



**RUNWAY**  
OF DREAMS™  
**FOUNDATION**

NEW YORK FASHION WEEK SHOW

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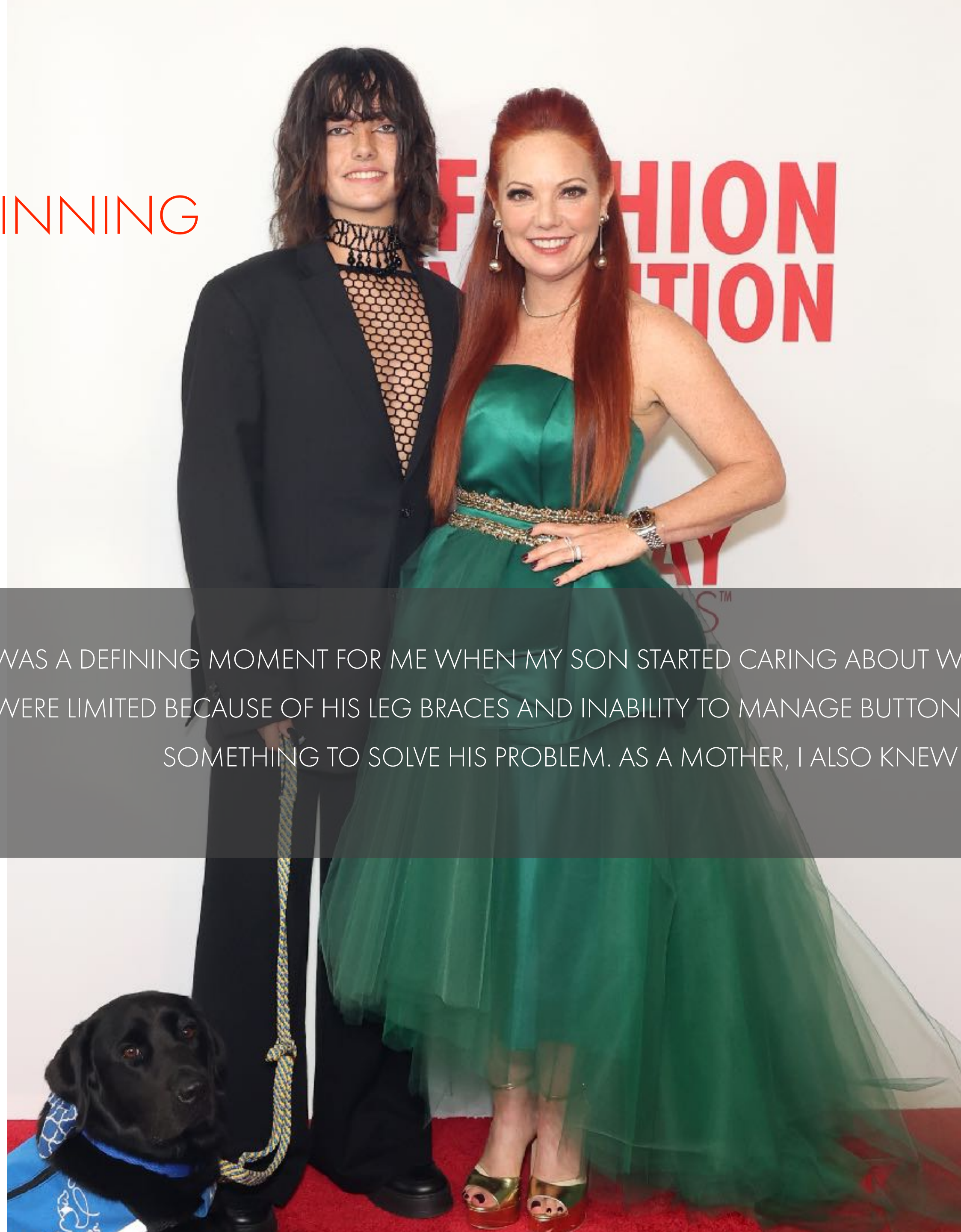
**ENGAGEMENT OPPORTUNITIES**

WEDNESDAY, SEPTEMBER 13, 2023

POWERHOUSE ARTS

BROOKLYN, NEW YORK

## THE BEGINNING



Mindy was inspired to start Runway of Dreams after her son Oliver, who has Muscular Dystrophy, dreamed of wearing jeans like everyone else, but couldn't manage the buttons and zippers. After using her design skills to adapt a pair that met his needs and increased his confidence, she went on to conduct extensive research to develop modifications that would meet the needs of the largest minority in our world - people with disabilities.

"IT WAS A DEFINING MOMENT FOR ME WHEN MY SON STARTED CARING ABOUT WHAT HE WEARS - LIKE I DO EVERY DAY - 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 HIM."

—Mindy Scheier



A woman in a wheelchair and a young girl are dancing on a runway. The woman is wearing a purple hoodie and blue jeans, and the girl is wearing a blue and white plaid shirt and blue jeans. They are both smiling and pointing upwards. The runway is surrounded by a crowd of people, some of whom are clapping. The background features a sign that says "A FASHION REVOLUTION".

