

# the runway show

NEWPORT BEACH, CA | 1.25.25

**R4R**  
RUNWAY  
FOR RECOVERY



## The Runway Show, Southern California at a Glance:

- Located at the Balboa Bay Resort in Newport Beach
- Event will feature 50 models taking the runway in 2025
- Ticketed event with over 300 people in attendance
- Raises money to fund families in Southern California (LA and Orange Counties)
- Involvement of local brands, designers and companies
- Visit [www.runwayforrecovery.org/events](http://www.runwayforrecovery.org/events) for more information

**Runway for Recovery** provides families with a continuum of support along their journey with breast cancer. We create community by hosting events and providing services that create joy and inspire hope. With shared understanding we celebrate survivors, honor legacies and fund families.

Models and funded families represent every socio-demographic, race, ethnicity, and age. **Breast Cancer affects everyone.**

**Since 2007**

**850** Models celebrated

**10,000** guests/donors inspired

**\$2.5 million** in funding families

The vast majority of dollars raised goes to support our Family Grants which range from **\$10-30K per family**. Below are some of the many ways these grants may be used.



Summer Camp Fees  
Extracurricular Activities  
Playgroup Sessions



Meal Support  
House Cleaning  
Professional Organizer



Counseling Services  
Support Groups  
Alternative Healing/  
Wellness



Childcare Services  
Tutoring/  
Academic Support  
Books and Supplies

**How you can help:** Funds are needed to continue to provide programming to our models and our families. The Runway Show, our Model Wellness Program, and the Family Grants Program are the ways in which we make a difference in the life of someone impacted by breast cancer, and your investment will allow us to continue our work.

# SPONSORSHIP



Sponsorship Levels	Premier Pink Partner \$15,000	Major Influencer \$10,000	Vital Supporter \$5,000	Impact Giver \$2,500
Public Mention at Runway Show	✓			
Opportunity to place a high-end, business specific marketing item/swag on front row seats	✓			
Logo appears on invitation	✓	✓		
Dedicated email/social media post featuring your family or business sent to R4R's mailing list of 5,000+ donors and social media followers	✓	✓	✓	
Business logo featured on website	✓	✓	✓	✓
Exposure on social media	✓	✓	✓	✓
Tickets	8	4	2	2

## TESTIMONIALS

"For kids who would otherwise only associate breast cancer with suffering and fear, Runway gives them a new lens to think about their mom's experience, a community of people who know what it's like, and some tangible programs that can help make their lives a bit better."

"I love the support and sense of celebration that the event imparts to participants and attendees as well. The event is a celebration- cancer does not usually bring a feeling of celebration."

"Having our children walk with us is really special. My kids look forward to this event every year. They love the community that you have created and they feel safe, loved and a part of something big that is helping out others with breast cancer. There's not a lot of events that do that well and you have knocked it out of the park."

"The ripple effect of Runway is boundless. It brought our family even closer, it brought friends together who hadn't seen each other in so long, and it brought those who were feeling empty since [our sister's] death a place to heal and for some closure and connection."

\*Runway models are women, children, and men who are survivors, previvors and/or thrivers of breast cancer and the legacies of those who are no longer here because of the illness.



**Please email Olivia ([olivia@runwayforrecovery.org](mailto:olivia@runwayforrecovery.org)) to confirm your sponsorship level**