



2024 SPONSORSHIP

Women in Toys, Licensing & Entertainment / WIT Foundation is a 501(c)(3) non-profit organization.
Your donation is tax-deductible as a charitable contribution.



OUR VISION

WiT is a diverse global community working together to champion and advocate for the advancement of women through leadership, opportunity and education.

We do this through a robust slate of programming, initiatives, networking opportunities, advocacy, mentorship, professional development, and community outreach.

WE ARE A GLOBAL COMMUNITY



With over 25 chapters spanning the globe, including the U.S., Canada, UK, France, Hong Kong, Australia and beyond, we connect our community and our industry with a shared commitment to fostering inclusion, connection, and innovation.

Championing diversity, equality and empowerment, our reach is vast, our impact is monumental, and together, we're shaping a better future where everyone is seen and heard.

IS SPONSORSHIP FOR YOU?

Companies investing in women

We help women thrive in their career journey.

Since 1991, Women in Toys, Licensing & Entertainment (WiT) has proudly worked with companies of all sizes that are committed to the advancement of women. Our partnerships are making a profound impact on women's careers, and creating a diverse pipeline of female leaders within the \$300+ billion* licensed consumer products industry*.

Let's do this together – Your support will make a world of difference.

**2022 Global Licensing Industry Study*

WIT 2024 ANNUAL BANNER SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



SUPPORTING



WIT CORPORATE MEMBERS INCLUDE:



