



2025

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.



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 ANNUAL SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



American Red Cross



FLAT RIVER GROUP



LAS VEGAS LICENSING EXPO



SUPPORTING



Toysmith



BRAND LICENSING EUROPE



toybook

ttpm

FRIENDS OF WIT

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

WIT CORPORATE MEMBERS INCLUDE:



BARNES & NOBLE



BBC
STUDIOS



Disney



MOONBUG



Ravensburger



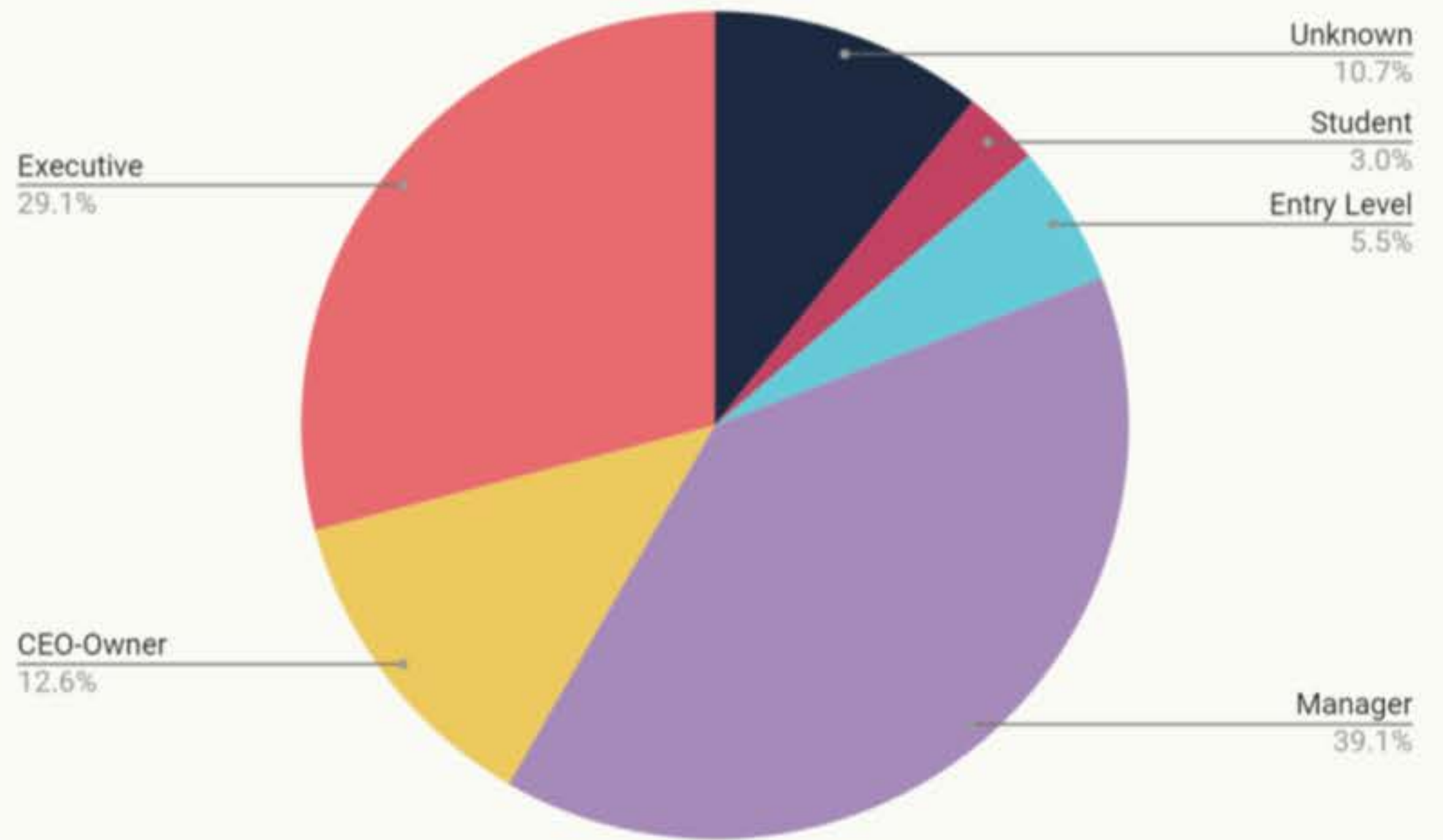
Walmart



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

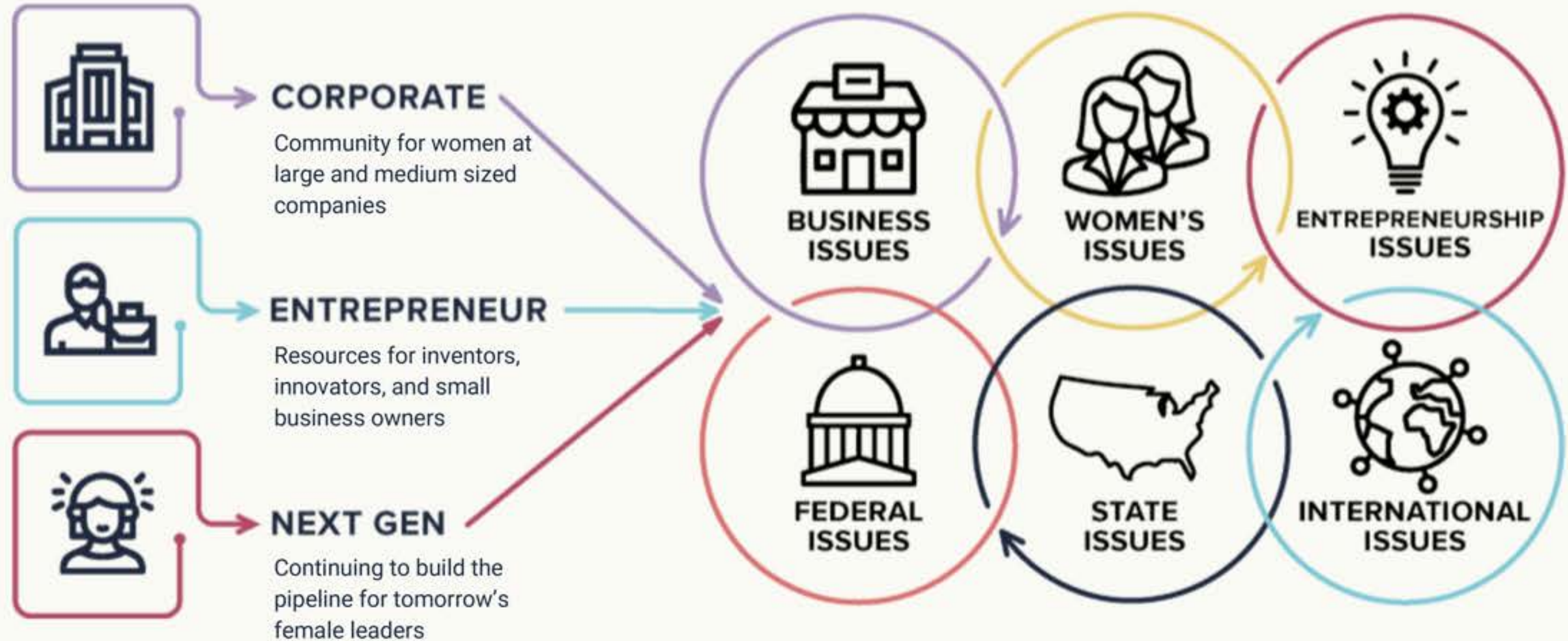
TRADE SHOW PARTICIPATION

- 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



"Thank you WiT – This is one of the few rooms that I really feel comfortable in."

April Showers
Afro Unicorn

"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



"I love this organization because it's all about lifting each other up."

Angela Beck
Mattel

"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



WiT PRESS COVERAGE & ACCOLADES

Forbes

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

Women in Toys, Licensing & Entertainment (WiT), a 30-year 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 30 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 ring the Nasdaq MarketStar in Times Square. WiT is a global organization for women working in toy, licensing & entertainment industries. Their global programming and initiatives support corporate succession, business owners, investors and consultants through all the stages of their career.

