



2025

SPONSORSHIP

Empowering women, driving business growth, and reshaping workplaces through the power of community.



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MISSION, VISION & GUIDING PRINCIPLES

MISSION

Together with our community of allies, WiT elevates women in today's business environment through advocacy, mentorship, education and leadership.

VISION

To foster an industry where all women can thrive equitably, enabling them to reach their highest professional goals.

GUIDING PRINCIPLES

WiT's core values guide our actions as we work to improve women's lives and enrich our industry. These values include: Unity, Advocacy, Integrity, Respect and Equity.

WHAT MAKES WIT UNIQUE

ENGAGING THE NEXT GENERATION OF WOMEN

Cultivating future leaders through mentorship, education, and networking, preparing young professionals to shape the industry's future.

FOCUSED ADVOCACY FOR INDUSTRY EQUALITY

Championing workplace equality, IP protection, and support for women-owned businesses, driving meaningful industry-wide change.

TRANSFORMING WORKPLACES THROUGH COMMUNITY

Our trusted global network is a dynamic community hub that fosters the sharing of knowledge, driving connections and growth to create positive change.

COMPREHENSIVE PROGRAMMING FOR INDUSTRY ACCESS

End-to-end initiatives, including pitch programs and workshops, connect women with key industry players to unlock opportunities.

INSPIRING AND CELEBRATING FEMALE ACHIEVEMENTS

Spotlighting the accomplishments of women across all levels, cultivating a culture that recognizes and celebrates success.

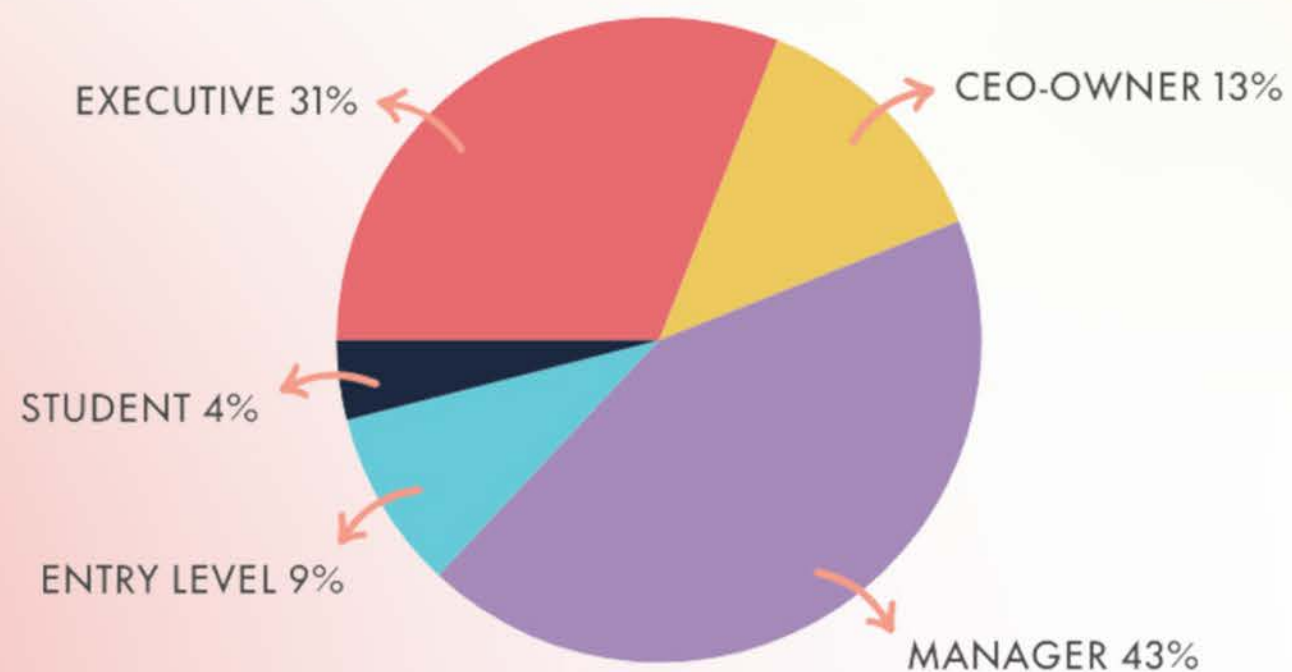
A GLOBAL NETWORK OF ACCOMPLISHED LEADERS