BARNES & NOBLE



BBC
STUDIOS



MOONBUG



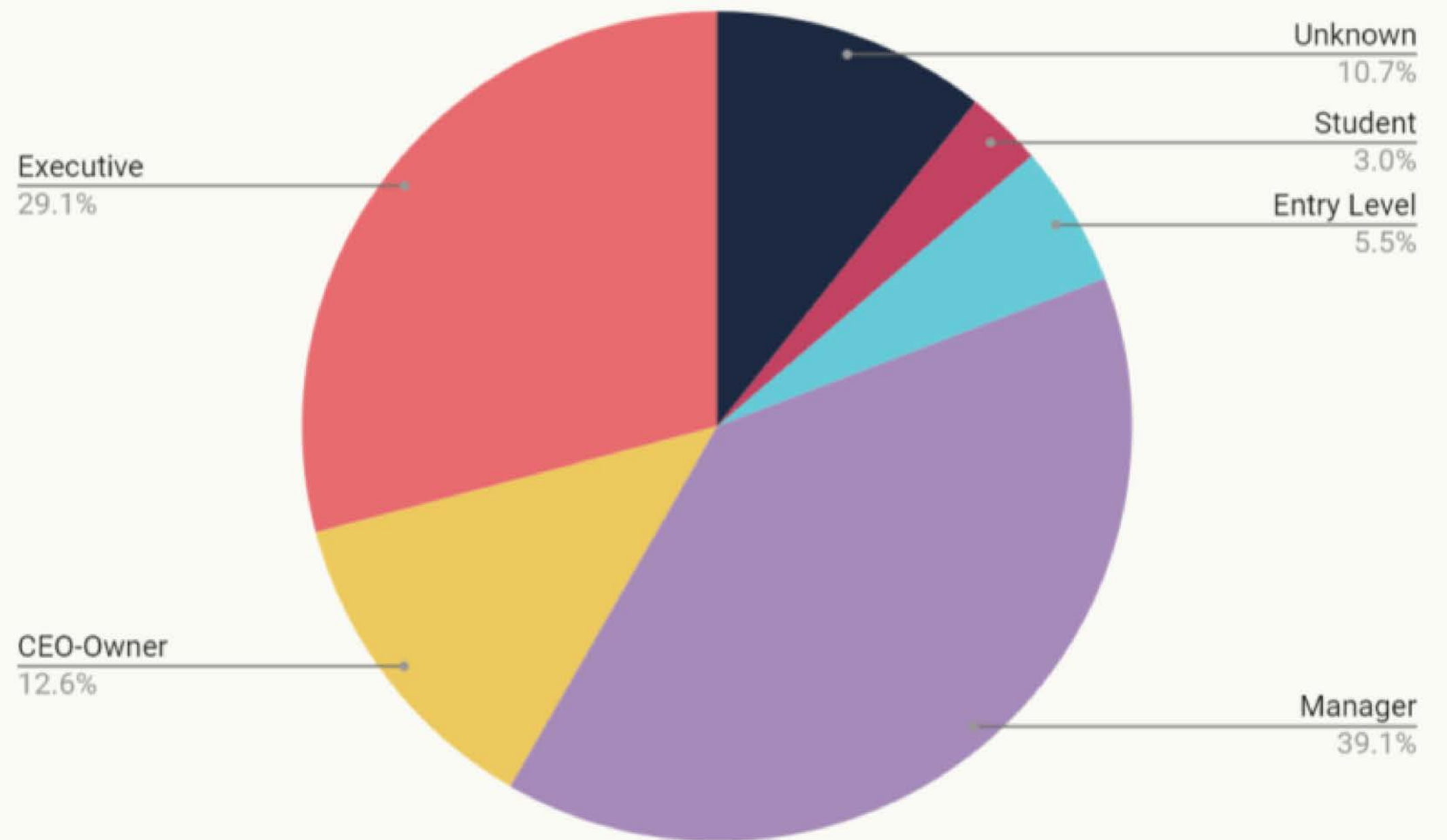
Walmart



OUR MEMBERSHIP

Who are our members?

WiT's worldwide membership spans the consumer product, toy, licensing and entertainment ecosystem, with over 4,000 members and 25+ chapters in the US, Canada, UK, France, Hong Kong, Australia and beyond.



PROGRAMMING, EVENTS & VISIBILITY

**HIGH-PROFILE COLLABORATION • ELEVATE INDUSTRY IMPACT • AMPLIFY BRAND VISIBILITY
EMPOWER WOMEN TOGETHER**

Our dynamic blend of live and virtual events offers sponsors a unique opportunity to engage with our vibrant and diverse community, and make a lasting impact on the advancement of women.

FLAGSHIP EVENTS & INITIATIVES

- Empowerment Day for Inventors & Entrepreneurs
- Licensing Expo WiT Breakfast
- Wonder Women Awards
- Scholarship Program
- Young Professional Network

PANELS & FIRESIDE CHATS

- Allies in Action
- Retaining Women Leaders
- Inclusivity & Women in the Workplace
- Recruiting & Retaining Diverse Talent
- Who Am I? Series

VIRTUAL PROGRAMMING

- WiT Webinars
- Mentorship Program
- Career Development Workshops
- Inventor Programming /Pitch Prep
- Casual Fridays

