

# STRATEGIC SPONSORSHIP OPPORTUNITIES

**SEPTEMBER 9, 2021**  
**THE GLASSHOUSE, NYC**  
**6:30 - 9:30 PM**

**A FASHION  
REVOLUTION  
CONTINUES**

**GLOBAL PREMIERE**  
**SEPTEMBER 12, 2021**  
**7:00 PM EST**

**RUNWAY  
OF DREAMS<sup>®</sup>  
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 the adaptive category will be as commonplace as petite or plus size and people with disabilities 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 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

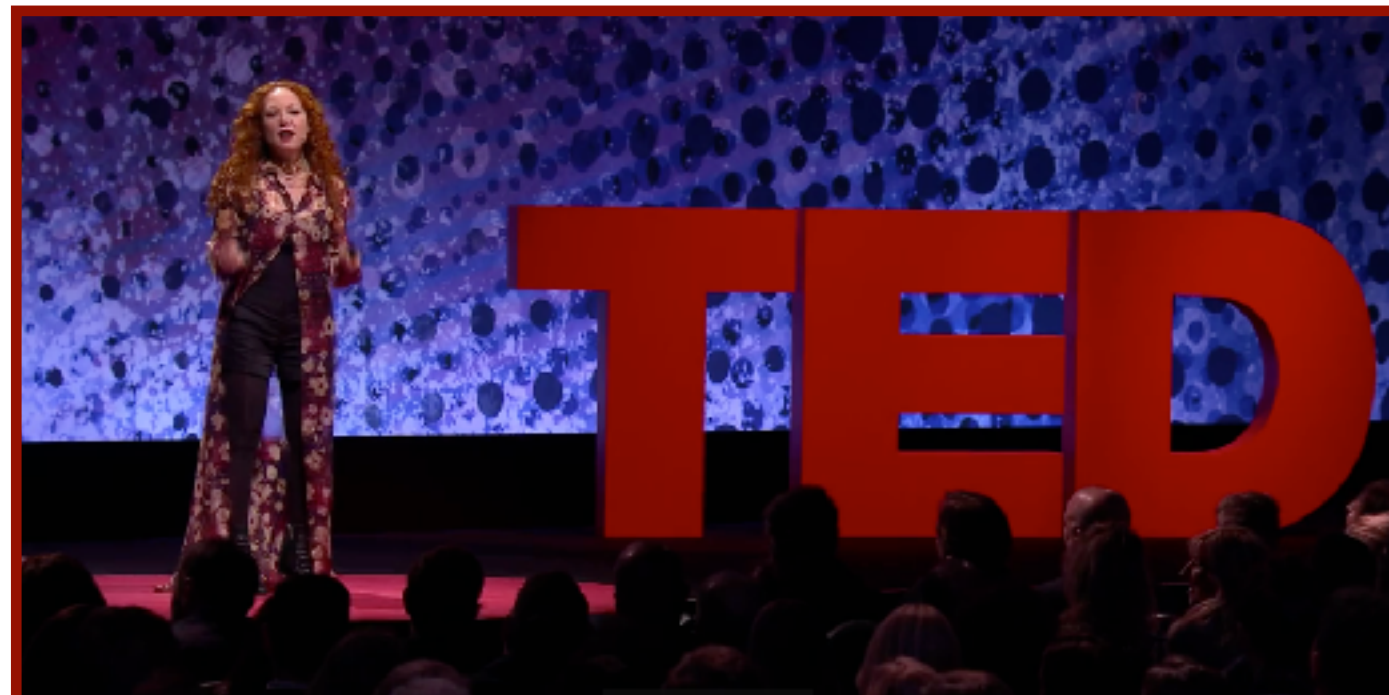
Facilitated **thousands** of adaptive clothing donations to **68 partner organizations** in **26 states** across the country and awarded multiple **Wardrobe Grants** to organizations serving people with disabilities in economic need.

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](#)







# MARCH MEDIA MADNESS

**Check out the media results from our last event...**



# SOCIAL MEDIA

WITH THE HELP OF OUR MODELS, TALENT, SPONSORS, LEADERSHIP BOARDS AND COLLEGE CLUBS, WE RAN A 100% ORGANIC SOCIAL MEDIA CAMPAIGN WITH NO PAID ADVERTISING WHICH WAS AN INCREDIBLE SUCCESS.

