

WOMEN **i**N TOYS, LICENSING & ENTERTAINMENT

2023 Sponsorship



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



Our Mission

Our reason for being is the advancement of women through leadership, education and advocacy; and we push our mission through action.

Our Vision

To foster gender equality, opportunity and outcomes in both work advancement and representation, and that the contributions of women are recognized, valued, and respected.

Our Values

Integrity | Respect | Innovation | Inclusivity | Collaboration | Accountability





What We Do

- We create a pipeline of diverse female talent into our industry.
- We help women thrive in their career journey.
- We work to grow our \$300B licensed consumer products industry through an equitable workplace.





How We Do It

- **By advocating for women in the workplace and leading conversations on important issues**, resulting in greater awareness, knowledge sharing and inspiring new ideas to impact change.
- **By delivering educational programming and providing resources** that bolster career development (e.g. Ruth Handler Mentorship Program, WiT Webinars, Communications Workshops, etc.).
- **By providing virtual and live events** focused on myriad business verticals (e.g. Executive Roundtables, Empowerment Day for Inventors, Professional Development Workshops, WiT Learning Communities, Mental Health Events, Wonder Women Awards, local chapter events and more.
- **By granting college scholarships** to our industry's future female leaders.



What Your Employees Get With WiT Membership



Whether your employees are seeking to build their skills or looking to pay it forward, empower them to achieve their career development goals with our guided 1:1 personalized mentor-match program.

WiT WEBINARS

Your employees will build their knowledge base and learn from subject matter experts on a wide variety of topics, industry insights, best practices, professional development tools and resources, and more.

WiT PROGRAMMING

Our interactive programming and workshops led by dynamic facilitators will arm your employees with soft skills and professional competencies on a wide variety of topics.



Take a deep dive into topics of interest by joining our Learning Communities, which are themed around a variety of relevant areas of importance, e.g. Sustainability.



Through our private Slack community and topic-specific channels, your employees will broaden their reach that will give them resources to help them succeed in their job.



Give your employees who are just starting out their careers an extra boost through targeted WiT programming that focuses on tools that young professionals need to succeed.



Our 2023 Road Map

Here are just some of the high-impact programming and resource initiatives we're executing in 2023.
Let us know how you'd like to be involved!

- **Professional Development** - Workshops, webinars and events for career development training, executive coaching, mentorship and more.
- **Enhanced Scholarship Program** - New online application process, expanding to H.S. students with focus on underrepresented women.
- **WiT Empowerment Days** - Event series covering toys, licensing and entertainment that gives women an “all access pass” to industry connections, education and opportunities that help accelerate their career or business.
- **New Internship Hub** - New portal on the WiT website where students can find and apply for internship opportunities within our industry.
- **New College Recruitment Events** - Virtual and in-person panels and recruitment events focused on promoting why college grads should work in our industry.
- **New Small Business Initiatives** - Small Business Toolkit, workshops, accelerator programs and online resources to help women entrepreneurs enter into and thrive in our business.
- **Wonder Women Awards** - Live and in person in NYC! Save the date: Sunday, October 1, 2023.

Your Sponsor Impact



- You are increasing the pipeline of diverse and cutting-edge female talent into our industry.
- You are bringing new perspectives and innovative thinking into our industry.
- You are expanding visibility to important issues and topics impacting women in the workplace.
- You are helping our future female leaders to pursue their education and unlock their full potential.

Sponsorship Opportunities





2023 Annual Sponsorship Levels

SPONSOR BENEFITS	DIAMOND \$100,000	PLATINUM \$50,000	GOLD \$30,000	SILVER \$20,000	BRONZE \$10,000	SUPPORTING \$5,000
MEMBERSHIP BENEFITS						
WiT Membership for employees (\$175/person value)	ALL	ALL	100	50	10	5
COMPANY VISIBILITY BENEFITS						
Logo on all digital & print signage & marketing materials	✓	✓	✓	✓	✓	✓
Logo on WiT website	✓	✓	✓	✓	✓	✓
Logo in WiT newsletter	✓	✓	✓	✓	✓	✓
Receive digital "Proud WiT Sponsor" badge	✓	✓	✓	✓	✓	✓
EVENT + PROGRAMMING BENEFITS						
Wonder Women Awards Gala						
Opportunity for branded element inside ballroom	✓					
Opportunity for custom activation at cocktail party	✓	✓	✓			
Wonder Women Awards Tickets	20	20	10	4	2	
VIP table placement at gala	✓	✓	✓			
Product placement opportunities	✓	✓	✓			
Opportunity for branded integration (e.g. dessert table)	✓	✓	✓	✓	✓	
Digital Tribute Book Ad	✓	✓	✓	✓	✓	✓
Event + Programming Partnerships						
Opportunity for sponsored program	✓	✓				
Opportunity for paid event integration	✓	✓	✓	✓	✓	✓
WiT Lunch & Learn for your employees	✓	✓	✓	✓	✓	
Partner on live or virtual local chapter event	✓	✓	✓	✓		
Partner on virtual global event	✓	✓	✓			

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Additional Sponsor Opportunities

WiT EVENTS

Get visibility as a sponsor at WiT events throughout the year, including live and virtual Panels, Roundtables, Fireside Chats, and Networking Events.

WiT PROGRAMMING

Sponsor programming that matters to you, including industry trends, professional development & skill-building, inventor education, financial management, mental health & wellness, and more.

WiT WEBINARS

Choose from three pricing tiers:

1X Webinar Package - \$1,500

2X Webinar Package - \$2,500

3X Webinar Package - \$5,000

To explore opportunities, please contact

Mary Kay Russell, WiT Executive Director | marykay@womenintoys.com | 630-661-3541



Our 2023 Sponsors

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ASTRA • Children's Media Association
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THANK YOU!



For more information, please contact

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www.womenintoys.com