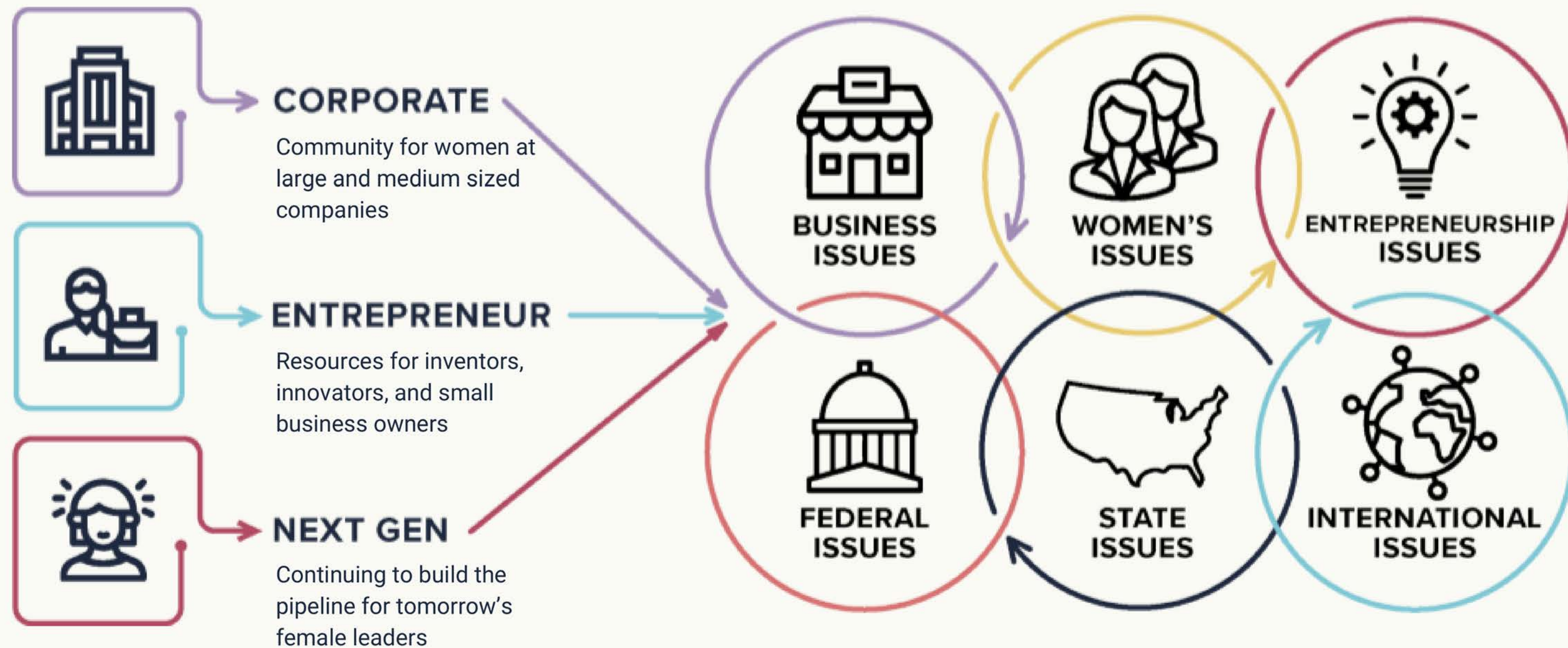
TRADE SHOW PARTICIPATION

- Toy Fair NY
- Licensing Expo
- Brand Licensing Europe
- Spielwarenmesse
- Kidscreen
- ASTRA
- Gen Con
- Toy Fest West

CHAPTER ACTIVATIONS

- Guest Speakers & Panels
- Career Development
- Mentorship Mixers
- Hyper-local networking
- Happy Hours
- Movie/Game Nights

ADVOCACY IN ACTION





WORDS FROM OUR SPONSORS



"Mattel proudly supports WiT in their commitment to build a more inclusive future. Together, we are fostering a culture of equality that helps women reach their full potential through initiatives like the Ruth Handler Mentorship Program."

Amy Thompson
Chief People Officer, Mattel

"We proudly support WiT's efforts to create opportunities for women and impact real change toward a more equitable and inclusive future in the toy, licensing and entertainment industries."

Anne Carrihill
*Director/GM Category Leader,
Toys & Games, Amazon*



"We proudly stand alongside WiT in their mission to build a brighter and more inclusive future for women in our industry, because when women thrive, we all succeed."

Skip Kodak
Regional President, Americas, LEGO



"WiT is an extraordinary organization, not only because it brings so much positivity, energy, mentorship, networking, and commitment to women in our industry, but it also shines a spotlight on future leaders."

Pam Kaufman
*President and CEO of Int'l Markets,
Global Consumer Products &
Experiences, Paramount*





VOICES OF OUR COMMUNITY



“WiT has been my sanctuary for growth, providing a space to practice leadership, and a diverse community that is united in the quest for collective success.”

Natasha Tous
Éclat



“WiT has given so many bright women the confidence and guidance to succeed! And the more women that WiT reaches, the more positive impact women will have in business and in the products women create, which ultimately leads to the valuable influence on kids and families.”

Kate Clark
YOTTOY

“Thank you WiT — This is one of the few rooms that I really feel comfortable in.”

April Showers
Afro Unicorn



“I love this organization because it’s all about lifting each other up.”

