

RUNWAY OF DREAMS™ **FOUNDATION**

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

A FASHION REVOLUTION 2021
Strategic Partnership Opportunities



OUR MISSION

Runway of Dreams is a non-profit that works to ensure people of all abilities 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

”

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 15 students** pursuing inclusive fashion.

Launched a College and High School Club Program with **14 schools participating nationwide** in only its second year.



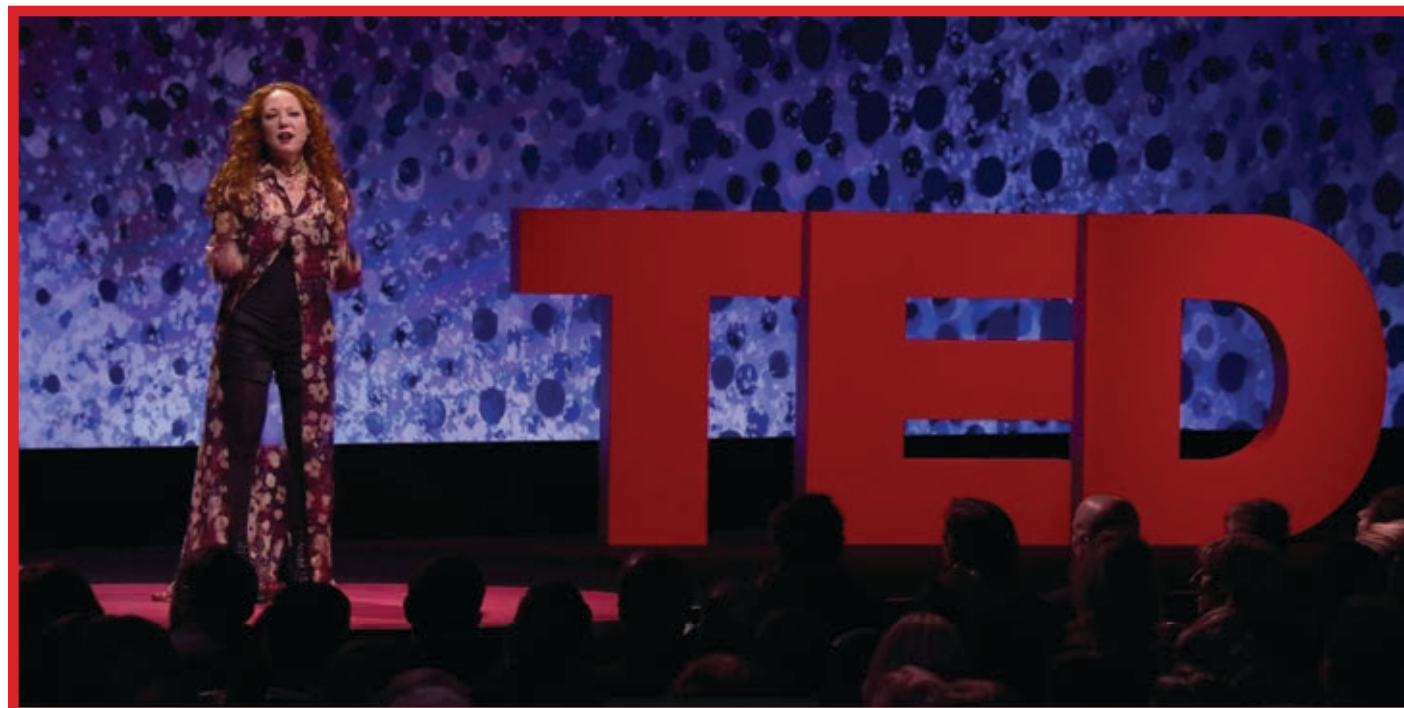
PROVIDED HELP FOR THOSE IN NEED

Facilitated **thousands** of adaptive clothing donations to **68 partner organizations** in **20 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



