



TOY OF THE YEAR AWARDS

The Toy Foundation Fundraiser

Sponsorship Opportunities

February 28, 2025
Cipriani 42nd Street
New York, NY

EVENT DETAILS

Kick-off your Toy Fair NYC with *a Purpose!*

TOTY is the see-and-be-seen networking event at Toy Fair. It's also the place where we honor the very best in toys, life-time achievement to our industry – and is our signature night of fun and fundraising in support of [children in need](#).

Join us February 28, 2025, at 7 p.m. at Cipriani 42nd Street.

- Network with key industry leaders, retailers, and suppliers
- High-energy entertainment, signature cocktails, and 4-star, 4-course dining experience
- Celebrate the creativity, fun, and philanthropy of our industry
- Make a difference in the lives of children and families in need

And so much more!





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

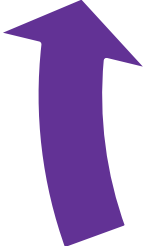
Signature Events

Must-attend parties featuring prestigious awards, networking and entertainment.



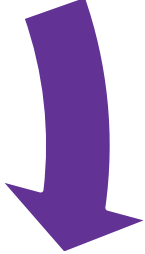
The Toy Bank

Turnkey solution for CSR and inventory management.



Talent Pipeline

Turnkey college recruitment program.

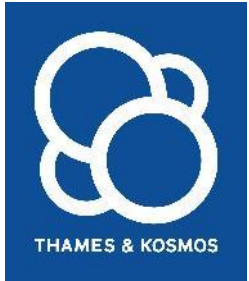


Play Grants

Turnkey children's hospital and emergency response program.



INDUSTRY LEADERS SUPPORT TTF



SPONSORSHIP OPPORTUNITIES

ACTIVATIONS	PRESENTING	VISION	MISSION
	\$50,000	\$25,000	\$10,000
Featured Onstage in TOTY Program	✓		
Curated Getty Event Photo Package	✓		
Earned Media Interview Opportunities	✓		
TTF e-Newsletter Feature	✓		
Dedicated Social Media Post	✓		
In-event Purpose Video Capture	✓		
Recognition as TTF booth Sponsor at Toy Fair	✓	✓	
Inclusion in Wire Release	✓	✓	
Engagement Opportunities with TTF Activities at Toy Fair	✓	✓	
VIP Preferred Seating	✓	✓	
Tickets to TOTY Awards	✓ - 20	✓ - 10	✓ - 4
TOTY Awards Playbill Advertisement	✓ - Full Page	✓ - Half Page	✓ - Quarter Page
Invitation to Contribute to the TOTY Auction	✓	✓	✓
Access to Getty Images Link	✓	✓	✓
Logo placement at TOTY Awards	✓	✓	✓
Inclusion in TTF Social Media	✓	✓	✓
Logo Recognition on Event Webpage	✓	✓	✓
TTF Sponsor Plaque at Toy Fair Booth	✓	✓	✓
Logo on Toy Fair Volunteer T-shirt	✓	✓	✓

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

PRESENTING PARTNER

\$50,000

Featured Onstage
in TOTY Program

VIP Preferred
Seating

Curated Getty
Event Photo
Package

Earned Media
Interview
Opportunities

TTF e-Newsletter
Feature

Dedicated Social
Media Post

In-event *Purpose*
Video Capture

Recognition as TTF
Booth Sponsor at
Toy Fair

Inclusion in Event
Wire Release

Engagement
Opportunities with
TTF Activities at
Toy Fair

20 TOTY Event
Tickets

Full Page TOTY
Program
Advertisement

Invitation to
Contribute to the
TOTY Auction

Access to Getty
Images Link

Logo Placement at
TOTY Awards

Inclusion in TTF
Social Media Posts

Logo Recognition on
TOTY Event
Webpage

TTF Sponsor
Plaque for Your Toy
Fair Booth

Logo on TTF
Volunteer T-shirt

***Limited Number
Available**

VISION PARTNER

\$25,000

VIP Preferred Seating

Recognition as TTF
Booth Sponsor at Toy
Fair

Inclusion in Event
Wire Release

Engagement
Opportunities with
TTF Activities at Toy
Fair

10 TOTY Event
Tickets

Half Page TOTY
Program
Advertisement

Invitation to
Contribute to the
TOTY Auction

Access to Getty
Images Link

Logo Placement at
TOTY Awards

Inclusion in TTF
Social Media Posts

Logo Recognition on
TOTY Event Webpage

TTF Sponsor Plaque
for Your Toy Fair
Booth

Logo on TTF
Volunteer T-shirt

***Limited Number
Available**

MISSION PARTNER

\$10,000

4 TOTY Event Tickets

Quarter Page TOTY
Program Advertisement

Invitation to Contribute
to the TOTY Auction

Access to Getty Images
Link

Logo Placement at
TOTY Awards

Inclusion in TTF Social
Media Posts

Logo Recognition on
TOTY Event Webpage

TTF Sponsor Plaque for
Your Toy Fair Booth

Logo on TTF Volunteer
T-shirt

***Limited Number
Available**

À LA CARTE

\$2,500 EACH

* 1 TICKET AND 1 ACTIVATION INCLUDED WITH AUCTION INVITATION AND SPONSOR PLAQUE

1 Ticket to TOTY Awards

Custom Cocktail

Branded Event Gift

Children and Families Event Host

Hall of Fame Tribute - Pipeline Scholars Event Host

Photo Booth

Unique Designed In-room Activations

Quarter-page TOTY Playbill Advertisement

Invitation to Contribute to the TOTY Auction

Sponsor Plaque for Toy Fair Booth

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.



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