

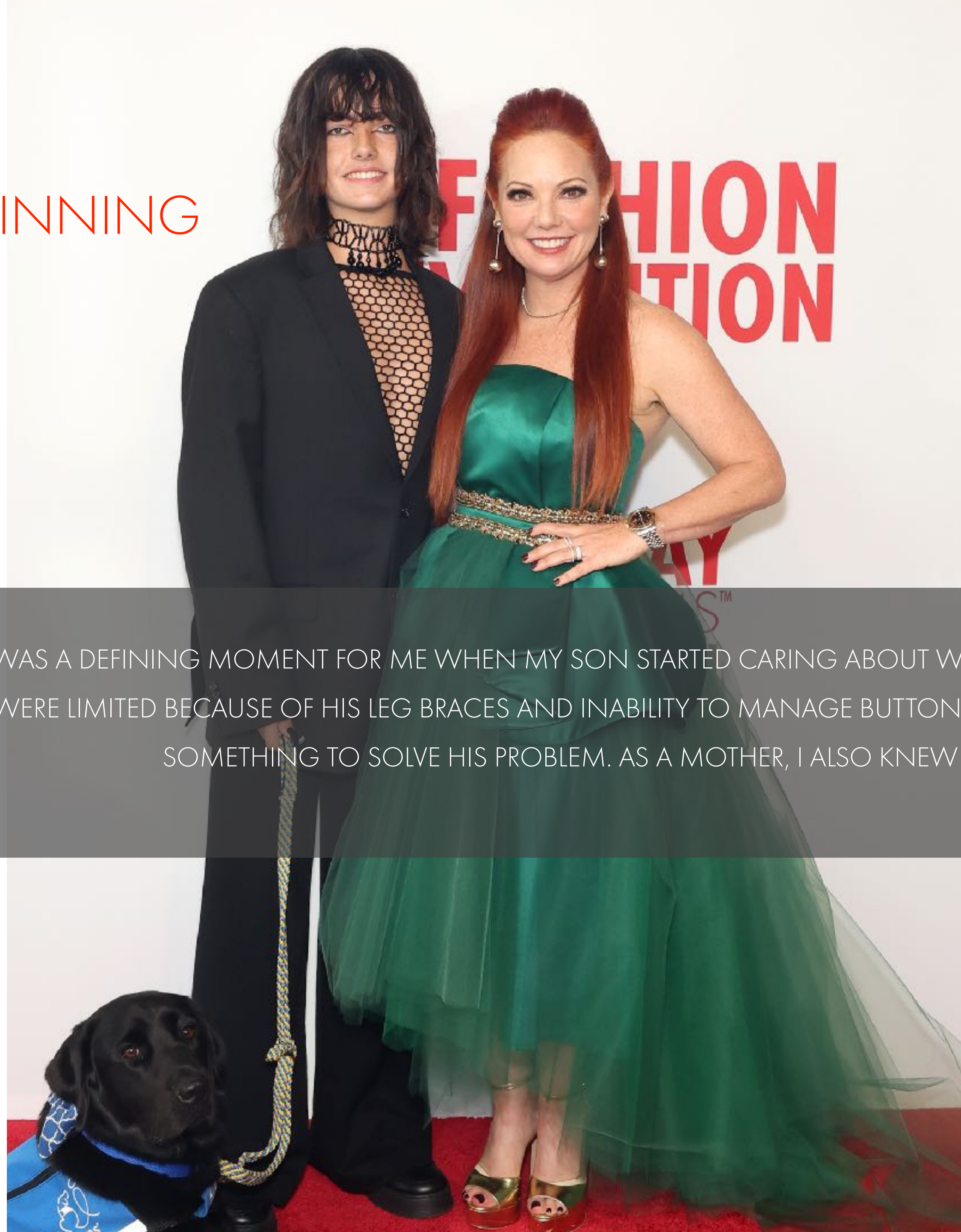
2023 A FASHION REVOLUTION

ENGAGEMENT OPPORTUNITIES

RUNWAY
OF DREAMS™
FOUNDATION

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

THE BEGINNING



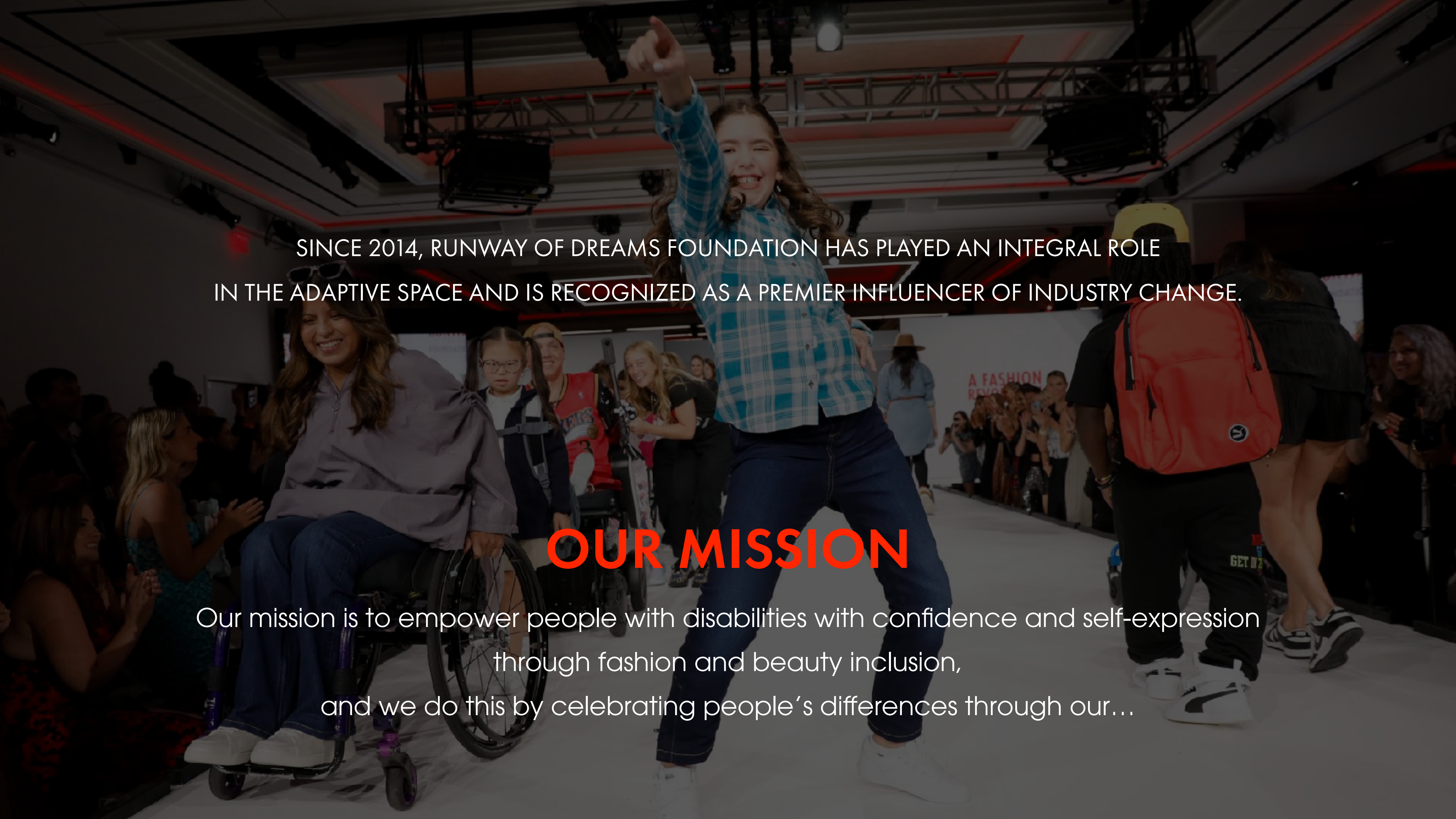
"IT WAS A DEFINING MOMENT FOR ME WHEN MY SON STARTED CARING ABOUT WHAT HE WEARS - LIKE I DO EVERY DAY - BUT REALIZED HIS OPTIONS WERE LIMITED BECAUSE OF HIS LEG BRACES AND INABILITY TO MANAGE BUTTONS AND ZIPPERS. AS A FASHION DESIGNER, I KNEW I COULD DO SOMETHING TO SOLVE HIS PROBLEM. AS A MOTHER, I ALSO KNEW THIS PROBLEM WAS MUCH BIGGER THAN HIM."

—Mindy Scheier

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.



[VIEW MINDY'S TED TALK](#)

A woman in a wheelchair and a young girl are dancing on a runway. The woman is wearing a purple jacket and blue jeans, and the girl is wearing a blue and white plaid shirt and blue jeans. They are both smiling and pointing upwards. In the background, there are other people, including a man with a red backpack and a woman with a yellow hat. The runway is white and the background is dark with red lighting. The text "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." is overlaid on the image.

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.



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.



2023

WILL BE A DIFFERENT AND EXCITING YEAR FOR **RUNWAY OF DREAMS FOUNDATION**

WITH COLLEGE CLUBS, SUMMER INTERNS AND RUNWAY OF DREAMS HEADQUARTERS HOSTING ADAPTIVE RUNWAY SHOWS

AS WELL AS OTHER UNIQUE DISABILITY AND ADAPTIVE FASHION AWARENESS EVENTS THROUGHOUT THE YEAR.