Angela Beck
Mattel



WiT PRESS COVERAGE & ACCOLADES

Forbes

Women In Toys Celebrates 30th Anniversary Of Creating Allyship, Uplifting Women, Pushing Barriers

Cheryl Robinson Contributor to Forbes on embracing the pivot during Q1's transition

Women in Toys, Licensing & Entertainment (WIT), a 501(c)(3) non-profit organization and global community that champions and advocates for the advancement of women, celebrates its 30th anniversary of supporting women and building allyships both within the organization and throughout the industry. WIT's membership has grown 650% in the last five years and is represented throughout 20 U.S. chapters with a presence overseas, including the U.K., Hong Kong, France and Australia.

BUSINESS INSIDER

Women In Toys to Ring The Nasdaq Stock Market Closing Bell

Women In Toys (WIT) will visit the Nasdaq MarketSite in Times Square. WIT is a global organization for women working in toy, licensing & entertainment industries. Their global programming and initiatives support corporate executives, business owners, inventors and consultants through all the stages of their career.

FAST COMPANY

100 BEST WORKPLACES FOR INNOVATORS 2023

SPIN MASTER Toronto Entertainment

Spin Master sponsors a Women in Toys Empowerment Day where women entrepreneurs pitch their concepts to a panel of experts. Spin Master teams serve as mentors, meeting with 100 women and providing guidance on how to develop their concepts for the marketplace.

kidscreen

Mattel rolls out women's mentorship program

Created in partnership with WIT, the Ruth Handler Mentorship Program for Women in Toys is currently looking for mentors and mentees.

By Ryan Tulew February 25, 2020

Mattel is growing its efforts to promote women in the toy industry and is partnering with nonprofit org Women in Toys, Licensing & Entertainment (WIT) to launch the new Ruth Handler Mentorship Program for Women in Toys, Licensing & Entertainment.

The new program aims to advance career growth across the industry. Featuring mentorship, coaching, professional development and education, the program is open to all companies in the toy industry. Open to both mentees and mentees, applicants need to be current WIT members to join, and can enroll in the program via WIT's website starting next month. Mattel is also partnering with career development site Everette, which will provide a library of content and career development tools. The program's process will be tracked through participation, survey data and annual reports.

LICENSE GLOBAL
THE LICENSING INDUSTRY'S THOUGHT LEADER

THE INFLUENTIALS 2023

License Global is pleased to announce the shortlisted finalists for The Influentials 2023.

The Influentials pays tribute to the most prolific executives influencing the business of brand licensing in ways that will change the face of how we do business in the years to come.

"The Influencer"

An individual that has gone out of their way to better the industry through open-source thinking, editorial contributions, public speaking and mentoring. The Influencer is a voice that carries:

- Rosalind Newick, advisory board member, Faberlic
- Michael Abata, executive marketing brand director, Made by Gather
- Susan Bolzover, managing director, founder, Lightbulb Licensing
- Isaac Larian, founder, chief executive officer, MGA Entertainment
- Women in Toys, Licensing & Entertainment (WIT)

100 BRANDS UNTAPPED

DESIGN CHAMPIONS

JANICE ROSS, President, WIT & MARY KAY RUSSELL, Executive Director, WIT

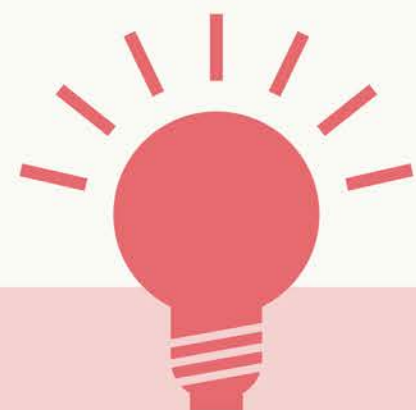
Founded in 1991, and now boasting over 4,000 members, Women in Toys Licensing & Entertainment champions and advocates for the advancement of women. In recent years, WIT has become a vital resource for the creative community around toys and licensing, with dedicated events and webinars as well as Designer/Mentor and Creative Genius Categories at its Woodie Women awards. "Janice, Mary Kay and the WIT team does a fantastic job for designers," said one fan.

YOUR SPONSOR IMPACT

BY SPONSORING WIT, YOU ARE:



Amplifying the pipeline of diverse, forward-thinking female talent into our industry.



