



**2022 Toy of the Year (TOTY)
Awards & Celebration
Sponsorship Opportunities**

WHO WE ARE

The Toy Foundation's (TTF) mission is to be 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

- Delivered **\$225 million in toys to more than 26 million underserved children** through The Toy Bank signature program.
- Awarded more than \$700,000 in cash grants to strategic partners to **serve nearly 3 million children** who are coping with serious illness, in foster care, and have been impacted by natural disasters, the pandemic and international conflict through the Play Grants program.
- Launched a **new Diversity, Equity and Inclusion program** that is unveiling exciting new work to attract and retain historically underrepresented individuals to the toy industry.

WHY TOY INDUSTRY LEADERS SUPPORT TTF

- Executive and Associate CSR Engagement Opportunities
 - International Brand Recognition
- Collective Impact on Issues that Advance the Toy Industry



Jazwares



TOMY



PRESENTING SPONSOR

POWER OF PLAY PACKAGE: \$50,000

- 2022 Title Sponsor of TTF's Toy Bank, Play Grants, or Diversity, Equity, and Inclusion (DEI) Initiative
- Executive/Associate Engagement Opportunities with Toy Bank, Play Grant or DEI Activities in Dallas
- Spokesperson for TTF Earned Media Opportunities in Dallas (as coverage is earned)
- Profile in TTF Social Media Marketing
- TTF e-Newsletter Feature
- Logo Recognition on TOTY Awards Online Event Page
- Logo Recognition at TOTY Awards in Dallas
- TOTY Awards & Celebration Program Ad – Full Page
- TTF Sponsor Plaque for Exhibit Booth
- Logo on Volunteer T-Shirt
- 20 Tickets to TOTY Awards and Opening Night Party in Dallas

*Three Packages Available

VISION PARTNER

DELIVERING JOY PACKAGE: \$25,000

- Recognition as TTF Booth Sponsor
- Executive/Associate Engagement Opportunities at Dallas Toy Bank, Play Grant or DEI Activities
- Recognized in TTF Social Media Marketing
- TTF e-Newsletter Recognition
- Logo Recognition on TOTY Awards Online Event Page
- Logo Recognition at TOTY Awards in Dallas
- TOTY Awards & Celebration Program Ad – Half Page
- TTF Sponsor Plaque for Exhibit Booth
- Logo on Volunteer T-shirt
- 10 Tickets to TOTY Awards and Opening Night Party in Dallas

*Six Packages Available

MISSION PARTNER

DALLAS CHILDREN'S PACKAGE: \$10,000

- Executive/Associate Engagement Opportunities in Dallas Toy Bank, Play Grant, and DEI Activities
- Recognized in TTF Social Media Marketing
- TTF e-Newsletter Recognition
- Logo Recognition on TOTY Awards Online Event Page
- Logo Recognition at TOTY Awards in Dallas
- TOTY Awards & Celebration Program Ad – Quarter Page
- TTF Sponsor Plaque for Exhibit Booth
- Logo on Volunteer t-shirt
- 5 Tickets to TOTY Awards and Opening Night Party in Dallas

*Twelve Packages Available

VALUES PARTNER

À LA CARTE SPONSORSHIPS: \$2,500 (EACH)

- TOTY Awards & Celebration Swag Bags
- Table/Chair Toppers
- TOTY Awards & Celebration Program Ad – Quarter Page
- 2 Tickets to TOTY Awards and Opening Night Party in Dallas



We believe in a world where every child has the opportunity to experience comfort, joy, and the extraordinary physical, emotional and educational benefits of play.

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

For More Information Contact:

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