

# New York *Runway Show*

FUNDING FAMILIES. FUELING HOPE.



Before the models take the stage,  
your **sponsorship** can make all the  
difference. Join us in **supporting**  
**families** navigating breast cancer.

RUNWAY  
FOR *Recovery*



# Our Mission

**Runway for Recovery** provides families with a continuum of emotional and financial support along their journey with breast cancer.

We create spaces that bring joy and healing, where survivors, thrivers, and those honoring a legacy can celebrate together.

Through our **Family Grant Program**, we fund families facing loss or treatment, ensuring that children and caregivers have the stability and care they need to thrive.

Every event, donation, and story shared helps us remind families that they are not alone - and that love, hope, and community carry on long after diagnosis.





# The Runway *Impact*

YOUR SPONSORSHIP FUELS REAL CHANGE.

**Runway for Recovery** prioritizes direct family impact ensuring that most funds raised each year go directly toward:

- Childcare services
- Counseling and therapy
- Groceries and Meal support
- Tutoring and educational assistance
- Rent and Mortgage payments

**In 2025 alone:**

- **70 families** funded
- **\$15,000** average grant size
- **204 patients and their children** encircled with support





# About The *Show*

On April 30, 2026, **Runway for Recovery** will transform Pier Sixty at Chelsea Piers into a celebration of resilience, hope, and community.

The evening will feature **85 models**, each representing strength and legacy through their stories of survival and remembrance. Over **750 guests** will gather for an inspiring night of fashion, storytelling, and generosity, all to **fund families** impacted by breast cancer.







# Why *Sponsor*

Sponsoring the New York Runway Show connects your company with a **highly engaged, compassionate audience** of donors, families, and corporate leaders who care deeply about making a tangible difference.

Sponsors receive visibility before, during, and after the event through digital storytelling, brand placement, and shared impact moments that **reach thousands** across the Runway for Recovery community.

750 event  
attendees

11,000+ email  
subscribers

5,000+ social  
media followers

1M+ digital  
impressions



# Sponsorship

## Levels & Benefits



**Premier  
Pink  
Partner**

**\$25,000**

10 VIP  
tickets  
(front row)

Stage recognition | Featured story or ad | On-site brand activation | Logo on all event + digital materials | Custom social + email feature | Branded item in VIP gift bags



**Major  
Influencer**

**\$15,000**

8 VIP  
tickets  
(front row)

Logo in digital program + on invitation | Mention from stage | Social media highlight | Logo visibility on-site | Branded item in VIP gift bags



**Vital  
Supporter**

**\$10,000**

6 VIP  
tickets  
(front row)

Logo in digital program + website | Recognition on sponsor screen during event | Inclusion in event recap email to 11,000+ donors



**Impact  
Giver**

**\$5,000**

4 VIP  
tickets  
(second row)

Logo featured on website and in Digital Program | Recognition in shared "Thank You to Our Sponsors" social post | On-site digital logo listing at event



**Community  
Champion**

**\$2,500**

2 VIP  
tickets  
(general admission)

Listing on event website and in Digital Program | Recognition in "Thank You" post following the event

In order to be included on **printed invitation**, commitment must be made by **February 15, 2026**.



# Digital Program & *Recognition*

## YOUR BRAND IN THE SPOTLIGHT

The **Runway for Recovery Digital Program** is a mobile-optimized event guide accessed via QR code by all attendees and shared post-event with our donor network. It features event details, model stories, and sponsor highlights that link directly to your business.

### ON-SITE RECOGNITION

Sponsors are featured on looping digital displays and signage throughout Pier Sixty at check-in, the bar, and the dining area creating **maximum visibility** for your partnership.





# Family *Stories*

“

“Runway for Recovery has been a blessing to me and my family. It’s been a hard few years, but little by little I’m feeling more confident, and that’s because of this community’s support.”

—— *Family Grant Recipient*

“When I think about Runway, I’m honored to be part of a community that lifts one another up, celebrates survival, and honors those we’ve lost.”

—— *Runway Model*

“When everything felt uncertain, Runway stepped in with compassion and hope. Their support reminded me that even in the hardest moments, there’s a community walking beside us.”

—— *Family Grant Recipient*



# Partner With Us

RUNWAY  
FOR *Recovery*

BE PART OF THE 2026 NEW YORK RUNWAY SHOW.

---

**Together, we can bring joy, stability, and hope to families impacted by breast cancer.**

To confirm your sponsorship level or learn more, contact:

**Olivia Boger**

*Executive Director, Runway for Recovery*

**[olivia@runwayforrecovery.org](mailto:olivia@runwayforrecovery.org) | (617)-710-2172**

**[runwayforrecovery.org](https://runwayforrecovery.org)**