Uniting women from all career stages and locations to foster collaboration, drive growth, empower leadership, and build a powerful community that inspires and uplifts one another to achieve shared goals.

OUR GLOBAL COMMUNITY

Who are our members?

WiT's worldwide membership spans the consumer product, toy, licensing and entertainment ecosystem, with over 6,000 members in 25+ chapters in the US, Canada, UK, France, Germany, Hong Kong, Australia and beyond.



ADVOCACY IN ACTION

WiT

CORPORATE

WiT unites women from companies of all sizes, fostering connections and growth at every career stage.



WiT takes a vital seat at the table, driving the conversation on female entrepreneurship at Amazon Accelerate.

ENTREPRENEUR

WiT equips entrepreneurs, innovators, and small business owners with the resources and support they need to thrive and lead.



WiT's Chairwoman voices the organization's support for the Small Business AI Training and Toolkit Act of 2024.

"...This initiative aligns with Women in Toys, Licensing and Entertainment's dedication to supporting women leaders, offering them the resources and opportunities needed to drive positive change and success in our industry," Ehi Oviasu-Kahn, Chairwoman of the Board, Women in Toys, Licensing and Entertainment.

NEXT GEN

WiT empowers future female leaders through mentorship, education, and industry opportunities.



USPTO Director Kathi Vidal presents WiT scholarship recipients, highlighting the need to develop future leaders, protect IP, and strengthen ties with the USPTO.

PROGRAMMING, EVENTS & VISIBILITY

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

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 EVENTS

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

WHY SPONSORSHIP IS FOR YOU

Partner with WiT to advance women's careers and drive progress across the \$350 billion* licensed consumer products industry.

Support us today and join the companies investing in the future of our industry—and the women leading it!

**Source: 2023 Global Licensing Industry Study*

PLATINUM	GOLD	SILVER
   	     	   
BRONZE	SUPPORTING	FRIENDS OF WiT
    	          	<p>Arora Family Foundation • ASTRA • Children's Media Association • Global Toy News • Hong Kong Toy Council • Kidscreen • Licensing Magazine • LicensingSource.net • The Licensing Letter • Toy World Magazine • Total Licensing</p>

The main title "MAXIMIZING YOUR SPONSORSHIP IMPACT" is centered at the top. It is flanked by two large, red, stylized "C" shapes that curve around the text. The background of the top section is a gradient of light orange and purple, with faint, overlapping circles in the purple area on the right.

MAXIMIZING YOUR SPONSORSHIP IMPACT

Creating visibility, driving impact, and aligning with your goals.

1

Amplifying topics that matter to your company through featured content, webinars, trade show panels, and more!

2

Creating career development opportunities for your employees through mentorship, committee work and potential board participation.

3

Expanding your company and employee network with community-building and targeted in-person events.

4

Access to our community of WiT senior leadership for industry trends and brainstorming.

2025 PARTNERSHIP TOUCHPOINTS

EVENTS

Webinars
Consortiums
Mentorship Program
Learning Communities
Empowerment Day
Panels
Workshops

PROGRAMMING

Spielwarenmesse
Kidscreen
New York Toy Fair
Licensing Expo
Wonder Women Awards
Brand Licensing Europe

IP Protection
Workplace Best Practices
AI Impact
Advocate for WiT Community

ADVOCACY

RESOURCES

Small Business Center
Community Directory
Gift Guides
Vendor Lists
Editorial

2025 PROGRAMMING CALENDAR

Q1

Q2

Q3

Q4

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

T H E Y E A R O F T H E L E V E L U P !