Engagement Opportunities Include Supporting Our College Student-led Programs and Events and the

2023 FASHION REVOLUTION Events Managed by Runway of Dreams Headquarters That Include:

FEBRUARY ROUND TABLE DISCUSSION

Getting Intimate With Disability
Moderated by Mindy Scheier,
Women of Diversity in Disabilities,
Ethnicities and Backgrounds
Discussing Sex and Sexuality with a Disability.

SPRING ADAPTIVE FASHION SHOW

In Partnership with One Host Company,
City of Choice.

SEPTEMBER 13, 2023

6:00 pm
New York Fashion Week
Adaptive Runway Show, Reception
and Showcase of Brand Vignettes.

SEPTEMBER 14, 2023 SHOWCASE

10:00 am - 6:00 pm
New York Fashion Week
Vignettes for Professionals and End
Consumers to Experience.
Look, Touch, Feel, Test & Try
Adaptive Products from Brands.



SPONSORSHIP OPPORTUNITIES

SPECIAL OPPORTUNITY TO HOST YOUR OWN SHOW

MARCH 2023

EXCLUSIVE RUNWAY OF DREAMS SHOW AT SPONSOR'S CITY OF CHOICE

\$150,000

ONE SPONSOR AND THEIR ADAPTIVE PARTNERS OF CHOICE

RUNWAY OF DREAMS DELIVERABLES:

- Handle All Costs and Aspects of Model Management from Recruitment Through Show Time.
- PR, Social and Awareness in Collaboration with Your Internal Teams.
- Collaborate on Promotions, Invitations and Guest List.
- Runway of Dreams Events Team to Work Directly with Your Team to Coordinate, Collaborate and Execute Production, AV, Set Up and Logistical Details.
- Runway of Dreams to Manage ADA Compliant Show Production with Partner Production Company.
- Exclusive Time Spent with the Models and Photo Opportunities Post Show.

SEPTEMBER 13 & 14 2023 NYFW ADAPTIVE BRAND PARTNERS OPPORTUNITIES
NIGHT 1 ADAPTIVE FASHION SHOW, RECEPTION, AND ADAPTIVE BRANDS SHOWCASE • DAY 2 SHOWCASE OF ADAPTIVE BRANDS

NIGHT 1 ADAPTIVE FASHION SHOW, RECEPTION, AND ADAPTIVE BRANDS SHOWCASE • DAY 2 SHOWCASE OF ADAPTIVE BRANDS

SPONSOR LEVELS AND BENEFITS	PRESENTING	PLATINUM	VISIONARY	INNOVATOR	DREAMER (RUNWAY SHOW)	DREAMER (2 DAY SHOWCASE)	SHOWCASE VIGNETTE ONLY	SHOWCASE VIGNETTE ONLY
	\$250,000	\$125,000	\$75,000	\$50,000	\$35,000	\$35,000	\$10,000	\$5,000
SHOWCASE VIGNETTE								
Vignette Size	20x10	15x10	10x10	10x10		10x10	8x8	6x6
Includes Back Wall with Full Bleed Graphic of Your Choice	20' WIDE x 8' TALL	15' WIDE x 8' TALL	10' WIDE x 8' TALL	10' WIDE x 8' TALL		10' WIDE x 8' TALL	8' WIDE x 8' TALL	6' WIDE x 8' TALL
Product Displays Customized to Your Product Needs (Racks, Tables, Display Pedestals, etc.)	✓	✓	✓	✓		✓	✓	✓
Showcase Volunteer Opportunities	✓	✓	✓	✓				
Models for Vignette for Day 2 Only (Additional Models can be hired)	4	2	1					
Premier Recognition Announcements Throughout the Day for In-Person and Livestream Audience Awareness	✓	✓	✓					
Use of Showcase Vignette Photos	✓	✓						
Lighting	✓	✓						
AV	✓							
ADAPTIVE FASHION SHOW/RECEPTION/ SHOWCASE OF VIGNETTES								
Event Landing Page Recognition (Logo presence, size and location based on support level)	✓	✓	✓	✓	✓	✓	✓	✓
Proud Sponsor Promotional Asset Provided for Social Media (with Sponsor Named Level)	✓	✓	✓	✓	✓	✓	✓	✓
E-Blasts Recognition	✓	✓	✓	✓	✓	✓	✓	✓
Logo/Name Inclusion on Event Collateral, On-site Screen, and Signage (Logo presence, size, and location based on support level)	✓	✓	✓	✓	✓	✓	✓	✓
Mention in Press Release	Executive Quote, included in all pitch materials - right of first refusal on press opportunities	✓	✓	✓	✓	✓	RUNWAY OF DREAMS™ FOUNDATION WHERE THERE'S A WILL, THERE'S A RUNWAY.	
Use of Captured Video	✓	✓						
Exclusive Presenter Logo on all Event Related Promotions	✓							

