Sponsorship Opportunities

February 13, 2026

Pier 60 Chelsea Piers
New York, NY

T☺TY 2026

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.

TOTY 2026
TOY OF THE YEAR AWARDS
The Toy Foundation Fundraiser

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

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Thank You To Our Partners

TOTY 2026
TOY OF THE YEAR AWARDS
The Toy Foundation Fundraiser

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	✓	✓	✓

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

Presenting Partner

Premiere Benefits

$50,000

- 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

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

$25,000

- 10 TOTY Event Tickets

- Digital Branding Opportunity Onsite

- Half Page TOTY Program Advertisement

- Inclusion in Owned and Earned Media Opportunities

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

*Limited Number Available

Mission Partner

Premiere Benefits

$10,000

Other Highlights

- 4 TOTY Event Tickets

- Digital Branding Opportunity Onsite

- Quarter Page TOTY Program Advertisement

- 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**

Click Here To Purchase Individual TOTY Event Tickets

Thank You For Your Support!

TOTY 2026 ®

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For more information please contact:

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