Unleashing game-changing perspectives and groundbreaking innovation.



Elevating crucial issues and topics affecting women in the workplace to the forefront.



Empowering the next generation of female leaders to tap into their full potential through educational support and opportunity.

ANNUAL BANNER SPONSOR LEVELS

SPONSOR BENEFITS	DIAMOND \$100,000 +	PLATINUM \$50,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$10,000	SUPPORTING \$6,500
WiT MEMBERSHIP						
Membership for employees (\$199 value per member)	ALL	ALL	100	50	20	10
COMPANY VISIBILITY						
Logo placement on all WiT newsletters, signage and marketing materials, digital and print	✓	✓	✓	✓	✓	✓
Logo placement on WiT website	✓	✓	✓	✓	✓	✓
EVENTS & PROGRAMMING						
<i>2024 Wonder Women Celebration Events</i>						
Opportunity for branded integration at all regional celebratory events	✓					
Opportunity for custom activation at all regional celebratory events	✓	✓	✓			
Opportunity for branded element at all regional celebratory events	✓	✓	✓			
Product placement opportunities	✓	✓	✓			
Tickets at all regional celebratory events	20	20	10	4	2	
<i>Event & Programming Partnerships</i>						
Opportunity for sponsored program	✓	✓				
Opportunity for paid event integration	✓	✓	✓	✓	✓	✓
Partner on live or virtual WiT-wide chapter events	✓	✓	✓			
Partner on live or virtual local chapter event	✓	✓	✓	✓	✓	
Partner on global virtual chapter event	✓	✓	✓			
WiT Lunch & Learn for your employees	✓	✓	✓	✓	✓	



BOARD OF DIRECTORS



EHI OVIASU-KAHN - CHAIRWOMAN

Little Art



CRISTINA LIQUORI - TREASURER

LEGO Systems, Inc.



AMY THOMPSON

Mattel



ANEISHA VIEIRA

ZURU Toys



ANGELINA CASTRO



ANNE CARRIHILL

Amazon



CHRISTINA SKLAVENTIS

Christina Sklavenitis Consulting



DEEDEE WRIGHT WARD

Purpose Toys, LLC



DEIRDRE CROSS

Funko



GENA LAVALLEE

Make It Real



JULIE GWALTNEY

TOMY



JULIEN SHARP

Asmodee Group



KAREN KILPATRICK

Kayppin Media



KIARA IMANI

LikeU



KRISTI WASMER



KRISTIN LECOUR

9Story Media Group



LEILA NOSRATI

Master Toy Advisors



LISA GILBERT

Hasbro



LISA WHITAKER

Kidfinity, Inc.



MENAL MCGRATH

Dan Dee International



MICHELLE WEBER

Toy'n Around



NATASHA TOUS

Éclat



SHAWN SMITH

Shawn Smith Communications



STEPHANIE BAILEY



TARA DEAKIN

Spin Master



POWERFUL IMPACT STARTS
WITH YOUR SUPPORT

FOR MORE INFORMATION, PLEASE CONTACT:

Mary Kay Russell, Executive Director
marykay@womenintoys.com
(630) 661-3541

womenintoys.com |    @womenintoys

APPENDIX

FLAGSHIP EVENTS & INITIATIVES

WIT

EMPOWERMENT DAY

Our sponsors help to support Empowerment Day, an event that paves the way for entrepreneurs' success. The ultimate gateway to mentorship and invaluable connections is often dubbed the industry's "MBA in a Day." Entrepreneurs gain insights, knowledge, and crucial connections needed to thrive. What sets this event apart is the chance for women to pitch their product, idea, or concept to top-tier toy and game companies for feedback and potential licensing deals.

WIT Empowerment Day is where success stories are born. As a sponsor, you align your brand with innovation and entrepreneurship, and play a pivotal role in shaping our industry's future.



A central graphic with a dark blue background and colorful geometric shapes. It features the WIT logo and the text "WOMEN IN TOYS, LICENSING & ENTERTAINMENT", "EMPOWERMENT DAY 2024", and "PITCH LEARN GROW YOUR BUSINESS".



