

2022 SPONSORSHIP OPPORTUNITIES AND BENEFITS

A FASHION REVOLUTION CONTINUES

SEPTEMBER 12, 2022

THE GLASSHOUSE

New York City

**RUNWAY
OF DREAMS[®]
FOUNDATION**

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



Photo: Morgan Lieberman

OUR MISSION

FOUNDED ON THE BASIS THAT CLOTHING IS A BASIC HUMAN NEED, RUNWAY OF DREAMS EMPOWERS PEOPLE WITH DISABILITIES WITH CONFIDENCE AND SELF-EXPRESSION THROUGH FASHION AND BEAUTY INCLUSION.

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.

WE LIVE OUR MISSION BY RAISING AWARENESS, EDUCATING CONSUMERS AND ADVOCATING FOR INDUSTRY CHANGE, SUPPORTING NEXT GENERATION DESIGN INNOVATORS AND PROVIDING ACCESS TO FASHIONABLE ADAPTIVE APPAREL FOR THOSE IN NEED.

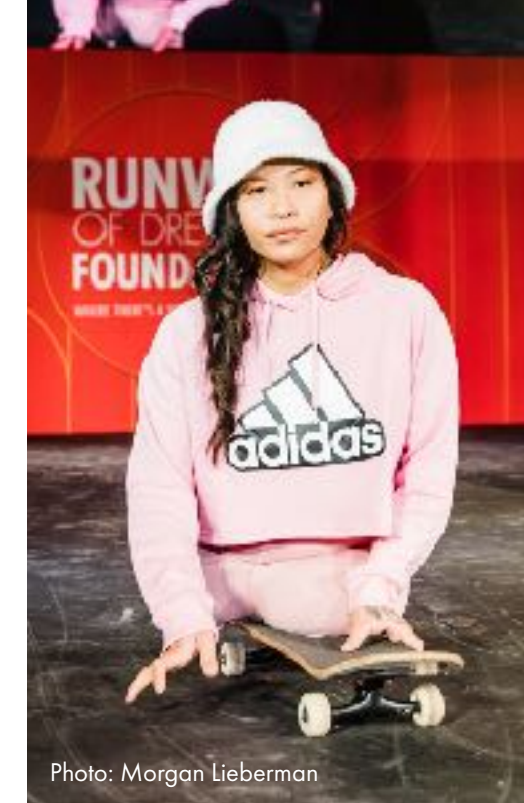


Photo: Morgan Lieberman



Photo: Getty-Jerod Harris



Photo: Getty-Jerod Harris

HOW IT HAPPENED

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 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 ADVOCATE FOR INDUSTRY CHANGE