## 3.2 BILLION

Media impressions from 40 placements in the first 48 hours



### 7 DAY CHANGE

- +178%** Page Reach (18k)
- +160%** Engagements (3.7k)
- +467%** New Page Likes (119)
- +509%** Page Follows (128)
- +273%** Page Views (739)



### 7 DAY CHANGE

- + 86%** Content Interactions (1.2k)
- +33.5%** EPost Interactions (863)
- +48%** Accounts Reached (5.5k)
- +173%** Impressions (43k)
- + 190%** Website Visits (213)
- +69%** Engagements



### 7 DAY CHANGE

- +121%** Profile Visits (1.9k)
- +44%** Impressions (6.2K)
- +48%** Engagement Rate (2.7%)
- +20%** Link Clicks (46)
- +50%** Mentions (78)



### 7 DAY CHANGE

- +27%** Page Views (560)
- +43%** Unique Visitors (240)
- +24%** Custom Button Clicks (36)

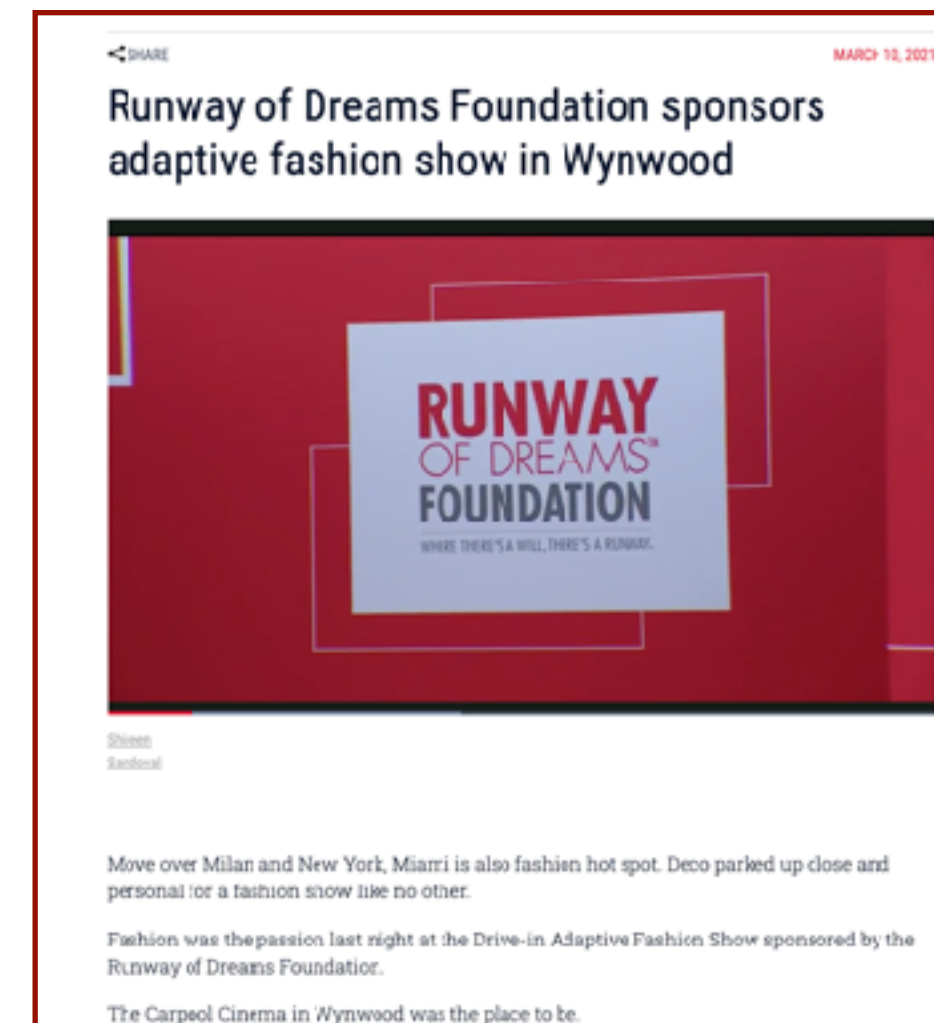
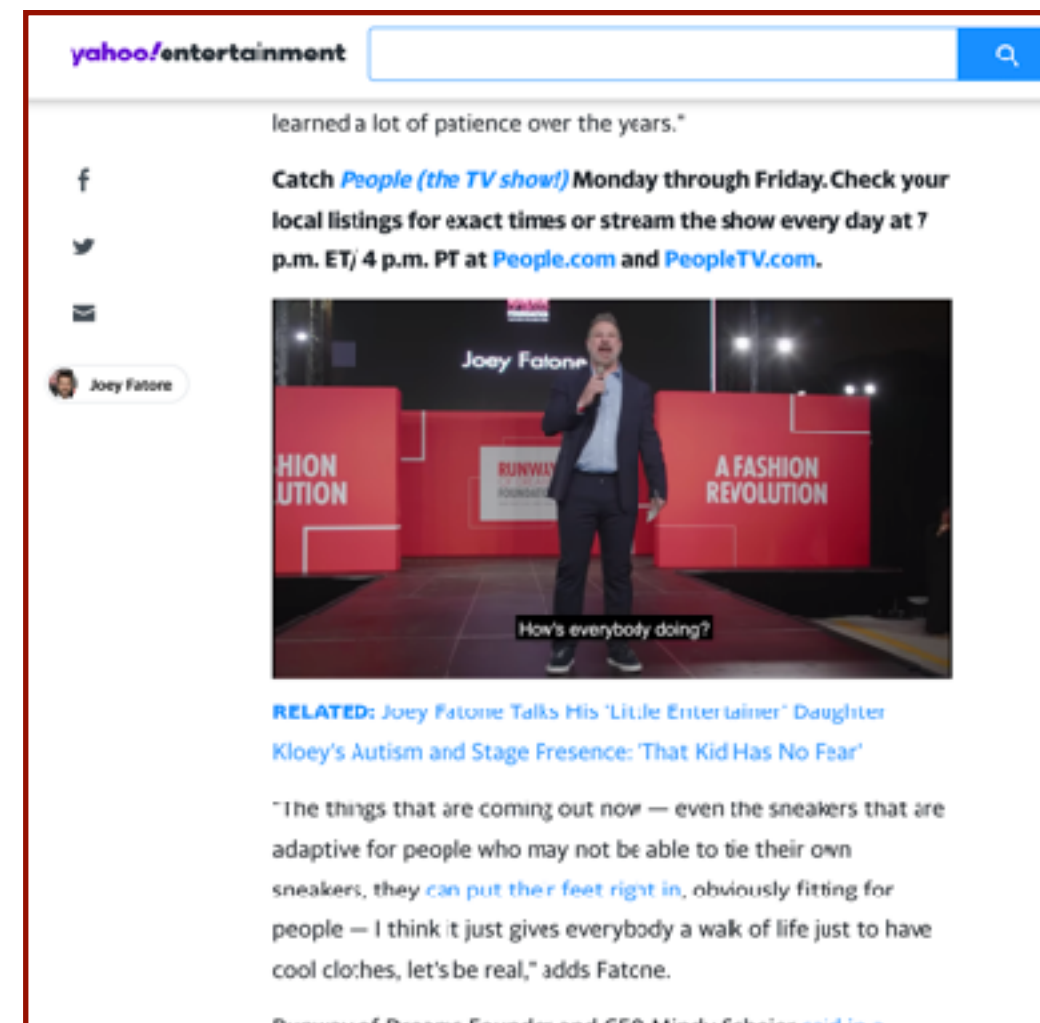
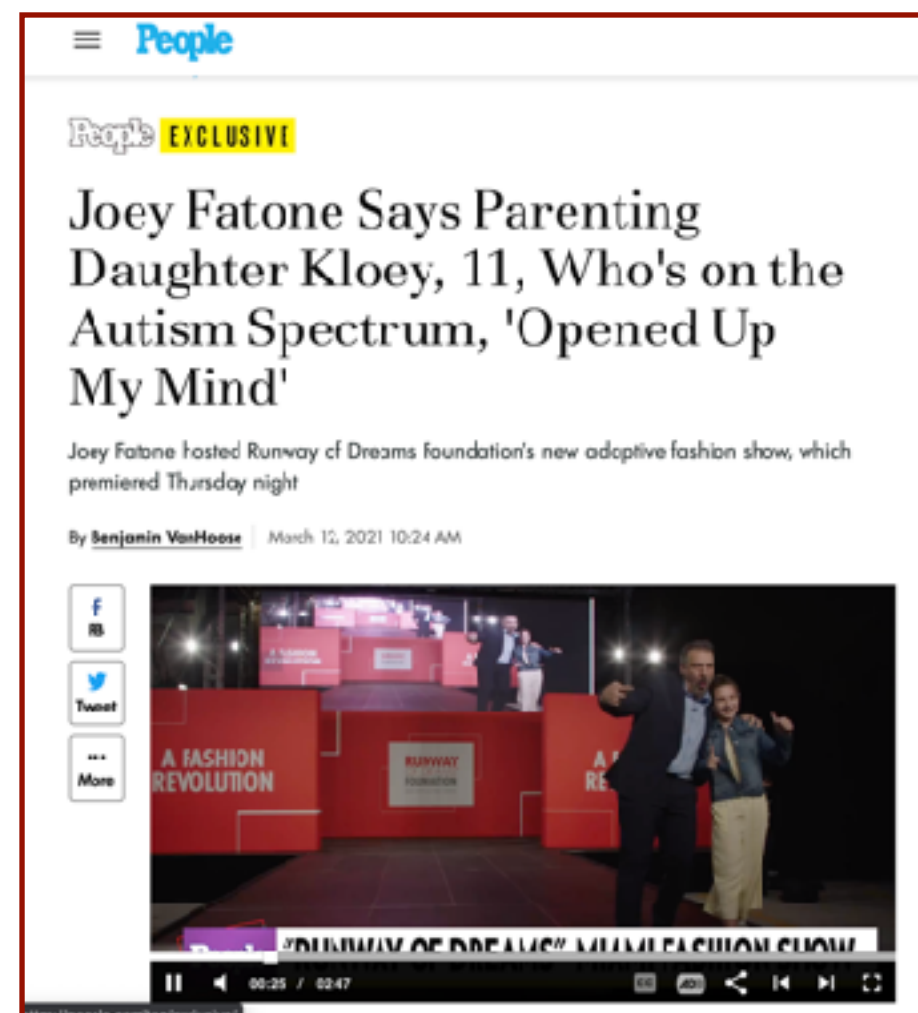