**FLAGSHIP EVENTS &
INITIATIVES**

WIT

WIT BREAKFAST AT LICENSING EXPO

Las Vegas, NV

Your unique opportunity to engage with a highly targeted audience of industry leaders, professionals, and decision makers, all while they enjoy a delicious breakfast and connect with their peers. Held annually on the Wednesday of Licensing Expo at Border Grill in Mandalay Bay, we bring the industry together for a power-packed start to their day. This is where connections are made, ideas take flight, and new opportunities abound.



WIT
BREAKFAST
@ LICENSING EXPO

WEDNESDAY, JUNE 14
7:30 - 10:00AM

Border Grill, Mandalay Bay
In Advance - Members \$55 / Non-members \$65
At the Door - Members \$65 / Non-members \$75



WIT

WONDER WOMEN AWARDS

Entering its 19th year, WiT's annual Wonder Women Awards Gala is a celebration of the awe-inspiring women who ignite and elevate the toy, consumer products, licensing & entertainment industries.

Taking center stage in the heart of New York City, aligned with Toy Fair NY, this event is attended by over 800 of the industry's foremost executives, including manufacturers, retailers, movie studios, media, and the world's most influential brand owners. The gala isn't just a celebration; it's a powerhouse convergence of leaders and visionaries, a night where the industry unites to honor and amplify the voices of female leaders who shape the future.

**FLAGSHIP EVENTS &
INITIATIVES**

FLAGSHIP EVENTS &
INITIATIVES

WIT FOUNDATION SCHOLARSHIP PROGRAM

A driving force for over two decades, our scholarship program is dedicated to advancing students in business- and design-related fields. We provide scholarships, mentorship, industry insights, and valuation connections, nurturing the next generation of female talent. With over 200 scholarships awarded to date, we're empowering tomorrow's female leaders who will shape, redefine, and elevate the toy, consumer products, licensing, and entertainment industries. Join us in investing in the trailblazers of tomorrow.



THE **WIT** FOUNDATION INC.

WOMEN IN TOYS, LICENSING & ENTERTAINMENT

ALLIES IN ACTION

Delivering Diversity & Inclusion Through Allyship

BISMA ANSARI
SVP, MEGA & Global Head of Construction Toys
Mattel

DION VLACHOS
EVP, Hardware & Retail
ViacomCBS

SARA ROSALES
SVP, Communications
Jazwares

SASCHA KING
Senior Dir, Talent Acquisition & Employee Experience
Spin Master

STEVEN WOLFE PEREIRA
CEO
Encantos

TERRI NICHELLE BRADLEY
CEO
Brown Toy Box

JANICE ROSS
HOST
WIT President
Managing Partner, Brand Fresh Mgmt.

MICHELLE BOGAN
MODERATOR
Founder & CEO
Equity At Work

INCLUSIVITY AND WOMEN IN THE WORKPLACE

A Fireside Chat with Minda Harts

MINDA HARTS
FOUNDER & CEO | THE MEMO

AZHELLE WADE
THE TOY COACH

December 7, 2021 | 1PM EST

REGISTER NOW
www.womenintoy.com/events

POP, FIZZ, CONNECT!

Join WIT's Young Professionals Network for a fireside chat, speed networking and free headshots*

WEDNESDAY, MAY 17 | 6 - 8 PM PST
PRESENTED BY MOOSE TOYS
737 Campus Square W, El Segundo, CA 90245

Cost: Free • Must register in advance
*Free headshots guaranteed to first 20 registrants

YOUNG PROFESSIONALS NETWORK

NINA PARKER: How To Turn Your Brand Into Your Business

THURSDAY MARCH 30
12PM - 2PM PST

PARAMOUNT STUDIOS
1575 N. Gower St.
Los Angeles, CA 90028

Nibbles & Networking 12-1pm
Fireside Chat 1-2pm

Members - \$25
Non-Members - \$40

Moderated by Shawn Smith

Minneapolis Chapter

MULTICULTURAL MERCHANDISING & TARGET

THURSDAY, MAY 11
5:00 - 6:30PM

Toy'n Around
1116 Nicollet Mall Minneapolis

Cost: Free • Open to all
RSVP by: May 8th

Sponsored in part by

From Barriers to Breakthroughs: Transforming the Workplace

A Fireside Chat with *Mita Mallick*

THURSDAY, AUGUST 24
1PM - 2PM EST
ZOOM

Members - Free
Non-Members - \$29

LEADING VITAL CONVERSATIONS

Through thought-provoking panels, dynamic roundtables, and engaging fireside chats, we foster a space where awareness and fresh ideas can flourish.