GLOBAL ADAPTIVE RUNWAY SHOWS

WE 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

COLLEGIATE PROGRAMMING

WE EDUCATE AND ENGAGE NEXT GENERATION LEADERS IN EQUITY AND INCLUSION

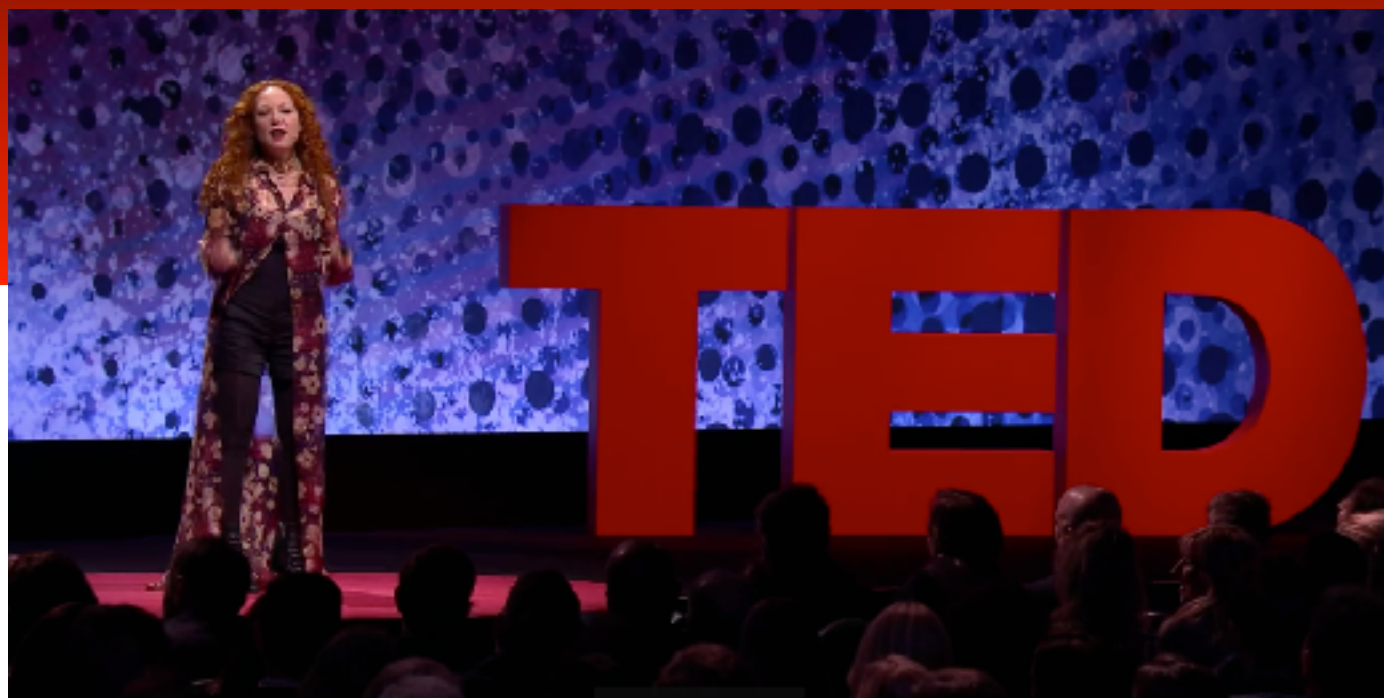
WARDROBE GRANTS

WE HELP PEOPLE WITH DISABILITIES LOOK AND FEEL GREAT WITH FINANCIAL GRANTS FOR APPAREL THAT MEETS THEIR NEEDS

**IN LIVING OUR MISSION
WE ARE...**



LEADING A CAMPAIGN FOR INCLUSION THROUGH ADVOCACY, AWARENESS AND EDUCATION



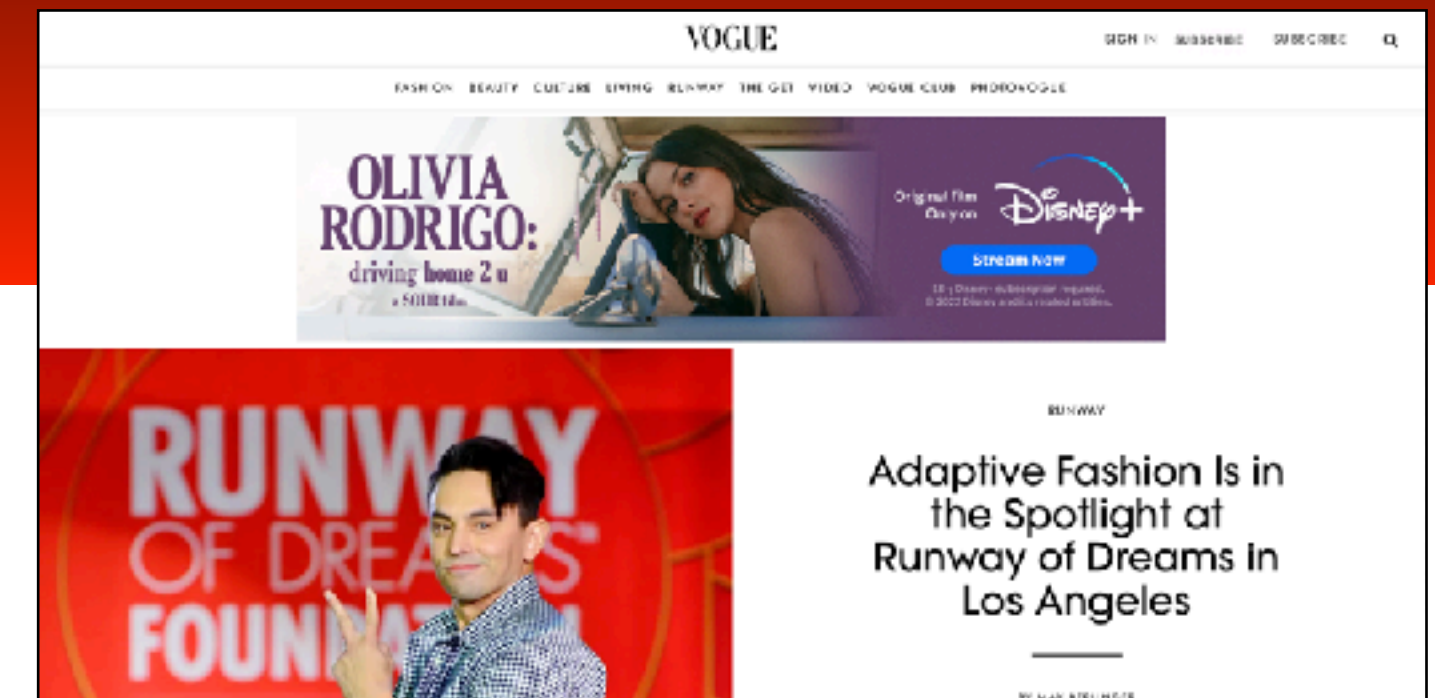
Speaking Engagements

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 [**VOGUE**](#), [**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.

RETHINKING THE RUNWAY ON THE WORLD STAGE



We've produced **nine large scale runway shows** featuring adaptive apparel and models with disabilities, five in NY as part of **New York Fashion Week**, one in **Las Vegas**, a **Virtual Runway Show that included Worldwide Participation**, one in **Miami**, one in **Los Angeles** and next up we'll be the **closing act of NYFW 2022!!**

RECENT RUNWAY SHOW VIDEOS:

- [A Fashion Revolution LA 2022](#)
- [A Fashion Revolution NYC 2021](#)
- [A Fashion Revolution Miami 2021](#)
- [A Virtual Revolution 2020](#)
- [A Fashion Revolution NYC 2019](#)
- [A Fashion Revolution Las Vegas 2019](#)



EMPOWERING NEXT GENERATION LEADERS THROUGH COLLEGIATE PROGRAMMING AND SCHOLARSHIPS FOR DESIGN INNOVATORS

In just the third year of our collegiate programming, we've established **17 College Clubs** on campuses nationwide and a parallel **Summer Intern Program**.

We conduct **Adaptive Design Contests** for aspiring student innovators and **Award Scholarships** for those pursuing inclusive fashion post graduation.

