



Sponsorship Opportunities

September 29, 2023
Cipriani 42nd Street
New York, NY



Delivering Joy to Children in Need

WHO WE ARE

The Toy Foundation (TTF) aims 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

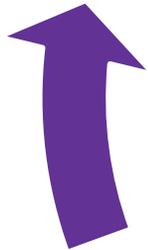
TOTY

Must-attend party featuring prestigious awards and exclusive entertainment.



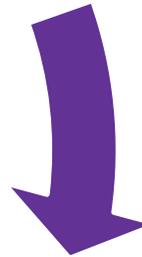
The Toy Bank

Turnkey solution for CSR and inventory management.



DEI Pipeline

Turnkey college recruitment program.

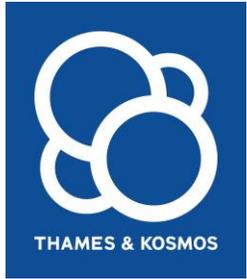


Play Grants

Turnkey children's hospital and emergency response program.



INDUSTRY LEADERS SUPPORT TOTY AND TTF



CREATE A BETTER STORY

SPONSORSHIP OPPORTUNITIES

ACTIVATIONS	PRESENTING \$50,000	VISION \$25,000	MISSION \$10,000
Onstage TOTY presenter	✓		
Recognition as TTF booth sponsor at Toy Fair		✓	
Engagement opportunities with TTF activities at Toy Fair	✓	✓	✓
Earned media interview opportunities	✓		
Earned media coverage	✓	✓	
Invitation to contribute to the TOTY auction	✓	✓	✓
TTF e-newsletter	✓	✓	
TTF social media	✓	✓	✓
Logo placement at TOTY Awards	✓	✓	✓
Logo recognition on event webpage	✓	✓	✓
TOTY Awards playbill advertisement	✓ - Full Page	✓ - Half Page	✓ - Quarter Page
TTF sponsor plaque at Toy Fair booth	✓	✓	✓
Logo on Toy Fair volunteer t-shirt	✓	✓	✓
Tickets to TOTY Awards	✓ - 20	✓ - 10	✓ - 4

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

PRESENTING PARTNER

\$50,000

- Onstage presenter of awards and mission moments
- Engagement opportunities with Toy Bank, Play Grants or DEI activities at Toy Fair
- Inclusion in earned media interview and coverage opportunities
- Invitation to contribute unique products or experiences to the TOTY auction
- Feature in TTF e-newsletter
- Profile on TTF social media pages
- Prominent logo placement at TOTY Awards
- Logo recognition on event webpage
- Full-page TOTY Awards playbill advertisement
- TTF sponsor plaque at Toy Fair booth
- Logo on Toy Fair volunteer t-shirt
- 20 Tickets to TOTY Awards

*Limited Number Available

VISION PARTNER

\$25,000

- Recognition as TTF booth sponsor at Toy Fair
- Engagement opportunities with Toy Bank, Play Grants or DEI activities at Toy Fair
- Inclusion in earned media coverage opportunities
- Invitation to contribute unique products or experiences to the TOTY auction
- Inclusion in TTF e-newsletter
- Inclusion in TTF social media content
- Logo recognition at TOTY Awards
- Logo placement on event webpage
- Half-page TOTY Awards playbill advertisement
- TTF sponsor plaque at Toy Fair booth
- Logo on Toy Fair volunteer t-shirt
- 10 Tickets to TOTY Awards

*Limited Number Available

MISSION PARTNER

\$10,000

- Engagement opportunities with Toy Bank, Play Grants or DEI activities at Toy Fair
- Invitation to contribute unique products or experiences to the TOTY auction
- Inclusion in TTF social media content
- Logo recognition at TOTY Awards
- Logo placement on event webpage
- Quarter-page TOTY Awards playbill advertisement
- TTF sponsor plaque at Toy Fair booth
- Logo on Toy Fair volunteer t-shirt
- 4 Tickets to TOTY Awards

*Limited Number Available

ENTERTAINMENT PARTNER

- Recognition as TOTY 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 TOTY auction
- Inclusion in TTF e-newsletter
- Inclusion on TTF social media pages
- Prominent logo placement at TOTY Awards
- Logo recognition on event webpage
- Full-page TOTY Awards playbill advertisement
- TTF sponsor plaque at Toy Fair booth
- Logo on Toy Fair volunteer t-shirt
- 10 Tickets to TOTY Awards



Wyclef Jean

*Grammy-Winning Artist, Fugees Founder,
Solo Superstar*

À LA CARTE

\$2,500 EACH

- Bar sponsor
- Branded event gifts
- Hall of Fame salutes
- Photo booth sponsor
- Toy claw machine sponsor
- Quarter-page TOTY Awards playbill advertisement
- Invitation to contribute unique products or experiences to the TOTY auction
- 1 Ticket to TOTY Awards

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.



TOTY 2023
TOY OF THE YEAR AWARDS
The Toy Foundation Fundraiser

SAVE THE DATE

September 29 at 6:30 p.m.
Cipriani 42nd Street / 110 E 42nd Street NY, NY 10017

Support Children in Need!

Celebrate the “best of the best” in the toy space,
support the industry’s collective philanthropy,
honor the lifetime achievements of the
Toy Industry Hall of Fame inductees,
network with key industry players, and most importantly,
fundraise for children in need worldwide!

The graphic features a collage of images: a woman and a boy sitting at a table with toys, a woman holding a large award trophy, and a young girl playing with a large magnifying glass. The background includes logos for 'the toy foundation' and 'Gazillion'.

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

For more information please contact:

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