

# Sponsorship Opportunities

February 13, 2026

Pier 60 Chelsea Piers  
New York, NY



TOY OF THE YEAR AWARDS

The Toy Foundation Fundraiser



# About The Foundation

The Toy Foundation is the Uniting Force for the Collective Philanthropy of the Toy Industry to Benefit all Children in Need.

Our Vision is to Create a World Where Every Child has the Opportunity to Experience Comfort and Joy Through Play.



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# Toy Foundation Programs



## **Toy Chest**

The only industry-wide giving initiative that harnesses the power of toys to comfort children when they need it most.

## **Play Fund**

The only industry-wide funding initiative that brings the healing power of play to hospitals and disaster zones helping comfort children where they need it most.



## Delivering The Power of Play Through



Corporate Partnerships



Grantmaking



Strategic Programming



# Thank You To Our Partners



**MOONBUG**



**Jazwares**

**WILD  
REPUBLIC**

**American Girl**



# Event Details

## Kick off Toy Fair NYC at the Toy of the Year Awards!

TOTY is the toy industry's networking event to honor the "best of the best" in toys, pay tribute to the Toy Industry Hall of Fame inductees, and The Toy Foundation's signature night of fundraising to support children in need.

## Join us on February 13, 2026 at Pier 60!

- Network with industry leaders, retailers and suppliers
- Celebrate the creativity, fun and philanthropy of our industry
- Make a difference for children and families in need





# PIER 60 CHELSEA PIERS



# Sponsorship Opportunities

| BENEFITS                                                          | PRESENTING \$50,000     | VISION \$25,000        | MISSION \$10,000       |
|-------------------------------------------------------------------|-------------------------|------------------------|------------------------|
| Partnership Highlighted in Customized Video During Award Ceremony | ✓                       |                        |                        |
| VIP Table Placement (2) With Branding Opportunities               | ✓                       |                        |                        |
| Customized Banner Display at Venue Entrance                       | ✓                       |                        |                        |
| TTF e-Newsletter Feature                                          | ✓                       |                        |                        |
| Inclusion in Owned and Earned Media Opportunities                 | ✓                       | ✓                      |                        |
| TTF Sponsor Signage at Toy Fair TOTY Display                      | ✓                       | ✓                      |                        |
| Curated Getty Event Photo Package                                 | ✓                       | ✓                      |                        |
| Branding Opportunity Onsite                                       | ✓ - Physical Activation | ✓ - Digital Activation | ✓ - Digital Activation |
| Tickets to TOTY Awards                                            | ✓ - 20                  | ✓ - 10                 | ✓ - 4                  |
| TOTY Award Playbill Program Advertisement                         | ✓ - Full Page           | ✓ - Half Page          | ✓ - Quarter Page       |
| Social Media Promotion                                            | ✓ - Dedicated           | ✓ - Inclusion          | ✓ - Inclusion          |
| Logo Inclusion in TOTY Award Assets (Website, Onsite, etc.)       | ✓                       | ✓                      | ✓                      |
| Logo on Toy Fair Volunteer T-shirt                                | ✓                       | ✓                      | ✓                      |



# Presenting Partner

## Premiere Benefits

- Partnership Highlighted in Customized Video During Award Ceremony
- VIP Table Placement (2) With Branding Opportunities
- Customized Banner Display at Venue Entrance
- Branding Opportunity Through Onsite Activation – *Mascots Welcome!*
- 20 TOTY Event Tickets
- Full Page TOTY Program Advertisement

**\$50,000**

## Other Highlights

- TTF e-Newsletter Feature
- Inclusion in Owned and Earned Media Opportunities
- Dedicated Social Media Promotion
- Sponsor Signage at Toy Fair TOTY Display
- Curated Getty Event Photo Package
- Logo Inclusion in TOTY Award Assets (Website, Onsite, etc.)
- Logo on Toy Fair Volunteer T-shirt

\*Limited Number Available



# Vision Partner

## Premiere Benefits

- 10 TOTY Event Tickets
- Digital Branding Opportunity Onsite
- Half Page TOTY Program Advertisement
- Inclusion in Owned and Earned Media Opportunities

**\$25,000**

## Other Highlights

- Sponsor Signage at Toy Fair  
TOTY Display
- Curated Getty Event Photo Package
- Inclusion in Event Social Media Promotion
- Logo Inclusion in TOTY Award Assets (Website, Onsite, etc.)
- Logo on Toy Fair Volunteer T-shirt

# Mission Partner

## Premiere Benefits

- 4 TOTY Event Tickets
- Digital Branding Opportunity Onsite
- Quarter Page TOTY Program Advertisement

**\$10,000**

## Other Highlights

- Inclusion in Event Social Media Promotion
- Logo Inclusion in TOTY Award Assets (Website, Onsite, etc.)
- Logo on Toy Fair Volunteer T-shirt

\*Limited Number Available

# À La Carte

**\$7,500**

Includes these benefits **PLUS** one additional option

- **1 TOTY Event Ticket**
- **Quarter Page TOTY Program Advertisement**
  - **Option 1**  
Branded Event Gift **or**
  - **Option 2**  
Photo Booth Sponsor **or**
  - **Option 3**  
DJ Sponsor

**\$5,000**

Includes these benefits **PLUS** one additional option

- **1 TOTY Event Ticket**
- **Quarter Page TOTY Program Advertisement**
  - **Option 1**  
Custom Cocktail **or**
  - **Option 2**  
Toy Claw Machine **or**
  - **Option 3**  
Restroom Vanity Sponsor

**\$2,500**

Includes these benefits

- **1 TOTY Event Ticket**
- **Quarter Page TOTY Program Advertisement**



# Thank You For Your Support!



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**For more information please contact:**

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