[CLICK HERE](#) TO HEAR ABOUT DUKE'S CLUB PRESIDENT, EMMA STEADMAN'S EXPERIENCE WITH RUNWAY OF DREAMS



PROVIDING WARDROBE GRANTS AND ADAPTIVE APPAREL TO THOSE IN NEED

We facilitate **thousands of adaptive clothing donations** to more than **70 partner organizations** in **26 states** across the country and award numerous **Wardrobe Grants** to individuals and organizations serving people with disabilities in economic need.



A woman with her hair in a bun, wearing a bright pink, short-sleeved, puffed dress and colorful, sequined high-heeled shoes, stands on a black runway stage. She has her arms outstretched and is smiling. The background is a red wall with large, stylized gold circular patterns. To the left, the text 'RUNWAY OF DREAMS FOUNDATION' is visible in large, white, sans-serif letters. Below it, the tagline 'WHERE THERE'S A WILL, THERE'S A WAY' is partially visible.

RUNWAY OF DREAMS FOUNDATION

WHERE THERE'S A WILL, THERE'S A WAY

MINDY SCHEIER, FOUNDER/CEO
ON THE 2022 LOS ANGELES STAGE

JOIN THE 2022 FASHION REVOLUTION

Sponsorship investment offers your business **high visibility** and symbolizes your **commitment to diversity, equity and inclusion** of people with disabilities

Runway of Dreams captures the attention of media worldwide that continues to grow annually with our adaptive runway shows gaining the most attention. Our 2021 New York Fashion Week and 2021 Miami shows and Global Premieres alone engaged **16,000+ viewers**, garnered **5.4 Billion media impressions**, and experienced **thousands** of social media engagements/interactions.

CHECK OUT OUR 2021 MEDIA RECAP REPORTS FOR THE FULL PICTURE.