FAST COMPANY

100 BEST WORKPLACES FOR INNOVATORS 2023

Spin Master sponsors a Women in Toys Entrepreneur Day where women entrepreneurs pitch their concepts to a panel of experts. Spin Master hosts over 20 investors, 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 Mattel Women's Mentorship Program is designed to provide mentorship and support for women in the toy industry.

LICENSE GLOBAL
THE LICENSING INDUSTRY'S THOUGHT LEADER

THE INFLUENTIALS

License Global is pleased to announce the inaugural finalists for The Influentials 2023. The Influentials give 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 year to come.

"The Influentials"

- Rosalind Wiseman, Author, Speaker, Parenting Expert
- Jennifer Lopez, Actress, Singer, Entrepreneur, Philanthropist
- Susan Branson, Managing Director, Creative Lightbulb Consulting
- Heidi Cooley, Founder, Chief Executive Officer, MGA Entertainment
- **Women in Toys, Licensing & Entertainment (WiT)**

100 BRANDS UNTAPPED

DESIGN CHAMPIONS

Garice Ross, President, WiT; Mary Kay Russell, Executive Director, WiT

Founded in 1992, and now boasting over 4,000 members, Women in Toys, Licensing & Entertainment (WiT) has become a vital resource for the creative community around the globe, providing with education, events and mentorship to over 100 Design Champions and Creative Leaders categories at its biannual premier events. "Garice, Mary Kay and the WiT team have a genuine passion for supporting, and one day...