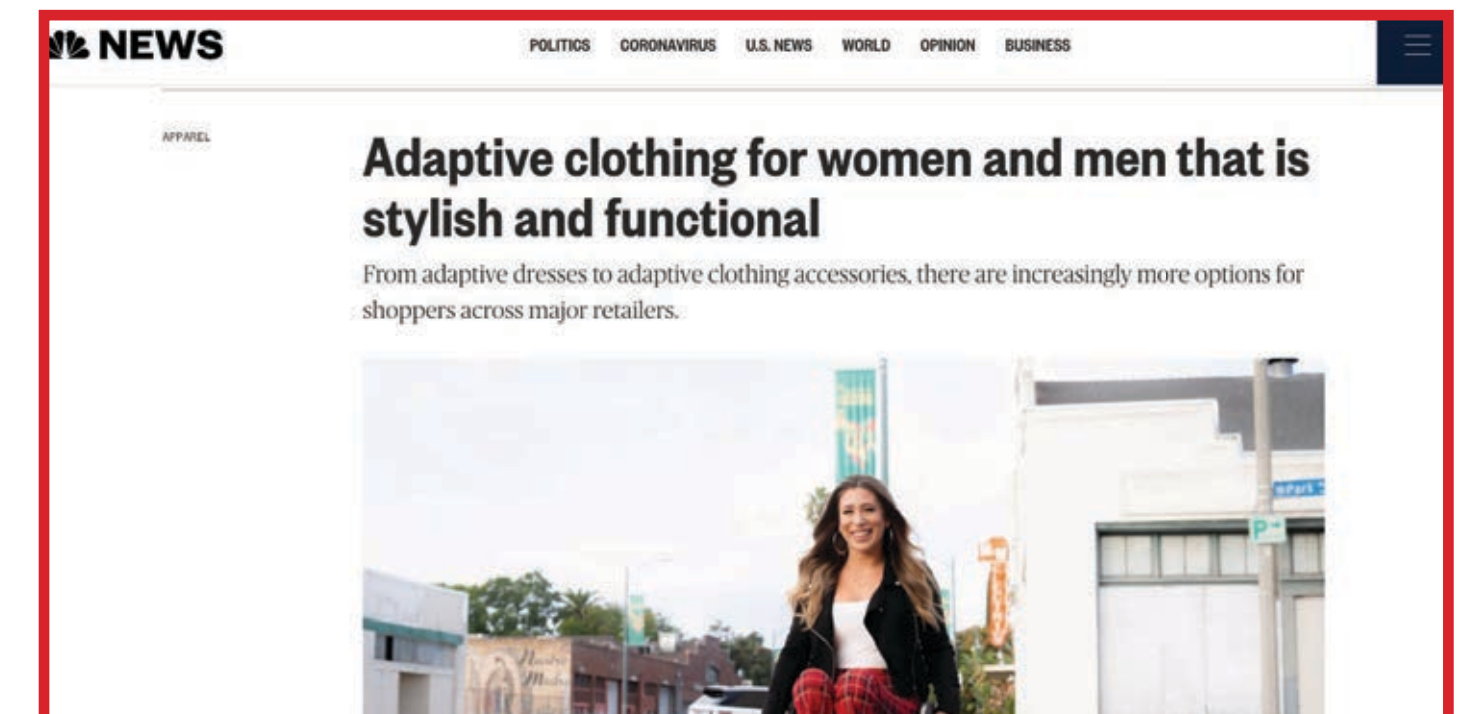
Speaking Engagements

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 **six 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** and one **virtually, worldwide**.

Recent Runway Show Videos:

2020 Virtual Fashion Revolution

2019 New York Fashion Week Gala

2019 Zappos & Runway of Dreams Las Vegas



JOIN THE NEXT FASHION REVOLUTION



2021 STRATEGIC SPONSORSHIP OPPORTUNITIES

**Miami March 9, 2021, Wynwood Miami Drive-In Theater
with Global Premiere March 11th**

**September Fashion Week 2021, Glass House, NYC and
Global Live Stream**

The return of your sponsorship investment offers your business high visibility 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.

The Runway of Dreams Fashion Shows are a unique opportunity to leverage amazing content for our partners. License your content directly, or engage our production partner to assist with custom content creation.