[View Recap Report: A Fashion Revolution NYFW 2021](#)

[View Recap Report: A Fashion Revolution MIAMI 2021](#)



CELEBRATE WITH US COAST TO COAST

On March 8th, Runway of Dreams kicked off its **2022 Fashion Revolution in Los Angeles at The Majestic Downtown** where we celebrated inclusive fashion and empowered people with disabilities with a cheering crowd of 250. **Seventy-five models** of different disabilities, ages and backgrounds made their way down the runway wearing **mainstream adaptive fashion** from six major brands and four rising small adaptive apparel companies. To date, the Show has garnered **2.3 BILLION media impressions** with **3,500+ views** of its Global Premiere.

To watch the LA Global Premiere, [click here](#).

Join us on September 12th as we close out **New York Fashion Week** in style at **The Glasshouse**, 660 12th Avenue, New York, NY. Together, we will celebrate inclusion, applaud innovation and continue to empower the community of people with disabilities both on and off the runway. Guests can **look forward to seeing more brands** than ever before at this year's NYFW Show!

A FASHION REVOLUTION CO-CHAIRS



DAVID BASSUK
MANAGING DIRECTOR
ALIXPARTNERS



ANDY GRAISER
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HEAD OF GLOBAL EXECUTIVE AND
CREATIVE RECRUITMENT
LVMH

2022 RUNWAY OF DREAMS HONOREES

PIONEER OF CHANGE



DOUG HOWE
CHIEF MERCHANDISING OFFICER
KOHL'S

INSPIRATIONAL ACHIEVEMENT



CHRIS NIKIC
OWNER
TEAM NIKIC, INC

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PRESENTING SPONSOR

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2022 SPONSORSHIP OPPORTUNITIES

LEVELS AND SERVICES	PRESENTING SOLD	PLATINUM	MISSION	VISIONARY	INNOVATOR	INCLUSION	SMALL BUSINESS ADAPTIVE	PIONEER	CONTRIBUTOR	DREAMER
	\$100,000	\$100,000	\$65,000	\$40,000	\$25,000	\$15,000	\$10,000	\$10,000	\$5,000	\$2,500
Event Landing Page Recognition	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media & E-blasts	Stand Alone Mention on All ROD Social Media Platforms, Model Segment Posts First & On-going	Stand Alone Mention on All ROD Social Media Platforms, Model Segment Posts	Stand Alone Mention on All ROD Social Media Platforms, Model Segment Posts	Stand Alone Mention on All ROD Social Media Platforms, Model Segment Posts	Special Mention on Multiple RoD Social Media Platforms, Model Segment Posts	✓	✓	✓	✓	✓
Logo/Name Inclusion on Event Collateral, Onsite Screen and Signage	Presenter Brand Presence	Platinum Brand Presence	Top Tier Brand Presence	✓	✓	✓	✓	✓	✓	✓
Ad in E-journal	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Seating - Number of Guests	30	30	20	20	10	6	4	4	2	
Global Premiere Closing Credits	✓	✓	✓	✓	✓					
Allotted Models (Runway Brand Partners Only)	✓	✓	✓	✓	✓		1 Model Only			
PR & Media	Includes Your Boilerplate & Sponsorship Status	Includes Your Boilerplate & Sponsorship Status	Includes Your Boilerplate	✓	✓					
Scheduled Backstage Time with Models for Internal Social Capture	✓	✓	✓	✓						
Video Segment	1 Minute	1 Minute	30 Seconds	30 Seconds						
Custom Content	✓	✓	✓							
Interview with Founder, Mindy Scheier	✓	✓	✓							
Exclusive with ROD Logo on Step & Repeat	✓									
Website Home Page Brand Recognition	Home Page Banner Recognition for 2022	Home Page Slide Brand Recognition for 2022								
Champagne Toast for 30 Guests	✓	✓								
Sponsor of the VIP Pre-Party and After-Party with the Models	✓	✓								





THANK YOU

DEADLINE FOR SPONSORSHIP AND AD SUBMISSION:

RUNWAY BRAND SPONSORSHIP COMMITMENTS: JUNE 30

SPONSORSHIPS (NON-RUNWAY): AUGUST 1

AD SUBMISSIONS: AUGUST 19

TICKET PURCHASE & GUEST LISTS: AUGUST 31

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TO LEARN MORE CONTACT: CHRISTINE MICKLETZ

EXECUTIVE DIRECTOR, EVP STRATEGIC PARTNERSHIPS

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