THEMES

NATIONAL MENTORSHIP MONTH: MASTERING A MENTORSHIP MINDSET

BLACK HISTORY MONTH + GALENTINE'S DAY

WOMEN'S HISTORY MONTH + WOMEN IN VIRTUAL GAMING

LEVEL THE PLAYING FIELD: WOMEN IN SPORTS

NATIONAL SMALL BUSINESS MONTH

INTERNATIONAL DAY OF PLAY + PRIDE: A CELEBRATION OF THE RAINBOW

THE ART OF SUMMER: CREATIVE WAYS TO LEVEL UP

GAIN XP: CONTINUING EDUCATION

HISPANIC HERITAGE MONTH: INDUSTRY ICONS - PAST, PRESENT & FUTURE

INTELLECTUAL PROPERTY MONTH

ALLIANCES AT WORK: BEST WORKPLACE PRACTICES

GAME OVER: THE ULTIMATE GIFTING GUIDE

EVENTS

HKTDC [HONG KONG]

KIDSCREEN [SAN DIEGO]

TOY FAIR [NEW YORK]

TOY FAIR [AUSTRALIA]

HONG KONG INT'L LICENSING SHOW

LICENSING EXPO [LAS VEGAS]

ASTRA [SAN ANTONIO]

SAN DIEGO COMIC CON

GEN CON [INDIANAPOLIS]

GAMESCOM (GERMANY)

AMAZON ACCELERATE [SEATTLE]

BRAND LICENSING EUROPE

CHITAG [CHICAGO]

PAX UNPLUGGED

SPIEL [NUREMBERG]

CHAPTER INT'L WOMEN'S DAY EVENTS

MENTAL HEALTH IN A MALE DOMINATED FIELD FIRESIDE CHAT

WIT EMPOWERMENT DAY

LICENSING EXPO BREAKFAST

VIRTUAL PRIDE FIRESIDE CHAT

WIT x WGN OPEN HOUSE

GEN CON PANEL

WIT WONDER WOMEN AWARDS

HISPANIC HERITAGE + IP PANEL

LOCAL CHAPTER HOLIDAY PARTIES

CHAPTER MENTOR ROUNDTABLES

BLACK HISTORY MONTH FIRESIDE CHAT

GALENTINE'S DAY CHAPTER EVENT

WIT

PROGRAMMING

RESOURCES

RUTH HANDLER MENTORSHIP PROGRAM

BLACK OWNED BUSINESS GUIDE

LAUNCH LEADERSHIP LC

IWD: ACCELERATE ACTION

WOMEN OWNED BUSINESS GUIDE

RELAUNCH SM BIZ RESOURCE PAGE

PORTFOLIO & RESUME WORKSHOPS

LAUNCH CHAPTER LEADERSHIP PROGRAM

HR WORKSHOP

2025 WIT FOUNDATION SCHOLARSHIP

2025 ANNUAL BANNER SPONSOR LEVELS



SPONSOR BENEFITS	DIAMOND \$100,000 +	PLATINUM \$60,000	GOLD \$35,000	SILVER \$25,000	BRONZE \$15,000	SUPPORTING \$7,500
WiT MEMBERSHIP						
Membership for employees (\$199 value per member)	ALL	ALL	100	50	20	10
COMPANY VISIBILITY						
Logo placement on all WiT website, newsletters, signage and marketing materials	✓	✓	✓	✓	✓	✓
EVENTS & PROGRAMMING	✓	✓	✓	✓	✓	✓
2025 Wonder Women Awards						
Wonder Women Award Tickets	20	20	10	4	2	
VIP table placement at Wonder Women Awards	✓	✓				
Opportunity for branded program integration during Dinner/Awards	✓					
Opportunity for customized activation at Cocktail Party	✓	✓				
Complimentary nominations	6	5	4	3	2	
Digital Tribute Book Ad	✓	✓	✓	✓	✓	✓
Event & Programming Partnerships						
Opportunity for annual program sponsorship	✓					
Partner on live or virtual WiT-wide chapter events	✓	✓	✓			
Partner on global virtual chapter event	✓	✓	✓			
Partner on live or virtual chapter event	✓	✓	✓	✓	✓	
WiT Lunch & Learn for your employees	✓	✓	✓	✓	✓	✓



