



2026 SPONSORSHIP

Driving professional growth, building leaders, delivering impact through the power of community.



OUR MISSION

Champion a dynamic, cross-sector community that drives industry access, advancement and alignment through meaningful connections.

OUR VISION

To be the industry's most trusted community where we come together to uplift women, inspire progress and lead the future of toys, licensing, and entertainment.

GUIDING PRINCIPLES

We lead with purpose, partner with impact and build value through relationships that grow careers and businesses.

WiT SPONSORSHIPS DELIVER!

WiT

ACCESS THAT DRIVES OUTCOMES

Connecting sponsors with a cross-functional network of professionals who are leading strategic conversations and delivering measurable business outcomes.

PROGRAMMING WITH PURPOSE

Curated programming provides career development and insights, fostering a front-row seat to industry trends, consumer shifts and product innovation.

INDUSTRY-ALIGNED PARTNERSHIPS

WiT attracts brands who lead. Sponsorship signals commitment to talent development and thought leadership, positioning you with the industry's most trusted and forward-thinking players.

VISIBILITY WHERE IT MATTERS

Providing year-round brand presence at key events from Licensing Expo, Toy Fair New York and Nuremberg to the Wonder Women Awards, WiT is where community access meets industry-wide visibility.

ACCESS TO TOP TALENT

Our network spans professionals at all levels, entrepreneurs and C-suite leaders, creating direct access to a diverse talent pipeline ready to contribute, collaborate, and lead.

CONTENT THAT CONVERTS

From panels to proprietary tools, WiT offers multi-channel resources, where sponsors can lead conversations and share insights that deepens brand trust and influence.

RETAILERS + DIGITAL PLATFORMS



Gain insights, talent and trusted connections

DIRECT ACCESS TO MANUFACTURERS

Engage with leading and emerging toy and consumer products companies across the WiT network, from global brands to high-potential startups.

CURATED CONNECTIONS & STRATEGIC PARTNERSHIPS

Meet the right partners at the right time to explore collaborative opportunities, that can drive sales and market share.

STAY AHEAD OF TRENDS

Leverage your WiT partnership to track category growth, consumer shifts, and product innovation through year-round exposure.

RELATIONSHIP-DRIVEN EVENTS

Participate in high-visibility settings that support meaningful conversations with product and brand decision-makers.

- Be seen by 25K+ engaged subscribers through WiT's email, social, and event marketing.
- Curated opportunities to share your company's strategic imperatives and highlight ways to work together.

MANUFACTURERS + CONTENT CREATORS

Build Partnerships Across the Industry Ecosystem

STRATEGIC CONNECTIONS

Meet the right partners, retailers, service providers, and collaborators, through curated networking and introductions.

TALENT & LEADERSHIP DEVELOPMENT

Tap into a pipeline of experienced professionals and support your team's growth through WiT's mentorship, and career development programs.

INDUSTRY POSITIONING

Align your brand with industry innovation and leadership through participation in WiT initiatives.

PRODUCT & CONTENT SHOWCASING

Showcase your brands and leaders in WiT's high-profile events, gaining exposure to potential buyers and partners.

- Tap into over WiT's network of 10,000+ industry professionals with cross-functional expertise.
- Amplify your company/brand story and spotlight your executives through speaking panels, webinars, and exclusive content.



SERVICE PROVIDERS + ENTREPRENEURS



Expand your reach through curated networking & collaboration

LEAD GENERATION

Gain access to a network of companies in need of services, including financial services, legal, marketing, product development, packaging, logistics and more.

THOUGHT LEADERSHIP

Establish your company as an industry expert through speaking engagements and content contributions.

COMPANY EXPOSURE

Increase visibility through sponsorship of events and inclusion in WiT's digital platforms.

STRATEGIC ALLIANCES

Form partnerships with manufacturers and retailers to offer comprehensive solutions.

- Exposure to top companies across the toy, consumer products and entertainment industries.
- Inclusion in WiT's service provider directory, accessed by members year-round.

JOIN OUR COMMUNITY + LEAD THE FUTURE OF OUR INDUSTRY

PLATINUM



GOLD



SILVER



BRONZE



SUPPORTING



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

2026 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	10	5	4	2	
VIP table 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	✓	✓	✓	✓	✓	✓

Women in Toys, Licensing & Entertainment / The WiT Foundation is a 501(c)(3) nonprofit organization. All contributions are tax deductible to the extent permitted by law.