SINCE 2014, RUNWAY OF DREAMS FOUNDATION HAS PLAYED AN INTEGRAL ROLE IN THE ADAPTIVE SPACE AND IS RECOGNIZED AS A PREMIER INFLUENCER OF INDUSTRY CHANGE.

## OUR MISSION

Our mission is to empower people with disabilities with confidence and self-expression through fashion and beauty inclusion, and we do this by celebrating people's differences through our...

# CAMPAIGN FOR INCLUSION

We raise awareness, educate consumers and advocate for industry change through powerful partnerships.

Runway of Dreams has over **1.7 BILLION** media impressions annually. Click on the logos below for a sample of the many articles that showcase our great work.

**VOGUE**

**WWD**

**Forbes**



PHOTO COURTESY OF GAMUT MANAGEMENT

## ADAPTIVE FASHION SHOWS

Industry competitors come together and proudly share the Runway of Dreams runway to feature their adaptive apparel, footwear and accessories worn by a diverse group of talented models with various disabilities.



**RUNWAY  
OF DREAMS™  
FOUNDATION**  
WHERE THERE'S A WILL, THERE'S A RUNWAY.



# NATIONAL COLLEGIATE PROGRAMS


These programs engage our next generation of leaders and changemakers through Runway of Dreams' Clubs on campuses countrywide as well as a Summer Internship Program. These programs offer a unique educational and leadership development experience. The students host adaptive runway shows, run panel and other inclusion events, raise awareness, and fundraise.





