



Sponsorship Opportunities

September 9, 2024
TAO Los Angeles
Los Angeles, CA

EVENT DETAILS

Kick-off your LA Fall Preview with *a Purpose!*

The Toy Foundation's *Party with a Purpose* is the see-and-be-seen networking and entertainment event celebrating our industry's shared vision to create a world where every child experiences the extraordinary benefits of play. It's also the toy industry's signature night of fun and fundraising in support of [children's hospitals](#).

Join us September 9, 2024, at 7 p.m. at TAO Los Angeles.

- Network with key industry leaders, retailers, and suppliers
- Experience private-label entertainment, signature cocktails, and delectable hors d'oeuvres
- Celebrate the creativity, fun, and philanthropy of our industry
- Make a difference in the lives of children and families undergoing medical treatment

And so much more!



LA Party with a Purpose

The Toy Foundation Fundraiser



Delivering Joy to Children in Need

WHO WE ARE

The Toy Foundation (TTF) is the uniting force for the collective philanthropy of our industry for the benefit of all children in need.



We accomplish this through strategic partnerships, high impact grant making, effective programming, and toy donations. Together we have a greater impact to serve and support children, allowing them to experience comfort and joy and the promise of a life fulfilled through play.

WHAT WE DO

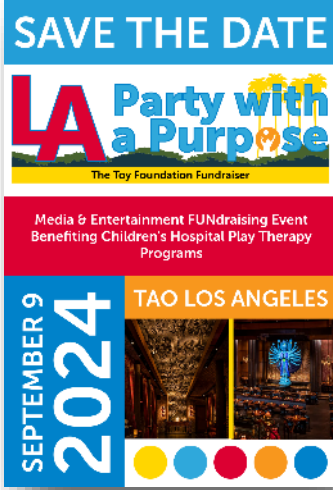
TTF Events

Must-attend parties featuring prestigious awards and exclusive entertainment.



The Toy Bank

Turnkey solution for CSR and inventory management.



Talent Pipeline

Turnkey college recruitment program.

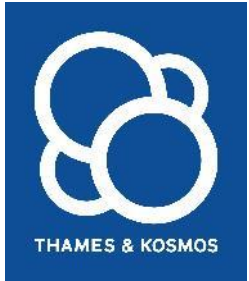


Play Grants

Turnkey children's hospital and emergency response program.



INDUSTRY LEADERS SUPPORT TTF



SPONSORSHIP OPPORTUNITIES

ACTIVATIONS	PRESENTING \$50,000	VISION \$25,000	MISSION \$10,000
Reserved VIP Seating for Guests	✓ - 20		
Party with Purpose Event Tickets	✓ - 20	✓ - 10	✓ - 4
VIP Event Swag Bag	✓ - 20	✓ - 10	✓ - 4
Engagement opportunities with TTF activities at LA Fall Preview	✓	✓	✓
Earned media interview opportunities	✓		
Earned media coverage	✓	✓	
Invitation to contribute to the Party with Purpose auction	✓	✓	✓
TTF e-newsletter	✓	✓	
TTF social media	✓	✓	✓
Logo placement at Party with Purpose Event	✓	✓	✓
Logo recognition on event webpage	✓	✓	✓
Party with Purpose playbill advertisement	✓ - Full Page	✓ - Half Page	✓ - Quarter Page
Recognition at TTF booth at LA Fall Preview	✓	✓	
Logo on LA Fall Preview volunteer t-shirt	✓	✓	✓
TTF sponsor plaque at LA Fall Preview	✓	✓	✓

Activations and tickets are for cash sponsors only. In-Kind sponsors receive activations only.

PRESENTING PARTNER

\$50,000

Onstage presenter for State of the Industry Broadcast	20 Tickets to Party with Purpose Event	VIP Reserved Seating	VIP Event Swag Bags	Engagement opportunities with Toy Bank, Play Grants or Pipeline activities at LA Fall Preview
Inclusion in earned media interview and coverage opportunities	Invitation to contribute unique products or experiences to the Party with Purpose auction	Feature in TTF e-newsletter	Profile on TTF social media pages	Prominent logo placement at Party with Purpose Event
Logo recognition on event webpage	Full-page Party with Purpose playbill advertisement	Logo recognition on TTF signage at LA Fall Preview showroom	TTF sponsor plaque at LA Fall Preview showroom	Logo on LA Fall Preview volunteer t-shirt

*Limited Number Available

VISION PARTNER

\$25,000

10 Tickets to Party with Purpose Event

VIP Event Swag Bags

Engagement opportunities with Toy Bank, Play Grants or DEI activities at LA Fall Preview

Inclusion in earned media coverage opportunities

Invitation to contribute unique products or experiences to the Party with Purpose auction

Inclusion in TTF e-newsletter

Inclusion in TTF social media content

Logo recognition at Party with Purpose Event

Logo placement on event webpage

Half-page Party with Purpose playbill advertisement

Logo recognition on TTF signage at LA Fall Preview showroom

TTF sponsor plaque at LA Fall Preview showroom

Logo on LA Fall Preview volunteer t-shirt

*Limited Number Available

MISSION PARTNER

\$10,000

4 Tickets to Party with Purpose Event

VIP Event Swag Bags

Engagement opportunities with Toy Bank, Play Grants or DEI activities at LA Fall Preview

Invitation to contribute unique products or experiences to the Party with Purpose auction

Inclusion in TTF social media content

Logo recognition at Party with Purpose Event

Logo placement on event webpage

Quarter-page Party with Purpose playbill advertisement

TTF sponsor plaque at LA Fall Preview showroom

Logo on LA Fall Preview volunteer t-shirt

*Limited Number Available

ENTERTAINMENT PARTNER – BLUES TRAVELER

10 Tickets to Party with Purpose Event

VIP Event Swag Bags

Recognition as Party with Purpose entertainment sponsor

Brand inclusion in connection of all mentions of entertainment

Onstage presence

Inclusion in earned media coverage opportunities

Invitation to contribute unique products or experiences to the Party with Purpose auction

Inclusion in TTF e-newsletter

Inclusion on TTF social media pages

Prominent logo placement at Party with Purpose Awards

Logo recognition on event webpage

Full-page Party with Purpose playbill advertisement

TTF sponsor plaque at LA Fall Preview showroom

Logo on LA Fall Preview volunteer t-shirt



À LA CARTE \$2,500 EACH

1 Ticket to Party with
Purpose Event

VIP Event Swag Bag

Bar sponsor

Branded event gifts

Children and Families
event host

Pipeline Scholars event
host

Photo booth sponsor

Celebrity Impersonators

Quarter-page Party with
Purpose playbill
advertisement

Invitation to contribute
unique products or
experiences to the Party
with Purpose auction

Help us create a world where every child has the opportunity to experience comfort, joy, and the extraordinary physical, emotional and educational benefits of play.

Save the Date: September 9, 2024, Los Angeles, California



TTF is a 501(C)(3) organization. All sponsorships are tax deductible.

For more information please contact:

John Fistolera, TTF Director of Development, JFistolera@toyfoundation.org / 646.520.4845