APPENDIX



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- 20 Trade & Consumer Shows
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WiT

BOARD OF DIRECTORS REPRESENTED COMPANIES



WIT

WONDER WOMEN AWARDS

The annual Wonder Women Awards Gala celebrates the remarkable women leading the toy, consumer products, licensing, and entertainment industries. With 800+ top executives—manufacturers, retailers, studios, media, and global brand owners—this unforgettable event honors industry changemakers and sparks powerful connections that shape the future.



FLAGSHIP EVENTS & INITIATIVES

WiT EMPOWERMENT DAY

WiT Empowerment Day offers women inventors and entrepreneurs the chance to pitch products to top toy companies and retail buyers, gain mentorship from industry experts, and access essential guidance and resources.

Known as the industry's "MBA in a Day," this transformative event thrives thanks to our sponsors.

As a sponsor, you align with innovation, fuel new ideas, and help shape the future of the industry.



FLAGSHIP EVENTS & INITIATIVES

WIT BREAKFAST AT LICENSING EXPO

Las Vegas, NV

Engage with 200+ industry leaders and decision-makers over breakfast at Border Grill, Mandalay Bay, during Licensing Expo.

Held annually on Wednesday during the show, this dynamic networking event sparks connections, ignites ideas, and opens doors to new opportunities.



FLAGSHIP EVENTS &
INITIATIVES

WIT FOUNDATION SCHOLARSHIP PROGRAM

Empowering the Next Generation of Female Leaders

For over two decades, our scholarship program has advanced students in business and design fields through funding, access to our global community, mentorship, knowledge sharing, industry insights, and valuable connections.

With 200+ scholarships awarded, we equip future female leaders with the tools needed to shape and elevate the toy, consumer products, licensing, and entertainment industries.

Join us in investing in the changemakers of tomorrow!



THE **WIT** FOUNDATION INC.
WOMEN IN TOYS, LICENSING & ENTERTAINMENT

PANELS & FIRESIDE CHATS

WIT




GEN CON WIT PANEL!

WIT x **GEN CON** WOMEN'S GAMING NETWORK

PANEL: Breaking Open the Box –
The Women Leading Tabletop Games into the Future

Thursday, August 1st | 1pm-2pm EST | Gen Con Convention Hall, Room 245

Free | Open to All Gen Con Attendees



WIT **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 Dr. Talent Acquisition & Employee Experience Spin Master
 STEVEN WOLFE PEREIRA CEO Encanto	 TERRI NICHELLE BRADLEY CEO Brown Toy Box	 JANICE ROSS HOST WIT President Managing Partner, Brand Fresh Magnet	 MICHELLE BOGAN MODERATOR Founder & CEO Equity At Work

Wednesday, November 17, 2021 | 3:00pm - 4:00 pm EST — Virtual
Members & Non-Members Welcome



WIT **SUSTAINABILITY**
LEARNING COMMUNITY

Join us the last Thursday
of each month!