WiT

APPENDIX

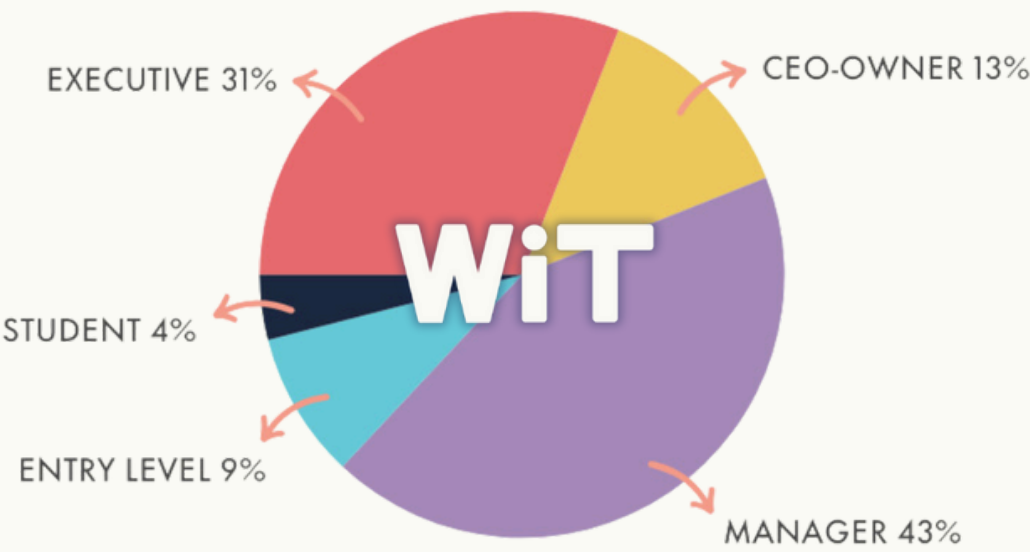
- 10 Global Community
- 11 Board of Directors
- 12 Wonder Women Awards
- 13 Licensing Expo Breakfast
- 14 WiT Foundation Scholarship
- 15 Ruth Handler Mentorship Program
- 16 Leading Vital Conversations
- 17 Trade & Consumer Shows
- 18 Regional Chapter Events
- 19 What Our Community Is Saying



OUR GLOBAL COMMUNITY

Who are our members?

WiT's worldwide membership spans the consumer product, toy, licensing and entertainment ecosystem, with over 6,400 members in 25+ chapters in the US, Canada, UK, France, Hong Kong and beyond.



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 500+ top executives—manufacturers, retailers, studios, media, and global brand owners—this unforgettable event honors industry changemakers and sparks powerful connections that shape the future.