CONTINUES ON NEXT PAGE

SEPTEMBER 13 & 14 2023 NYFW ADAPTIVE BRAND PARTNERS OPPORTUNITIES (CONTINUED)

NIGHT 1 ADAPTIVE FASHION SHOW, RECEPTION, AND ADAPTIVE BRANDS SHOWCASE • DAY 2 SHOWCASE OF ADAPTIVE BRANDS

Sponsor Levels and Benefits	Presenting	Platinum	Visionary	Innovator	Dreamer (Runway Show)	Dreamer (2 Day Showcase)	Showcase Vignette Only	Showcase Vignette Only
	\$250,000	\$125,000	\$75,000	\$50,000	\$35,000	\$35,000	\$10,000	\$5,000
Adaptive Fashion Show & Reception								
Seating/ Number of Guests at Fashion Show	24 (Premier Seating)	18 (Premier Seating)	10	8	6	6	4	2
Social Media Promotion <i>(on Runway of Dreams' platforms)</i>	Stand-alone mention of sponsorship + Custom Instagram Story mention. Additional on-site social coverage on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	Stand-alone mention of Sponsorship + Custom Instagram Story mention. Additional on-site social coverage on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	In-feed asset "Visionary" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site social coverage on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	In-feed asset "Innovator" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site social mentions on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	In-feed asset "Dreamer" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site social mention on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	In-feed asset "Dreamer" mention of Sponsorship level + Custom Instagram Story mention. Additional on-site mention on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	In-feed mention in "Thank You Sponsors" post + Custom Instagram Story mention. Additional on-site mention on Runway of Dreams' platforms. All sponsors will be tagged on appropriate platform.	In-feed mention in "Thank You Sponsors" post + Custom Instagram Story mention. All sponsors will be tagged on appropriate platform.
Ad Display in Digital Journal <i>(On-site and In Perpetuity on Event Landing Page)</i>	✓	✓	✓	✓	✓	✓		
Allotted Models on Runway	✓	✓	✓	✓	✓			
Meet the Models Social Promotion <i>(Model photos and/or graphics available upon request only)</i>	✓	✓	✓	✓	✓			
Video Segment	60 Seconds	45 Seconds	30 Seconds	30 Seconds	15 Seconds			
Scheduled Time With Models	Details to follow	Details to follow	Details to follow	Details to follow	Details to follow			
Back of House Volunteers for Day of Runway Show	✓	✓	✓	✓				
Verbal Recognition by Host on Stage during Welcome Remarks <i>(Live Stream and in Perpetuity on Youtube)</i>	✓	✓	✓	✓				
Additional Social Assets <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	Additional Runway of Dreams / NYFW - specific branded social content to promote involvement in the event					
A Special Viewing Party of the Show <i>(Virtual or In-Person) with RoD Founder and Two Models (Post Event)</i>	✓	✓						
Photo of Your Guests with Founder in Recap Deck <i>(Posted on Website, Social Platforms and Shared via Email with 10,000 Industry Leaders and Community Members)</i>	✓	✓					RUNWAY OF DREAMS™ FOUNDATION WHERE THERE'S A WILL, THERE'S A RUNWAY.	
Present Inspirational Achievement Award	✓							
Premier Recognition Announcement On-Stage for In-Person and Livestream Audience Awareness	✓							

PROCEEDS SUPPORT NATIONAL RUNWAY OF DREAMS COLLEGE CLUBS AND THE EXPANSION OF THE CAMPAIGN FOR INCLUSION

SEPTEMBER 13 & 14 2023 NYFW SUPPORTER 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 (On-site and In Perpetuity on Event Landing Page)	✓	✓	✓	✓	✓	✓	✓
E-Blasts Recognition	✓	✓	✓	✓	✓	✓	✓
Proud Sponsor Promotional Asset Provided for Social Media (with Sponsor Named Level)	✓	✓	✓	✓	✓	✓	✓ (not for individual donors)
Social Media Promotion - All sponsors will be tagged on appropriate platform. (on Runway of Dreams' platforms)	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 (Multiple Dimensions Included)	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 (Live Stream and in Perpetuity on Youtube)	✓	✓					
Access BOH for Social Coverage (;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)	✓	✓					
A Special Viewing Party of the Show (Virtual or In-Person) with RoD Founder and Two Models (Post Event)	✓						
Photo of Your Guests with Founder in Recap Deck (Posted on Website, Social Platforms and Shared via Email with 10,000 Industry Leaders and Community Members)	✓						
PROCEEDS SUPPORT NATIONAL RUNWAY OF DREAMS COLLEGE CLUBS AND THE EXPANSION OF THE CAMPAIGN FOR INCLUSION							

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**

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

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](#)

[Contact: dawn@runwayofdreams.org](mailto:dawn@runwayofdreams.org)