OPEN TO ALL WIT MEMBERS
12:30 PM - 1:30 PM EST
VIRTUAL/ZOOM



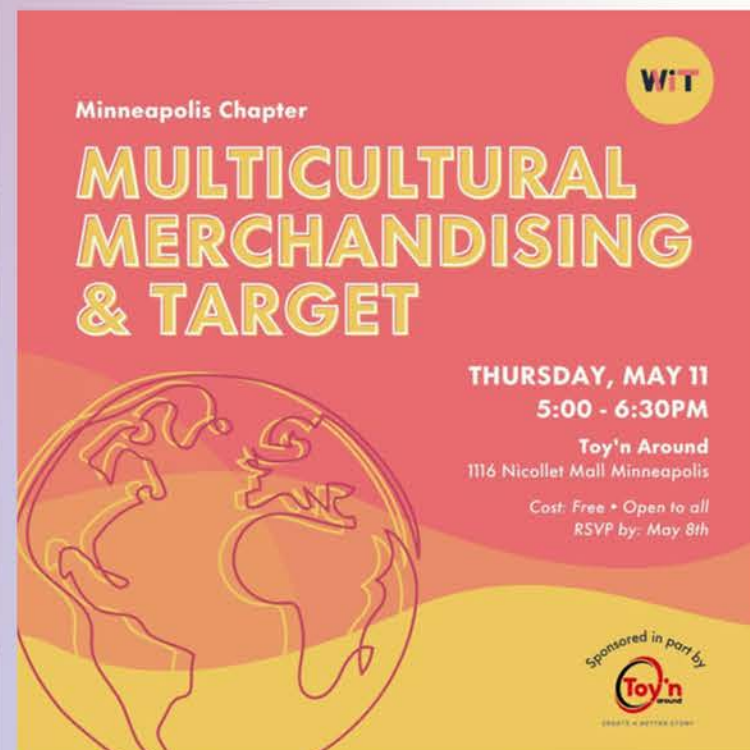
WIT **TABLETOP GAMING**
LEARNING COMMUNITY

3RD THURSDAY OF EACH MONTH

2pm EST | 1pm CST | 11am PST

VIRTUAL/ZOOM

Open to all WIT Members



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
Toy'n
CRAFTS & MERCH OTD



WIT **WOMEN IN TOYS, LICENSING & ENTERTAINMENT**

INCLUSIVITY AND WOMEN IN THE WORKPLACE
A Fireside Chat with Minda Harts

 MINDA HARTS FOUNDER & CEO THE MEMO	 AZELLE WADE THE TOY COACH
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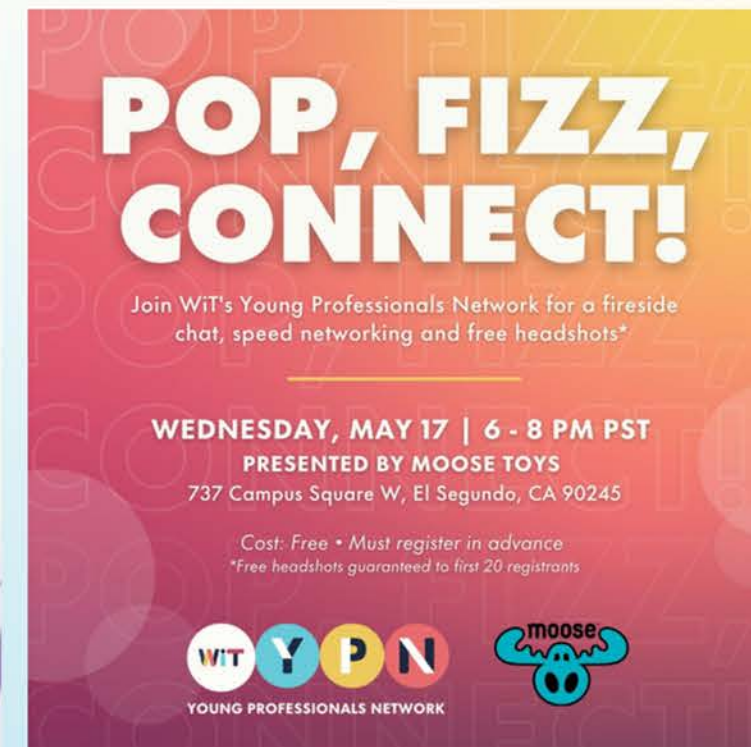
December 7, 2021 | 1PM EST