WIT WONDER WOMEN *Awards*

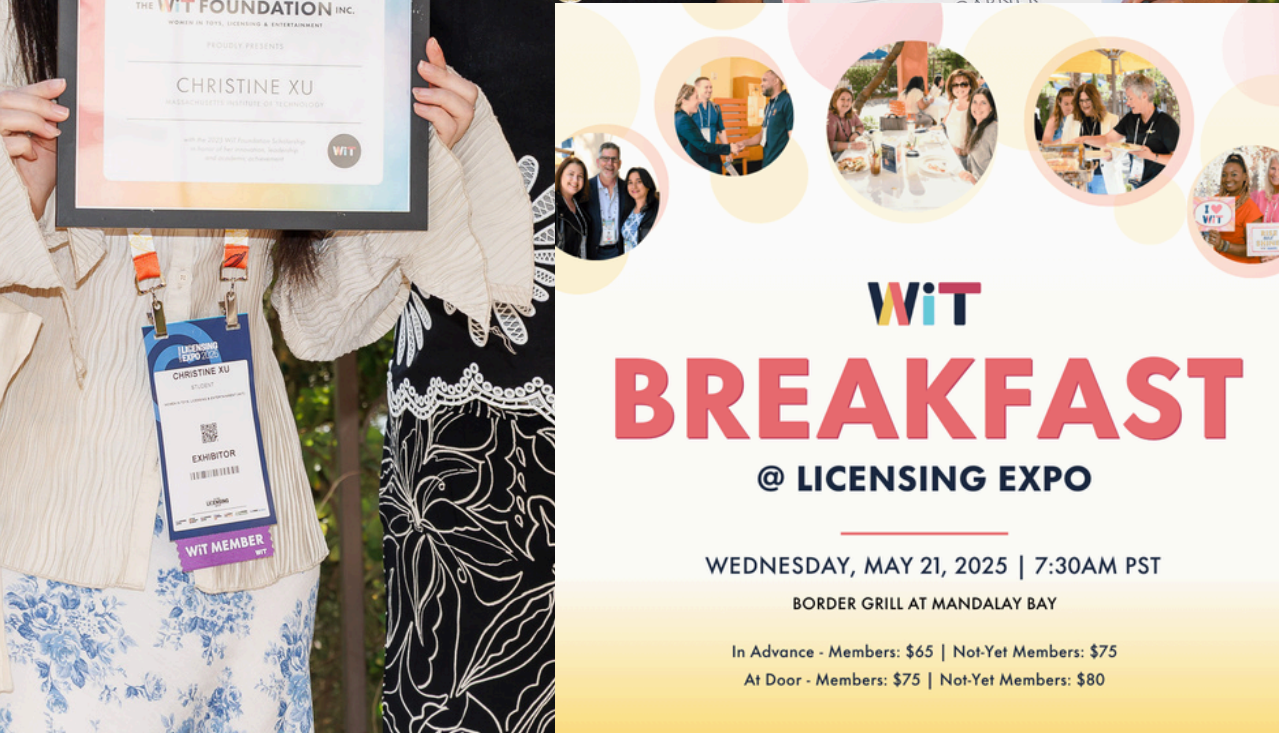




WIT BREAKFAST AT LICENSING EXPO

Engage with 100+ industry leaders and decision-makers over breakfast at Border Grill, Mandalay Bay, during Licensing Expo.

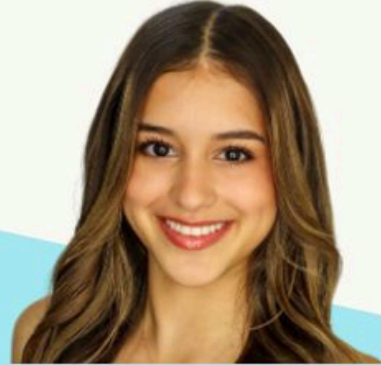
Held annually on Wednesday during the show, this dynamic networking event sparks connections, ignites ideas, and opens doors to new opportunities.



2025 scholarship program recipients



CHRISTINE XU
Massachusetts Institute of Technology



ISABELLA CHAVEZ
University of Arkansas



SHNAYJAAH JEANTY
Columbia University



GRACE GARNER
Lindenwood University



RACHEL FOX
University of Arkansas



SARAH MASHIAT
Princeton University

WIT FOUNDATION SCHOLARSHIP

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.



RUTH HANDLER MENTORSHIP PROGRAM

FOR WOMEN IN TOYS, LICENSING & ENTERTAINMENT



MENTORSHIP IS A PATH TO LEADERSHIP

- Guided 1:1 personalized 4-month partnership
- Algorithm + human-touch matches, based on mentees' goals and mentors' skill sets
- Enroll as a mentee and mentor!
- Get started at womenintoys.com/mentorship

“

"It's amazing! It flows very naturally, my mentor is fun and very helpful. I'm so happy I enrolled!"

MENTEE

“

"By far the best mentorship program that I've participated in."

MENTOR

“

"I've already been much more productive because of our goal setting session."

MENTEE

“

"The structure, content, and matching are awesome! I would highly recommend it to any of my peers."

MENTOR

“

"The whole experience was fantastic. I gained a lot of self confidence over the last 3 months."

MENTEE

“

"Love the platform we're using to help guide the process. Helps keep me organized!"

MENTOR

LEADING VITAL CONVERSATIONS

Join us for insightful panels, lively roundtables, and intimate fireside chats that ignite new ideas, deepen understanding, and inspire action.