2021 SPONSORSHIP BUNDLE OFFERINGS

Runway of Dreams greatly appreciates and values our sponsors and is flexible in offering creative 2021 strategic partnership packages. Our goal is to give contributors the very best return on their investment. Below are examples of bundle options, and we welcome further discussions. Please note that in order to gain the full benefits of a bundle sponsorship package, we seek a commitment by February 9.

A FASHION REVOLUTION, MIAMI

Wynwood Drive-In, Miami

March 9th with Global Premiere March 11th

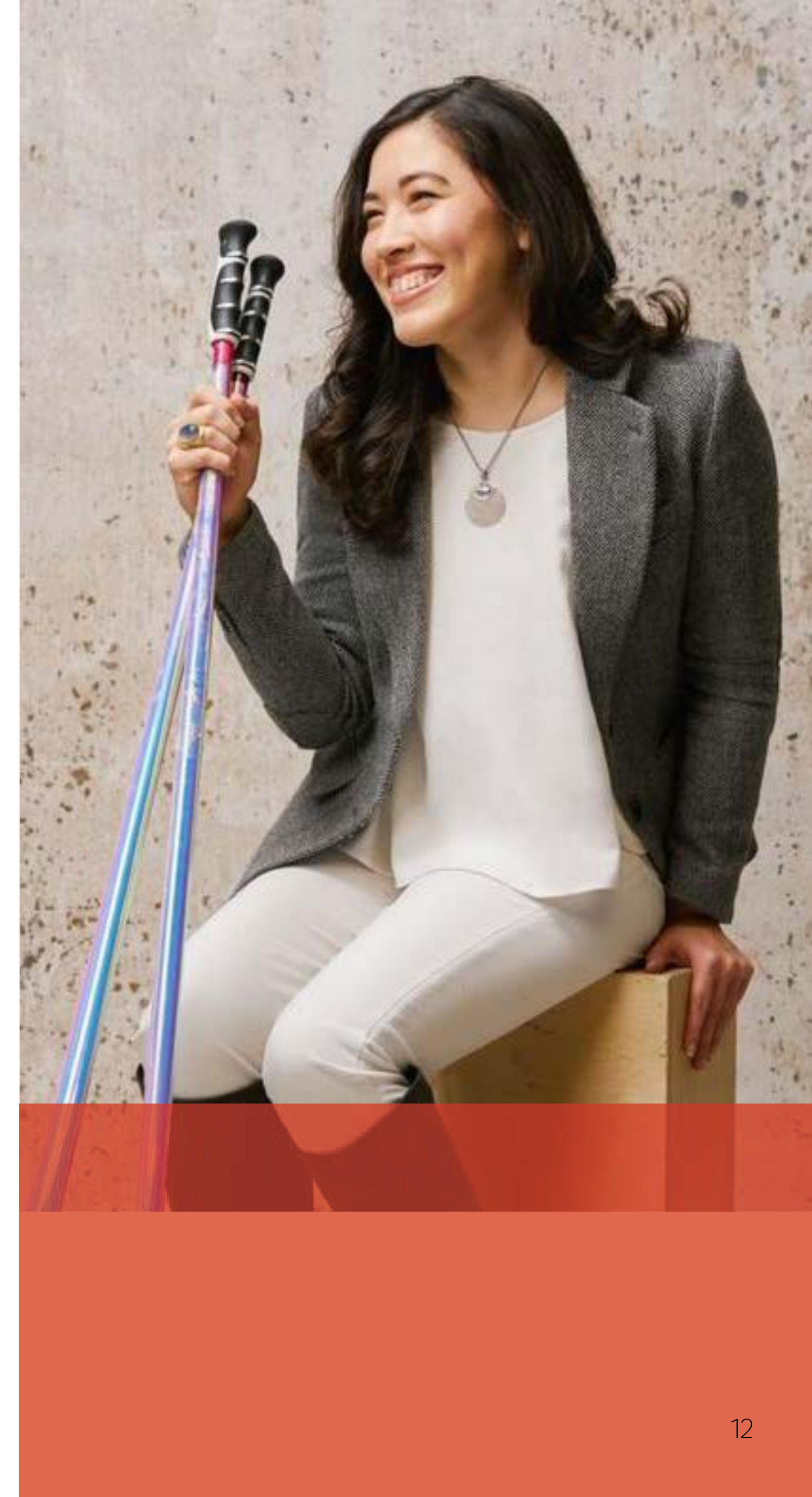
- Major sponsor categories: Presenting, Visionary and Innovator will also be given tickets (number to be determined) to attend A Fashion Revolution at The Glass House, NYC during New York Fashion Week (NYFW) in September.
- Ad Placement in NYFW E-Journal.
- Brand Recognition on Runway of Dreams NYFW event landing page.