# PR HITS + IMPRESSIONS

The event garnered over  
**3.2 BILLION MEDIA IMPRESSIONS**  
from **40 PLACEMENTS** in the first **48 HOURS**

and was featured in both  
national broadcasts and local TV coverage.

Click [here](#) to view our key press coverage. For a full list, please contact us at [press@runwayofdreams.org](mailto:press@runwayofdreams.org)





# JOIN THE NEXT FASHION REVOLUTION

Your sponsorship investment offers your business **high visibility** (ie. our March 2021 Miami event yielded **3.2 Billion** media impressions from 40 placements in the first 48 hours 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 9, 2021 THE GLASSHOUSE, NYC

A Fashion Revolution Continues, September 9, 2021, 6:30 - 9:30 PM  
at **THE GLASSHOUSE, NYC** along with a **Global Premiere** on  
September 12, 2021 at 7:00 PM EST.

Runway of Dreams will once again celebrate **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.*



# 2021 REVOLUTION HONOREES

## PIONEER OF CHANGE AWARD

**COREY YRIBARREN**  
*EVP, Chief People Officer*  
**SEPHORA**



## AWARD PRESENTER

**ANISH MELWANI**  
*Chairman & CEO*  
**LVMH NORTH AMERICA**



## INSPIRATIONAL ACHIEVEMENT AWARD

**DAVE STEVENS**  
*Athlete, 7-Time Emmy Award Winning*  
*Sportscaster, Motivational Speaker, Activist*

## AWARD PRESENTER

**LEIGH STEINBERG**  
*Sports Agent, Media/Film Consultant*  
*Author, Philanthropist*





# NYFW SPONSORSHIP TIERS

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

## PRESENTING SPONSOR \$100,000

- 3 Tables of 10 (30 Guests)
- Logo/Name Inclusion on Event Collateral, 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 Event Collateral 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 Event Collateral 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



# NYFW SPONSORSHIP TIERS (CONT.)

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

## **INCLUSION SPONSOR** **\$15,000**

- 1 Table of 10 (10 Guests)
- Logo/Name Inclusion on Event Collateral 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 Event Collateral
- 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 Event Collateral
- 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 CONTACT:

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ADVANCEMENT AND PARTNERSHIP DIRECTOR

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917-453-7683

**RUNWAY  
OF DREAMS<sup>™</sup>  
FOUNDATION**

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

**CLICK HERE TO PURCHASE  
TICKETS AND PACKAGES**

DEADLINE FOR SPONSORSHIP AND  
AD SUBMISSIONS- AUGUST 19TH.

RSVP DEADLINE - AUGUST 26TH.