TRADE & CONSUMER SHOWS

At the world's most influential industry gatherings—including Toy Fair New York, Licensing Expo, Spielwarenmesse, and fan-focused consumer shows—WiT creates powerful moments for sponsors to connect with buyers, partners, and fans.

With high-visibility networking, industry integration, and global reach, these events amplify your brand's presence and spark connections that drive growth

WiT

REGIONAL CHAPTER EVENTS

Connect with friends and colleagues, build new relationships, share ideas and discover exciting opportunities at chapter events worldwide!



WHAT OUR COMMUNITY IS SAYING



Arianna Ryan • 2nd
Chief People Officer & EVP Sustainability a...
3h •

Last week was a great week loaded with connection and engagement! I had the opportunity to connect with the our incredible teams in Minnesota, to visit the amazing team at [Exploding Kittens, Inc.](#) to help celebrate their ten year anniversary, talk about engagement with our global leadership teams, and was also delighted to take part in the Wonder Women Awards organized by [WiT - Women in Toys, Licensing & Entertainment](#) as a nominee for the Catalyst for Change award. You would think such a stacked agenda would leave me tired but whenever I have an opportunity to connect in person with our teams and also be surrounded by inspiring leaders in our industry it renews my energy, passion, and dedication to [asmodee](#) and our communities of players both internally and externally.

Focusing on the WWAs, I was honored to be included in a powerful moment to celebrate women whose leadership, creativity, and commitment are shaping our industry for the better. Being nominated this year was already an honor, but above all, it was inspiring to connect with a community that shares the same values we believe in at asmodee: inclusion, empowerment, and the conviction that diverse voices and perspectives are key to driving innovation and lasting impact.



Tim Kilpin • Following
President, Toys, Games, Licensing & Entert...
1d •

Huge congratulations to Megan, Kate, and all the Hasbro nominees! This event -- and all the wonderful work Women in Toys does -- highlights the best of who we are. And for one night, at least, there is nothing better than spending time with the people I think of as colleagues more than competitors. What Women in Toys embodies makes me proud to be part of this industry.

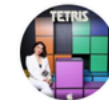


Hasbro
417,679 followers
3d • Edited •

Celebrating Hasbro's Wonder Women 🙌🙌🙌 We are thrilled to share that last night, [#TeamHasbro](#) took home two awards at the 2025 [WiT - Women in Toys, Licensing & Entertainment](#) Wonder Woman awards!

🏆 [Kate Fakonas](#) (Senior Director, Design and Innovation) for "Designer/Inventor – Corporate"
🏆 [Megan Margolis](#) (Director, Emerging Business) for "Rising Leader >500 Employees"

Congratulations to our Wonder Women! We're lucky to work alongside such talented, driven, and inspiring colleagues who are shaping the future of play, storytelling, and innovation every day. Your



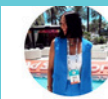
Maya Rogers • 2nd [+ Follow](#)
CEO of Tetris®, the ico...
1w •

✨ Last night, I was deeply honored to receive the Inaugural Vanguard Award from [WiT - Women in Toys, Licensing & Entertainment](#). I am truly in awe, and it's hard to put into words the energy, love, and power in the room. Congratulations to all of the nominees and awardees — when women thrive, industries rise. 💪 🌸



Maya R... [Author](#) 1w ...
CEO of Tetris®, the iconic...

[Angelina Castro](#) thank you so much. We were blown away at the incredible event, the energy, the connections and love was on another level? Ever so grateful to be a part of [WiT - Women in Toys, Licensing & Entertainment](#) 💕



Nichole Jacklyne • 2nd [+ Follow](#) ...
Content Creator +...
1w •

✨ Feeling so inspired after attending my very first [WiT - Women in Toys, Licensing & Entertainment](#) Wonder Women Awards night! The energy of the night was contagious and has me feeling so uplifted. This community is unlike any other and im so lucky to be part of it! MAJOR congratulations to all the winners!! [#WIT](#) [#womenintoys](#)



+6



POWERFUL IMPACT STARTS WITH YOUR SUPPORT

FOR MORE INFORMATION, PLEASE CONTACT:

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womenintoys.com |    [@womenintoys](https://www.instagram.com/womenintoys)