**SPONSORSHIP OPPORTUNITIES**

EXPERIENCE ADAPTIVE FASHION SHOW, RECEPTION AND SHOWCASE OF VIGNETTES

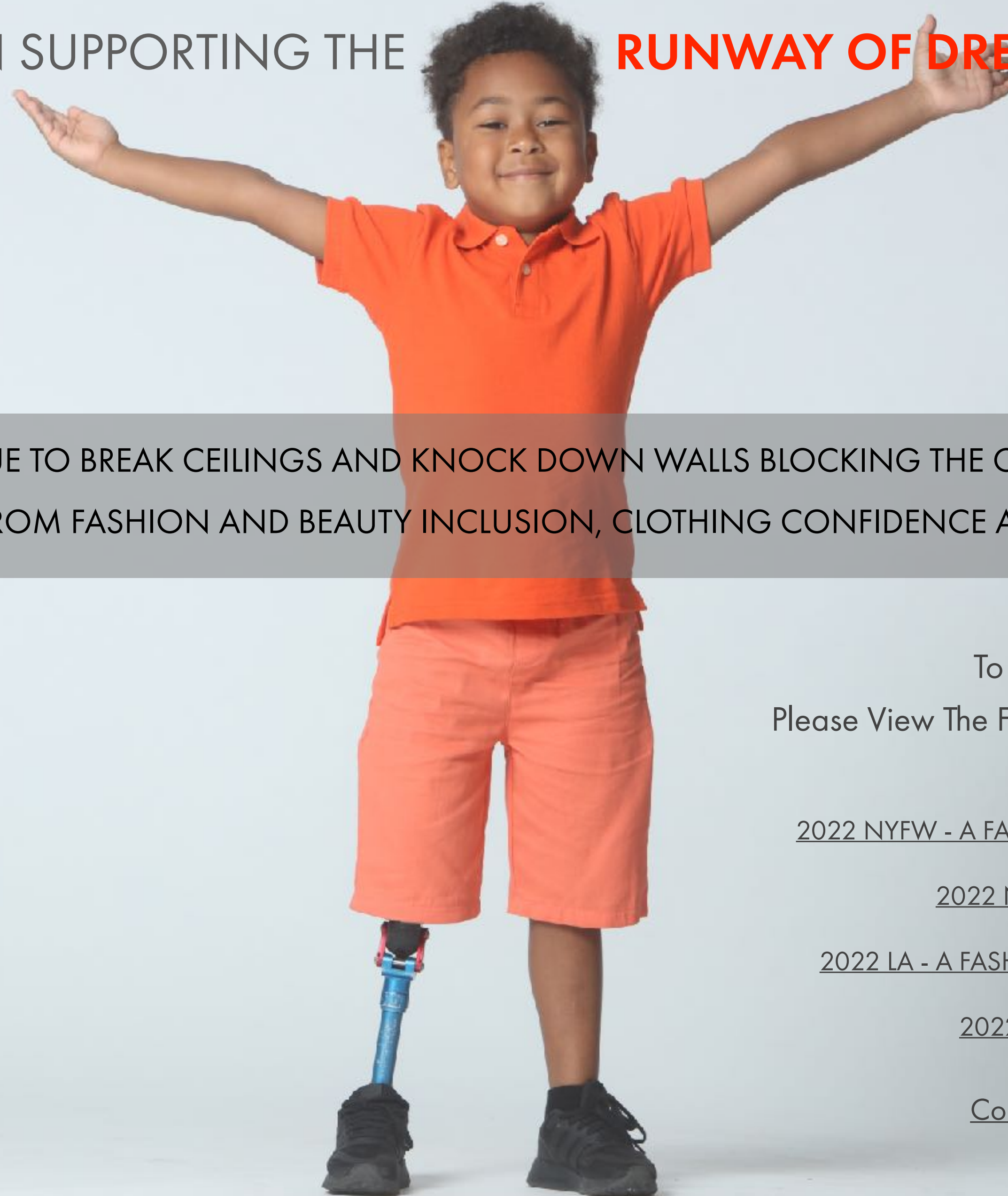
| SPONSOR LEVELS AND BENEFITS  | VISIONARY   | INNOVATOR   | DREAMER  | INCLUSION  | PIONEER   | CONTRIBUTOR  | FASHION REVOLUTION DONOR  |
|--|---|---|--|--|---|--|---|
|  | \$75,000  | \$50,000  | \$35,000   | \$15,000   | \$10,000  | \$5,000  | \$1,000 - \$4,999   |
| Event Landing Page Recognition   | ✓   | ✓   | ✓  | ✓  | ✓   | ✓  | ✓   |
| Ad Display in Digital Journal<br><i>(On-site and In Perpetuity on Event Landing Page)</i>  | ✓   | ✓   | ✓  | ✓  | ✓   | ✓  | ✓   |
| E-Blasts Recognition   | ✓   | ✓   | ✓  | ✓  | ✓   | ✓  | ✓   |
| Proud Sponsor Promotional Asset Provided for Social Media<br><i>(with Sponsor Named Level)</i>   | ✓   | ✓   | ✓  | ✓  | ✓   | ✓  | ✓<br><i>(not for individual donors)</i>   |
| Social Media Promotion -<br>All sponsors will be tagged on appropriate platform.<br><i>(on Runway of Dreams' platforms)</i>  | In-feed asset "Visionary" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site social coverage on Runway of Dreams' platforms. | In-feed asset "Innovator" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site social mentions on Runway of Dreams' platforms. | In-feed asset "Dreamer" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site social mention on Runway of Dreams' platforms. | In-feed mention in "Thank You Sponsors" post. Additional on-site mention on Runway of Dreams' platforms + Custom Instagram Story mention. Additional on-site mention on Runway of Dreams' platforms. | In-feed mention in "Thank You Sponsors" post + Custom Instagram Story mention. Additional on-site mention on Runway of Dreams' platforms. | In-feed mention in "Thank You Sponsors" post + Custom Instagram Story mention. | In-feed mention in "Thank You Sponsors" post + Custom Instagram Story mention.  |
| Logo/Name Inclusion on Event Collateral, On-site Screen, and Signage   | ✓   | ✓   | ✓  | ✓  | ✓   | ✓  |   |
| Seating/ Number of Guests at Fashion Show  | 10  | 8   | 6  | 5  | 4   | 2  |   |
| Back of House Volunteers for Day of Runway Show  | ✓   | ✓   | ✓  |  |   |  |   |
| Mention in Press Release   | ✓   | ✓   | ✓  |  |   |  |   |
| Additional Social Assets<br><i>(Multiple Dimensions Included)</i>  | Additional Runway of Dreams / NYFW - specific branded social content to promote involvement in the event  | Additional Runway of Dreams / NYFW - specific branded social content to promote involvement in the event  |  |  |   |  |   |
| Verbal Recognition by Host on Stage<br><i>(Live Stream and in Perpetuity on Youtube)</i>   | ✓   | ✓   |  |  |   |  |   |
| Access BOH for Social Coverage<br><i>(:30 min allotted time for B-Roll coverage to be used across social media channels. Any sit-down interviews with models will become sponsored campaigns. Rates TBD)</i> | ✓   | ✓   |  |  |   |  |  <p><b>RUNWAY OF DREAMS™</b><br/><b>FOUNDATION</b><br/>WHERE THERE'S A WILL, THERE'S A RUNWAY.</p> |
| A Special Viewing Party of the Show <i>(Virtual or In-Person)</i> with RoD Founder and Two Models <i>(Post Event)</i>  | ✓   |   |  |  |   |  |   |
| Photo of Your Guests with Founder in Recap Deck<br><i>(Posted on Website, Social Platforms and Shared via Email with 10,000 Industry Leaders and Community Members)</i>                                      | ✓   |   |  |  |   |  |   |



# THANK YOU

FOR YOUR INTEREST IN SUPPORTING THE

**RUNWAY OF DREAMS FOUNDATION!**



HELP US TO CONTINUE TO BREAK CEILINGS AND KNOCK DOWN WALLS BLOCKING THE COMMUNITY OF PEOPLE WITH DISABILITIES FROM FASHION AND BEAUTY INCLUSION, CLOTHING CONFIDENCE AND SELF-EXPRESSION!

**RUNWAY**  
OF DREAMS™  
**FOUNDATION**

To Learn More About Your **WHY**  
Please View The Following Links For Inspiration and Motivation:

[2022 NYFW - A FASHION REVOLUTION Show Impact and Media Recap](#)

[2022 NYFW - A FASHION REVOLUTION Show](#)

[2022 LA - A FASHION REVOLUTION Show Impact and Media Recap](#)

[2022 LA - A FASHION REVOLUTION Show](#)

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