

RUNWAY

2024



SPONSORSHIP

BUFFALO STATE
The State University of New York

believe. inspire. achieve.

WHAT WE DO?

RUNWAY mobilizes fashion with a large-scale fashion show and campus-wide programming to raise awareness about pressing issues such as race, social equity, ethics, and environmental sustainability.

RUNWAY embodies Buffalo State University's commitment to fostering a diverse and inclusive campus culture. We provide an empowering platform for all students to express their talents and creative visions.



ESTABLISHED IN 2008, RUNWAY IS THE LARGEST FASHION SHOW IN WESTERN NEW YORK.

THE EVENT OF THE YEAR

**RUNWAY FASHION SHOW
SATURDAY, APRIL 20, 2024**

Buffalo State University
Sports Arena

Doors /5:00 pm
Show /7:00 pm

PROJECT RUNWAY COMES TO LIFE

Runway winners receive \$5,000 in cash prizes and over \$10,000 in-kind donations

Audience Reach: 2,000 people

- 200 VIP attendees (\$100)
- 1,300 General ticket holders (\$20)
- 500 Students & volunteers

VIP

Dress to impress
Live red-carpet
Reserved seating
Access to VIP party
VIP swag

SHOP

Shop our Bengal Boutique,
featuring handmade and
vintage items by our
fashion design and
merchandising students!

PARTNERING WITH BUFFALO STATE RUNWAY

Supporting Education:

Sponsors of RUNWAY are committed to supporting and nurturing the talents and aspirations of Buffalo State students pursuing careers in fashion and related fields.

Brand Exposure:

Runway provides sponsors with a unique opportunity to showcase their brand to a diverse and engaged audience. With an expected reach of 2,000 people, including VIP attendees, general ticket holders, and students, sponsors can gain significant exposure and visibility.

Targeted Audience:

Fashion shows attract a specific demographic, including fashion enthusiasts, trendsetters, and potential consumers. Sponsoring RUNWAY allows brands to directly connect with a relevant and receptive audience.

Social Media Reach:

The event's social media presence, with a combined reach of over 20K followers on BSURunway [3.5K], BuffaloStateFashion [2.7K], BuffaloState [12.4K], and BuffaloStateAlumni [1.6K] accounts, provides sponsors with additional exposure and engagement opportunities.

Community Engagement:

Sponsors can demonstrate their commitment to the local community by supporting an event and programming hosted by Buffalo State University. This involvement can foster goodwill and positive brand sentiment among the local population.



RUNWAY FOCUS 2024

TRUE DELUSION

Fashion is an ever-evolving art form that constantly challenges our notion of creativity. It blurs the lines between fantasy and reality, leaving us in awe of the possibilities. As we enter the digital age, a world where physical and digital boundaries are becoming fluid, we are reminded of the delicate balance we must maintain in our own mental landscapes.

In celebration of the Year of Totality, RUNWAY invites you to explore the transformative power of fashion and the evolving spectrum of human identity. The cycles of the moon serve as a mirror image of our own constant state of change, and the upcoming Total Eclipse on April 8th is a once-in-a-lifetime opportunity that inspires us to reflect on our own personal transformations.

True Delusion is a powerful initiative by RUNWAY that shines a light on mental health and wellbeing, encouraging us to prioritize our mental and emotional wellbeing in an industry that often neglects it.





HOW DO WE CREATE IMPACT?

1

Activism

RUNWAY sees fashion as a platform to amplify voices, challenge norms, and contribute to the ongoing fight for social justice. By embracing this mission, RUNWAY has become a catalyst for positive change, using its influence to create a more inclusive and equitable world.

2

Fundraising

The Fashion and Textile Technology (FTT) students are committed to making a positive impact in their community. Through their activism efforts, they have raised an impressive **\$7.5K** for **local not-for-profit organizations** and have established the **Black Fashion Scholarship** with raising **\$15k** over the past two years.

Past not-for-profits include Grassroots Gardens of WNY, Confident Girl Mentoring Inc, Feed Buffalo, Buffalo Community Fridge, WNY Peace Center, and Center 4 Self Advocacy.

3

Programming

RUNWAY extends its impact beyond the fashion show by implementing a comprehensive semester-long program dedicated to mental health and well-being. Through workshops, seminars, and guest speakers, students, faculty and staff will have opportunities to engage in meaningful discussions and activities aimed at fostering mental wellness throughout the academic year.

SPONSORSHIP LEVELS

	Presenting Sponsor \$10,000	Couture Sponsor \$5,000	Collection Sponsor \$2,500
Logo on event welcome signage	✓	✓	✓
Verbal thank you at event	✓	✓	✓
Logo on posters distributed in WNY	✓	✓	✓
Logo and link on RUNWAY social media posts	✓	✓	✓
Logo projected on screen at event	✓	✓	
Logo on VIP party signage	✓		
Inclusion in press release and any other media	✓		
Tickets with front row seating and VIP party admission	8	4	2



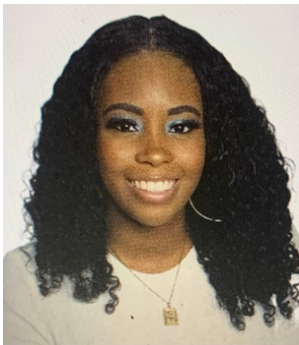
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