Recognition on Social Media Accounts, E-Newsletter and Event Landing Page on Runway of Dreams Website
- Inclusion Sponsor Ad Placement in E-Journal

CONTRIBUTOR SPONSOR **\$5,000**

- 2 Individual Tickets
- Logo/Name Inclusion on Invitation
- Recognition on Event Landing Page on Runway of Dreams Website
- Contributor Sponsor Ad Placement in E-Journal

PIONEER SPONSOR **\$10,000**

- 6 Individual Tickets
- Logo/Name Inclusion on Invitation
- Recognition on Social Media Accounts and Event Landing Page on Runway of Dreams Website
- Pioneer Sponsor Ad Placement in E-Journal

SPONSOR A MODEL **\$2,500**

- Underwrites One Model To Participate in Show
- Underwrites One Chaperone To Accompany Model
- Recognition on Event Landing Page on Runway of Dreams Website

THANK YOU!

**TO LEARN MORE ABOUT THE EVENT, MARKETING DEADLINES
AND NEXT STEPS FOR YOUR SPONSORSHIP, CONTACT:**

DAWN SCHWARTZ, ADVANCEMENT AND PARTNERSHIP DIRECTOR

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