A FASHION REVOLUTION, NEW YORK FASHION WEEK

The Glass House, NYC

September Fashion Week with Global Live Stream

- Committed/pledged Presenting Sponsor of NYFW will receive full sponsorship benefits of the Visionary Sponsor of the Miami Show at no additional cost.
- Committed/pledged Visionary Sponsor of NYFW will receive full sponsorship benefits of the Innovator Sponsor of the Miami Show at no additional cost.
- Committed/pledged Innovator Sponsor of NYFW will receive full sponsorship benefits of the Inclusion Sponsor of the Miami Show at no additional cost.





WYNWOOD, MIAMI DRIVE-IN + GLOBAL PREMIERE

Live Runway Show on March 9th with a Global Premiere on March 11th, 2021.

Runway of Dreams will host a first-of-its-kind Adaptive Runway Show at the Wynwood Drive-In Theater in Miami, featuring models of all different disabilities, backgrounds and ethnicities wearing mainstream adaptive fashion. Join our Revolution, A Fashion Revolution- Miami style.

SPONSORSHIP TIERS

PRESENTING SPONSOR \$25,000 (EXCLUSIVE)

- Up to 1-Minute Video Segment in Show
- Premium Placement of Product and/or Service Featured in/at the Show
- Logo on Signage and Step & Repeat
- Logo Presence on Side Screen and in Carousel During Full Show
- Verbal Recognition at Kick Off
- Inclusion in all PR/Outreach Content
- Recognition in Social Media Accounts and Landing Page of Event on Runway of Dreams Website
- Name Recognition in Credits

VISIONARY SPONSOR \$15,000

- Premium Placement of Product and/or Service Featured in/at the Show
- Logo On Signage
- Logo Presence on Side Screen and in Carousel During Full Show
- Verbal Recognition at Kick Off
- Inclusion in all PR/Outreach Content
- Recognition in Social Media Accounts and Landing Page of Event on Runway of Dreams Website
- Name Recognition in Credits

INNOVATOR SPONSOR \$7,500

- Product and/or Service Featured in/at the Show
- Logo On Signage
- Logo Presence on Carousel on Side Screen During Full Show
- Verbal Recognition at Kick Off
- Recognition on Social Media Accounts and Landing Page of Event on Runway of Dreams Website
- Name Recognition in Credits

SPONSORSHIP TIERS CONT'D

INCLUSION SPONSOR \$5,000

- Logo On Signage
- Logo Presence on Carousel on Side Screen During Full Show
- Recognition on Social Media Accounts and Landing Page of Event on Runway of Dreams Website
- Name Recognition in Credits

BOUTIQUE DONOR \$750

- Two Car Entries
- Includes Food & Beverage
- Name Recognition in Credits

DRIVE-IN DONOR \$500

- One Car Entry
- Includes Food and Beverage
- Name Recognition in Credits



NYFW 2021: THE GLASS HOUSE, 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! **Event details may change in accordance with CDC guidelines.*

SPONSORSHIP TIERS

PRESENTING SPONSOR \$100,000 (EXCLUSIVE)

- 3 Tables of 10 (30 Guests)
- 1-Minute Video Segment in Show
- Premium Placement of Product and/or Service Featured in/at the Show
- 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)
- 1-Minute Video Segment in Show
- Premium Placement of Product and/or Service Featured in/at the Show
- 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)
- 1-Minute Video Segment in Show
- Premium Placement of Product and/or Service Featured in/at the Show
- 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 events, marketing deadlines
and next steps for your sponsorship, contact:

Dawn Schwartz, Advancement and Partnership Director

Dawn@RunwayofDreams.org

917-453-7683