REGISTER NOW
www.womenintoys.com/events

LEADING VITAL CONVERSATIONS

RESOURCES

WIT



CAREER DEVELOPMENT

RESOURCES

WIT

Smith Gambrell Russell + WIT

CHOOSING THE RIGHT BUSINESS ENTITY

Demystifying LLCs, S-Corps and More

with Julie Sebastian

NOVEMBER 1, 2023 | 1 PM EST
Location: Zoom

SESSION 3 | NAVIGATING LEGAL ESSENTIALS:
Key Considerations for Small Business Startups

WIT

Small Business

CENTER

WIT WEBINARS

WITH

PREE WALIA
Founder and CEO
Premadonna

HOW TO RAISE OUTSIDE CAPITAL

TUESDAY, MAY 2 | 1:00 PM EST

WIT x amazon

EDUCATION SERIES

How to use Fulfillment By Amazon to grow your business

SMALL BUSINESS TOOLKIT

Ehi Oviase-Kahn
Chairwoman of the Board
Women in Toys, Licensing & Entertainment

Anupa Maru
FBA Growth Specialist
Amazon

WIT WEBINARS

WITH

PATRIA LINCOLN
Marketing Manager
Learning Resources

CRAFTING A SOCIAL MEDIA CONTENT STRATEGY THAT STANDS OUT

TUESDAY, MARCH 14 | 1:00PM - 2:00PM EST

Smith Gambrell Russell + WIT

CONTRACTS & AGREEMENTS

Legal Foundations for Small Business Success

with Katie Schwartz,
moderated by
Jeremy Richardson

OCTOBER 25, 2023 | 1 PM EST
Location: Zoom

SESSION 2 | NAVIGATING LEGAL ESSENTIALS:
Key Considerations for Small Business Startups

SMALL BUSINESS

TRADE SHOW PARTICIPATION

WiT

WiT x GEN CON WOMEN'S GAMING NETWORK

OPEN HOUSE

THURS. AUGUST 1
5:30 - 7:30PM
Pivot Bar, Hyatt Place Hotel

Cost: Free | Registration REQUIRED
RSVP by July 21st

SPONSORED BY:
FLAT RIVER GROUP
Ravensburger

WiT

EMPOWERMENT DAY 2024

Where Innovators Meet Opportunity.

THURSDAY, MAY 23, 2024
Mandalay Bay, Las Vegas

LICENSING EXPO 2024

SEE YOU THERE!

WiT

DINNER AT NUREMBERG TOY FAIR

WEDNESDAY, JANUARY 31, 2024 | 7PM - 9PM

HOTEL POMANDER - PUBLIC KITCHEN & BAR

RSVP by Wednesday, January 17

Frauentorgaben 11, Nuremberg

Members: \$55
Non-Members: \$70

spielwarenmesse



WiT

Gai'rie AT THE SUMMIT

Join us @Kidscreen Summit!

TUESDAY, FEB. 6TH, 2024
4PM - 6PM PST
TEQUILA BAR & GRILLE
(located poolside of the Marriot Marquis)

Free | Open to All | Pay Your Way



WiT

BREAKFAST @ LICENSING EXPO

Wednesday, May 22 | 7:30am - 10:30am PST


Border Grill, Mandalay Bay

In Advance - Members \$60 | Not-yet members \$70
At the Door - Members \$70 | Not-yet members \$80

Generously sponsored by Jazwares

WiT

COME SEE US AT BRAND LICENSING EUROPE 2023



TRADE & CONSUMER SHOWS

CHAPTER EVENTS



WiT REGIONAL CHAPTER EVENTS





POWERFUL IMPACT STARTS WITH YOUR SUPPORT

FOR MORE INFORMATION, PLEASE CONTACT:

Angelina Castro
Executive Director
angelina@womenintoys.com

womenintoys.com |    @womenintoys