



[2022 Sponsorship]



Women in Toys, Licensing & Entertainment / The WiT Foundation is a nonprofit organization and diverse global community whose mission is to advance and advocate for women in the toy, licensing and entertainment industries through leadership, opportunity and connection.



Why Sponsor WiT?

We're delivering on our mission with your business priorities in mind.

We lead with purpose, with a focus on diversity, equity and inclusion. We're creating a pipeline of female talent, developing leaders, and championing a multicultural industry that advocates for an equitable workforce.

Explore the following pages to learn more.



The Impact of Your Sponsor Dollars



Your donation supports the advancement of every woman in our community.

MENTORSHIP PROGRAM

Our online personalized 1:1 mentor match program lets your employees choose inter- or intra-company mentor matches.

RECRUITING

We recruit more female talent into our industry by raising awareness of career opportunities, targeting a diverse range of colleges and universities.

EDUCATIONAL PROGRAMMING

We deliver webinars, workshops and programming that cover a wide variety of critical professional development and industry topics.

SCHOLARSHIPS

We grant over a dozen annual scholarships targeting a diverse range of students, to inspire our industry's future leaders.

BRIDGING CONVERSATIONS

We bring thought leaders together for important conversations, all through the lens of diversity, inclusion and gender parity.

CAREER DEVELOPMENT

We provide extensive professional development tools and resources, all designed to build, grow and advance women's careers.





Our Programming





Live & Virtual Networking

Connecting our community through engaging experiences.

WiT-Wide Events

WiT live and virtual networking events, panel discussions, and special programming are open to all members and non-members.

WiT Chapter Events

WiT's 20+ local and international chapters provide a more intimate setting for expanding networks, sharing big ideas, mentoring, and building relationships.



WiT Slack Community

Our private Slack community connects the global WiT community to share ideas and resources, ask questions, get feedback, find new opportunities, and build relationships.



Mentorship is a path to leadership.

Women looking to take the next step in their career may not know where to start. That's where our Mentorship Program comes in. This 1:1 personalized 4-month guided program gives women the opportunity to learn, grow and advance their career.

MENTEES

- Get the know-how and professional development skills to accelerate their career goals.
- Form meaningful relationships and learn from the experience of others.
- Build their network.
- Get valuable, honest advice and feedback from industry leaders.

MENTORS

- Pay it forward as a source of guidance and support for women.
- Enjoy personal growth.
- Expand their network.
- Gain fresh perspectives from their mentee.
- Inspire mentees to pay it forward by mentoring others.



Webinars, Workshops & Learning Communities

Rich content, delivered live and on demand.

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**Professional
Development**

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**Communication
Skills**

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**Personal
Branding**

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**Sales &
Negotiation**

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Licensing

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**Industry Topics
& Trends**

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**Mental
Health**

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**Work/Life
Balance**



Build. Grow. Advance.

At its core, our YPN Network is all about career development. The WiT YPN is for recent college grads, emerging entrepreneurs, women who are new to the industry, or those leveling up their careers. We provide the tools they need to succeed. They have the freedom to get involved in whatever way suits them best — from committee work, to formal events and informal networking opportunities, to catered programming just for them.

"What an incredible group of people! I can't tell you how inspiring it is to be able to connect with other highly driven women in a setting like this. I love that the vibe is all about empowering each other and slaying our goals!"

Haley Chapman, The LEGO Group

"From my first WiTYPN event, I've felt uplifted, embraced and respected by a community of brilliant female leaders in our industry. . It's rare and incredible to have an outlet and community of women to connect and exchange helpful resources with on this level!"

Marijana Mustec,
Corus Entertainment / Nelvana

"In such a fast paced and dynamic industry, it's nice to have a space to pause for personal and professional development, and to connect with other young professionals in the field in a fun and collaborative way."

Shelby Lapoce-Lintz, Hasbro

WIT WONDER WOMEN IN TOYS, LICENSING & ENTERTAINMENT AWARDS

Honoring the brightest women in toys, licensing & entertainment.

The WiT Wonder Women Awards is an annual gala celebration of our industry's remarkable women.

Join us for the 2023 Wonder Women Awards on Sunday, October 1, 2023 at Chelsea Piers, Pier 60 in New York City



2022 Sponsors

PLATINUM



GOLD



Foundation



VIACOMCBS



SUPPORTING



SILVER



BRONZE



FRIENDS OF WIT

- ASTRA • Children's Media Association
- Gifts & Decorative Accessories • Global Toy News
- Hong Kong Toy Council • Kidscreen • Licensing Magazine
- LicensingSource.net • Toy World Magazine
- Total Licensing • YOTTOY



Sponsorship Levels

In appreciation for your Sponsorship, we are pleased to offer the following:

PRESENTING \$100,000+

- Wonder Women Awards: 20 tickets + VIP placement and sponsor activation at event
- WiT membership for ALL employees
- All elements in Supporting level

PLATINUM \$50,000

- Wonder Women Awards: 20 tickets + VIP placement and sponsor activation at event
- WIT membership for ALL employees
- All elements in Supporting level

GOLD \$30,000

- Wonder Women Awards: 10 tickets + VIP placement and sponsor activation at event
- WIT membership for 100 employees
- All elements in Supporting level

SILVER \$20,000

- Wonder Women Awards: 4 tickets
- WIT membership for 50 employees
- All elements in Supporting level

BRONZE \$10,000

- Wonder Women Awards: 2 tickets
- WiT memberships for 10 employees
- All elements in Supporting level

SUPPORTING \$5,000

- Branding at trade/consumer events and 20 chapter events worldwide.
- Logo on WIT website, eblasts and marketing materials
- Wonder Women Awards Program ad
- WiT memberships for 5 employees



THANK YOU!



For more information, please contact

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