

A  
NIGHT  
⊗ IN THE  
RUNWADE



SAT · MARCH 16  
MIAMI



FASHION  
FASHION

RUNWAY FASHION TAKES CENTER  
STAGE IN MIAMI AT THE 6TH ANNUAL

# A NIGHT ON THE RUNWADE

RUN  
WADE



Dwyane Wade has been at the forefront of fashion in the NBA and has in many ways been the catalyst that fueled the fashion development in Miami. As the retail landscape continues to thrive, Dwyane's vision mobilizes his relationship within the fashion community asking them to join him in raising funds for the community they call home, Miami. Growing up in the inner city of Chicago, surrounded by drug abuse and gun violence, Dwyane understands the pressures and plight faced by youth in communities like the one he escaped. As such, he is uniquely qualified and knows the degree of hard work, support and perseverance it takes to overcome adversity to succeed. For the past 15 years through partnering with Charitable Organization by creating programming, Dwyane has sought solutions that will impact the lives of underserved youth, their families and community.

# RUN WAD<sup>⊗</sup>E

A Night on the RunWade began 5 years ago as a way to provide supporters with a unique charity experience rather than the standard gala dinner. With the growth of RunWade, and since serving as an ambassador for the first ever Men's New York Fashion Week, Dwyane has felt a call of duty to spearhead a mainstream fashion event in Miami.

In our 6th year, we continue to expand and invite a wider array of brands to participate, as we celebrate Dwyane's final season in the NBA, his Sweet Sixteen, his ONE LAST DANCE. This year's A Night on the RunWade is guaranteed to be full of surprises and a once in a lifetime event.

# RUN WADDE

BENEFITING

WADE FAMILY  
FOUNDATION

Americans today hear a non-stop narrative about the problems and challenges facing under-resourced, urban communities. While gun violence and gang activity are certainly one story, there are many other, even more powerful stories that could and must be told. It's time to change our focus.

We need to shine a spotlight on the signs of hope wherever they emerge and invest in those who are striving to make a difference in their communities. All individuals have the potential to shape the story— for ourselves, our cities and our country. This is Spotlight On and this is what we will do.

AND THE  
SPOTLIGHT  ON  
INITIATIVE



IN AN 8 YEAR SPAN WFF  
**RAISED OVER \$2.8M** IN GRANTS  
& FUNDING FOR PROGRAMMING

RUN  
WADDE



BENEFITING LOCAL CHARITY

OVERTOWN  
YOUTH CENTER

Overtown Youth Center's (OYC) programming is designed to engage children in educational and recreational activities that promote their academic, social, emotional and physical development. It boasts five major components designed to empower youth to excel in school and in life overall. A wide range of preventive and character-building activities also train youth to identify negative influences, avoid them and pursue positive pathways to success.



ABOUT

# DWYANE WADE

RUN  
WADE

Dwyane Wade is professional basketball player for the Miami HEAT. After a successful college career at Marquette University, Wade was drafted fifth overall in the 2003 NBA draft by the Miami HEAT. He was named to the All-Rookie team and the All-Star team the following twelve seasons. In his third season, Wade led the HEAT to their NBA Championship in franchise history and was named the 2006 NBA Finals MVP. With LeBron James and Chris Bosh, Wade guided Miami to four consecutive NBA Finals from 2011 to 2014, winning back-to-back champions in 2012 and 2013.

Off the court Dwyane is readily recognized for his personal style and for being a trendsetter. He was selected as an ambassador for the first Men's Fashion Week in New York City in 2015 and the following year. Dwyane has also been able to incorporate his love of fashion and his passion for design into a few of his partnerships and is one of the most highly sought-after celebrity endorsers. In September 2012, he became a New York Times best selling author, with the release of his first book, *A Father First: How My Life Became Bigger than Basketball*.

# DWYANE WADE

AUDIENCE REACH

RUN  
WADE

## **SOCIAL MEDIA**

Facebook: 10,976,838 Fans

Twitter: 7,854,574 Followers

Instagram: 11,915,832 Followers

YouTube: 48,795 Subscribers

SenoWeibo: 6M Followers

## **AUDIENCE**

Total Reach: 30,796,039

Potential Reach: 8,688,154,054

Impressions: 1,213,901,190

## **PRESS**

BLOOMBERG | CR BOOK | EBONY

ESPN | ESSENCE | ESQUIRE | FORBES

GQ | OCEAN DRIVE | MEN'S HEALTH

NEW YORK TIMES | SPORTS ILLUSTRATED

UPTOWN | WINE ENTHUSIAST | V-MAN

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## DESIGNER OPPORTUNITIES

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Increase presence and awareness with current and potential clients

Serve as a platform to showcase their collections

Unify the fashion community

Gain Exposure

Give Native Miami Designers an opportunity to showcase their talent

Create new media content

The designers have an opportunity to educate editors and potential consumers through the following mediums:

### RUNWAY SHOW FORMAT

Reserved for Fashion Sponsor

### INTERACTIVE PRESENTATION BOXES

Available to Independent brands and retailers

## THE RUNWADE EXPERIENCE

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A Night on the RunWade emerges guests into an evening curated by Dwyane Wade, where his two passions - fashion and charity - collide in an unforgettable night. All of the senses will be stimulated throughout the night as guests:

### INDULGE

in Champagne being poured from above by aerial artists Sip on Top Shelf signature cocktails

### PARTAKE

in a Culinary Experience from Miami's Top restaurants & chefs



WANT TO SEE MORE?  
VIEW THE 2017 RUNWADE RECAP  
**CLICK TO VIEW**

RUJUN  
WADDE

SPONSOR OPPORTUNITIES





# TITLE

SPONSOR \$150,000

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Twenty Four (24) VIP tickets to the event

Two (2) full page ads in the event program book

Receive a minimum of three (3) tweets announcing partnership with RunWade

Title Sponsor's name will appear on all press releases

First row viewing for fashion show

Name incorporated into the event title "Sponsor's Name A Night on the RunWade"

Category exclusivity

Top tiered Logo recognition on all promotional materials

Access to VIP pre-reception

Dedicated space on site (dimensions TBD)

Top tiered logo recognition on sponsor welcome sign

One (1) sign with logo on it in dedicated space

Logo listed on all on-site signage at the event including video screens (if applicable)

Opportunity to include item in gift bag

Additional customized benefits as negotiated

Opportunity to promote sponsor participation in RunWade on sponsor's website

Sponsor's name/logo will appear as the Title Sponsor on all printed advertising, collateral, branding and marketing materials promoting the Event & created for the Event

# PRESENTING

SPONSOR \$100,000

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Eighteen (18) VIP tickets to the event

One (1) full page ads in the event program book

Receive a minimum of two (2) tweets announcing partnership with RunWade

Presenting Sponsor's name will appear on all press releases

Access to VIP viewing area for fashion show

Name incorporated into the event title "A Night on the RunWade Presented by Sponsor Name"

Category exclusivity

Top tiered Logo recognition on all promotional materials

Access to VIP pre-reception

Dedicated space on site (dimensions TBD)

Top tiered logo recognition on sponsor welcome sign

One (1) sign with logo on it in dedicated space

Logo listed on all on-site signage at the event including video screens (if applicable)

Opportunity to include item in gift bag

Additional customized benefits as negotiated

Opportunity to promote sponsor participation in RunWade on sponsor's website

Sponsor's name/logo will appear as the Title Sponsor on all printed advertising, collateral, branding and marketing materials promoting the Event & created for the Event

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FASHION SHOW  
PRESENTING SPONSOR  
\$ 7 5 , 0 0 0

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Twelve (12) VIP tickets to the event

One (1) full page ad in the event program book

Recognition as Presenting Sponsor of fashion show component of RunWade

Prominent logo recognition on all promotional materials

Access to VIP pre-reception

Top tiered logo recognition on sponsor welcome sign

Opportunity to showcase upcoming or current line in a runway format

Logo listed on all on-site signage at the event including video screens (if applicable)

Opportunity to include item in gift bag

Additional customized benefits as negotiated

Logo recognition on runway during fashion show

Opportunity to promote sponsor participation in RunWade on sponsor's website

FASHION SHOW  
PRESENTATION SPONSOR  
\$ 5 0 , 0 0 0

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Ten (10) tickets to the event

One (1) 20 x 20 space within the venue to feature at least ten (10) looks

Recognition as Presentation Sponsor within the venue

Space includes: standard lighting, rentals, walls to enclose space (if requested), décor, and other mutually agreed upon items. Model fees are not included.

Logo inclusion on all promotional materials

Access to viewing area for the fashion show

Access to VIP pre-reception

Logo recognition on sponsor welcome sign

Logo recognition in the event program book



# PLATINUM

SPONSOR \$25,000

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Ten (10) tickets to the event

Receive one (1) tweet announcing partnership with RunWade

Access to VIP viewing area for fashion show

Access to VIP pre-reception

Opportunity to brand and theme one (1) designated area within the reception

Logo recognition on sponsor welcome sign

Logo recognition in the event program book

Opportunity to include item in gift bag

Additional customized benefits as negotiated

Opportunity to promote sponsor participation in RunWade on sponsor's website

# SILVER

SPONSOR \$10,000

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Ten (10) tickets to the event

Additional benefits from A Night on the RunWade



If you are interested in becoming a sponsor and/  
or receiving more information about RunWade,  
please contact any one of the following:

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A L L E N F U R S T  
E [allen@agency21consulting.com](mailto:allen@agency21consulting.com)  
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