WiT

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	✓	✓	✓	✓	✓	

WiT BOARD OF DIRECTORS



EHI OVIASU-KAHN - CHAIRWOMAN

Little Art



GENA LAVALLEE - VICE CHAIRWOMAN

Make It Real



CRISTINA LIQUORI - TREASURER

LEGO Systems, Inc.



AMY THOMPSON

Gap, Inc.



ANEISHA VIEIRA

ZURU Toys



ANGELINA CASTRO



ANNE CARRIHILL

Amazon



CHRISTINA SKLAVENTIS

Christina Sklavenitis Consulting



DEEDEE WRIGHT WARD

Purpose Toys, LLC



DEIRDRE CROSS

Funko



JULIE GWALTNEY

TOMY



JULIEN SHARP

Asmodee Group



KAREN KILPATRICK

Kayppin Media



KIARA IMANI

LikeU



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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:

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marykay@womenintoys.com
(630) 661-3541

womenintoys.com |    @womenintoys



APPENDIX



FLAGSHIP EVENTS &
INITIATIVES

WIT EMPOWERMENT DAY

Product pitches to leading toy companies and Walmart buyers, mentorship with dozens of industry experts, and access to crucial knowledge, guidance and resources make this event a priceless opportunity for women inventors and entrepreneurs.

Often dubbed the industry's "MBA in a Day," WiT Empowerment Day would not be possible without the generous support of our sponsors.

This is where ideas take flight and success stories are born. As a sponsor, you align your brand with innovation and play a vital role in shaping our industry's future.



WIT EMPOWERMENT
DAY 2024

WHERE INNOVATORS MEET OPPORTUNITY.

THURSDAY, MAY 23, 2024
Mandalay Bay, Las Vegas



FLAGSHIP EVENTS & INITIATIVES

WIT BREAKFAST AT LICENSING EXPO

Las Vegas, NV

Your unique opportunity to engage with a highly targeted audience of over 200 industry leaders, professionals, and decision makers, while they all enjoy a delicious breakfast and networking 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, 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**



FLAGSHIP EVENTS &
INITIATIVES

WIT
WONDER WOMEN
AWARDS

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.

Attended by over 800 of the industry's foremost executives, including manufacturers, retailers, movie studios, media, and the world's most influential brand owners, this event is more than 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

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

PANELS & FIRESIDE CHATS



ALLIES IN ACTION

Delivering Diversity & Inclusion Through Allyship



Panelists include Bitna Arora, Dick Vlachos, Sara Bosalez, Saichu King, Steven Wolfe Pereira, Terri Michelle Madry, Jafice Ross, and Michelle Bogam.

WIT / BLACK HISTORY MONTH

INTERVIEW SERIES



WITH Ehi Oviase-Kahn, WIT Chairwoman of the Board

AND SPECIAL GUEST: Anquisha Crutcher, Investor & Entrepreneur



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



Sponsored in part by Basic Fun!

NETWORKING & KNOWLEDGE: Digital Marketing to Kids Panel

February 1 | 9:00 - 10:30am EST | Basic Fun! Office
301 Yamato Rd., Ste 4200, Boca Raton, FL 33431
Members \$15 | Non-Mem \$25
Coffee and a light breakfast will be served | RSVP by: 1/30/24



Panelists include Ashley Mady, Laurie Schacht, and Maureen Diger.

Minneapolis Chapter

MULTICULTURAL MERCHANDISING & TARGET

THURSDAY, MAY 11
5:00 - 6:30PM
Toy'n Around
The Nicollet Mall Minneapolis
Cost: Free + Open to all
RSVP by: May 8th



Sponsored in part by Toy'n Around

WIT WOMEN IN TOYS, LICENSING & ENTERTAINMENT

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.womenintoys.com/events

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
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



INTRODUCING
WIT
TABLETOP GAMING
LEARNING COMMUNITY
3RD THURSDAY OF EACH MONTH
2pm EST | 1pm CST | 11am PST
VIRTUAL/ZOOM
Open to all WIT Members



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



Smith Gambrell Russell • **WIT**
NAVIGATING LEGAL ESSENTIALS:
Key Considerations for Small Business Startups
with Julie Sebastian
NOVEMBER 1, 2023 | 1 PM EST
Location: Zoom
SESSION 3 | CHOOSING THE RIGHT BUSINESS ENTITY: Demystifying LLCs, S-Corps and More

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

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

Preview Holiday Market



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



TRADE & CONSUMER SHOWS

LICENSING EXPO

LICENSING EXPO LAS VEGAS

JUNE 13-15
2023
@MANDALAY BAY

WIT BOOTH #A116



WIT

DINNER AT NUREMBERG TOY FAIR

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

HOTEL POMANDER - PUBLIC KITCHEN & BAR

RSVP by Wednesday, January 17

Frauentorgraben 11, Nuremberg

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

spielwarenmesse



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.