The power of collaboration and shared insights creates a brighter and more inclusive future for our community and our industry.

VIRTUAL PROGRAMMING



WiT
WiT Sustainability Learning Community
MONTHLY ROUNDTABLE
April 27th
12:30pm - 1:30pm EST
Location: Virtual / Zoom
Members Only Event!

WiT
**Lead Powerfully,
Communicate Clearly**
WORKSHOPS FOR SUCCESS
in partnership with Soulcast Media
The third Thursday of the month
1:00 pm EST
Hosted by Jessica Chen
CEO, Soulcast Media

WiT
WEBINAR
[NAIL THE INTERVIEW]
@WOMENINTOYS

Smith Gambrell Russell + **WiT**
NAVIGATING LEGAL ESSENTIALS:
Key Considerations for Small Business Startups
THREE-WEBINAR SERIES
October 18 | October 25 | November 1

WiT
RUTH HANDLER MENTORSHIP PROGRAM
FOR WOMEN IN TOYS, LICENSING & ENTERTAINMENT

ready, set...
RETAIL
Helping women inventors reach the finish line *faster*
in partnership with Walmart
Thursday, September 9th
2pm -6 pm EST

CAREER DEVELOPMENT PROGRAMMING

Our comprehensive programs include invaluable access to resources, including mentorship, skill building & training.

Impactful virtual and live events foster knowledge sharing, collaboration, career advancement, and business growth.

TRADE SHOW PARTICIPATION



WiT +
GEN CON WOMEN'S GAMING NETWORK

OPEN HOUSE

THURSDAY, AUGUST 3
5:30 - 7:30PM

The Westin Indianapolis
Governor's Suite
241 West Washington Street

*Drinks & light refreshments provided
Please RSVP*



WiT WOMEN IN TOYS, LICENSING & ENTERTAINMENT

EMPOWERMENT DAY 2022

PITCH • LEARN • GROW YOUR BUSINESS

REGISTER NOW

September 19, 2022 | @Dallas Market Center

2023 Preview Holiday Market 2022
September 26-27, 2023



WiT BREAKFAST @ LICENSING EXPO

WEDNESDAY, JUNE 14
7:30 - 10:00AM

Border Grill, Mandalay Bay
*In Advance - Members \$55 / Non-members \$65
At the Door - Members \$65 / Non-members \$75*



TRADE & CONSUMER SHOWS

LAS VEGAS LICENSING EXPO

LICENSING EXPO LAS VEGAS

JUNE 13-15 2023
@MANDALAY BAY

WiT BOOTH #A116



WiT WOMEN IN TOYS, LICENSING AND ENTERTAINMENT PRESENTS

WiT @KIDSCREEN COME SHARE YOUR STORIES!

HAPPY HOUR

SATURDAY, FEBRUARY 11 | 5:00 - 7:00PM
TORO TORO, INTERCONTINENTAL HOTEL, MIAMI

SPONSORED BY

OPEN BAR & HORS D'OEUVRES

CIRQUE DU SOLEIL

KIDSCREEN ATTENDEES WELCOME



LONDON BRAND LICENSING EUROPE

BRAND LICENSING EUROPE

OCTOBER 3-5 2023
@EXCEL LONDON

WiT BOOTH #B234



WiT is everywhere, through engaging booth exhibits, dynamic networking events, informative panels, and transformative workshops.

We don't just participate; we lead, inspire and drive change.

CHAPTER EVENTS



WiT

CHAPTER EVENTS

Through our vibrant global chapter events, we cultivate a powerful ecosystem that brings women and our industry together to network, build rewarding relationships, and discover new opportunities.

Join us in shaping the future of our dynamic and diverse community.