

# TOYFEST

WHERE SPECIALTY IS THE BEST

## SPONSORSHIP KIT

### HELP YOUR BUSINESS

T H R I V E

FEBRUARY 19-21, 2025

WORLD MARKET CENTER, LAS VEGAS



Increase Your Brand Awareness



Generate Leads



Build Better Booth Traffic



Boost Sales Goals



Network with National Buyers



Highlight the Human Side of your Company



# THRIVE AT TOYFEST IN 2025

Your generous sponsorship will help us to create an enjoyable and productive show for everyone involved. ToyFest's main objective is to foster successful business relationships between reps, manufactures and independent retailers. ROI at ToyFest is not only about the numbers in the 3-day show, but also about the orders that are made in the months after ToyFest, the leads obtained for the entire year, the catalogs that retailers use for the next few months and the presence that reps and manufacturers have at the show that make relationships for years to come.

ToyFest attendees will bring ROI to your company. Use your marketing dollars wisely and get your name in front of Buyers at ToyFest.

ToyFest has nearly 750 retail stores that attend the Las Vegas show each year from Toy & Gift Stores from from 48 states, Belgium, Bermuda, Brazil, Canada, Cayman Islands, Costa Rica, Guam, Korea, Mexico, Micronesia, Panama, Philippines, South America, the UK, and Venezuela.. ToyFest 2024 was filled with buyers from all over the country. The show had great energy and excitement, allowing everyone to enjoy all ToyFest had to offer. Resorts World was once again a lovely host hotel. I can't wait for 2025 as we continue to make ToyFest the best it can be for all." said Sandy Lepire, ToyFest President.

ToyFest is the best way to connect with retailers who are ready to place orders after the holidays. The show is affordable for everyone so you can write more orders.

At ToyFest, we will make every effort to create ROI for your dollars spent. Let us show you the many opportunities we have to offer.



# TOYFEST

## PLAYGROUND & NUMBERS

### BY THE NUMBERS

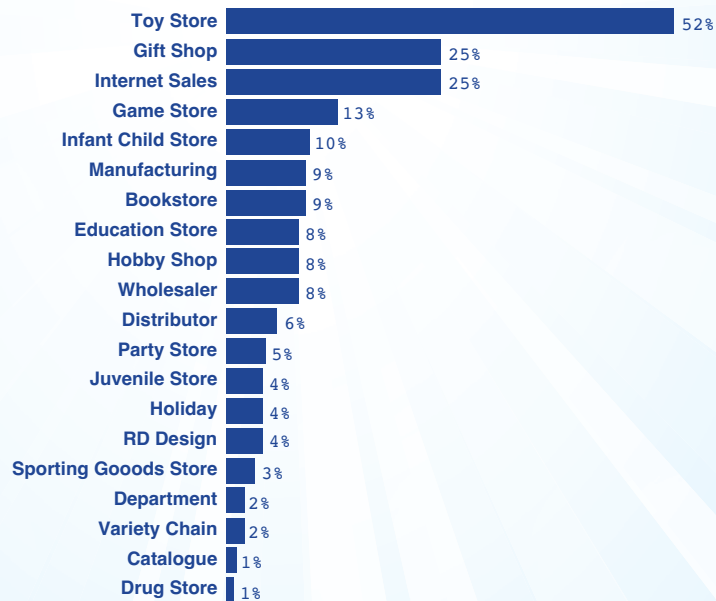
- 1250+ Buyers
- 750+ Retail Stores
- 3 days of shopping
- 3 days of brand visibility

### WHY

- Newest Toys on the Market
- Comradery & Community
- Show Specials
- Product Demonstrations
- It's Vegas Baby!

### AUDIENCE DEMOGRAPHICS

The following chart shows the portion of registrations who answered True to each of the true/false demographic questions collected upon registration.



# TOYFEST SPONSORSHIPS

All sponsors will receive at least one email promotion provided the sponsorship is booked prior to 30 days before the show.



**\$100 – Bag Sponsor:** Place your bags at Registration for attendees to carry around the Show!

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Sponsor is responsible for bag production
3. Bags delivered and placed at Registration
4. (4 available)



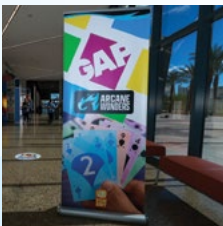
**\$300 – ToyFest Benefactor:** A charitable donation to the ToyFest organization.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. (10+ available)



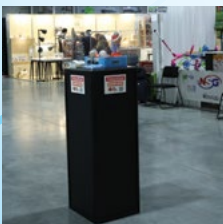
**\$400 – Café Coffee:** Treat attendees to a morning cup of joe. A sign with your logo will be placed at the coffee and tea station inside the South Hall Expo Concession Stand for buyers to see as they are pouring their cup. Your logo will also be placed on the coupon handed to the retailer as they enter the hall.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Logo on coffee coupon
4. Logo and booth number will be displayed at coffee station in an 8.5x11 acrylic sign holder
5. (3 available)



**\$500 – Retractable Banner:** Exhibiting at a trade show is a great way to give your business more exposure and to connect with customers. Capture the attention of your customers by putting up a deluxe retractable banner.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Banners will be placed at The Expo Registration and Hallway leading to Showroom Elevators
3. PDF design will be provided by purchaser, Size: 33.5"x80."
4. Banner is single sided
5. Keep the banner after the show!
6. (10+ available)



**\$500 – Product Showcase:** Display your new or tried and true products on the show floor in a display case as an added level of advertising to drive traffic to your booth.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Company name with booth location will be placed inside the display box on a table tent card
3. Size of the box is 18"x18"x12"
4. Product will be provided by purchaser
5. (8 available)



**\$600 – Donut Sponsor:** Offer retailers donuts in the morning at the show entrance or at any breakout session

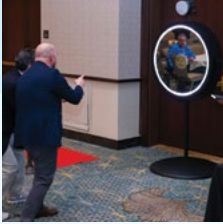
1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Logo and booth number will be displayed at donut station in an 8.5x11 acrylic sign holder
4. Email blast before the show
5. (5 available)

# TOYFEST SPONSORSHIPS



**\$1200 – Elevator Wrap:** Wrap the elevators leading up to the showrooms on the bottom floor, or the parking garage. (First come first serve for location)

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. The wrap will be on the outside of the elevator doors
4. (10+ available)



**\$1200 – Gala Photo Booth:** The photo booth stop is a time to be silly and capture memories that are sure to last a lifetime. Provide your products as props to create the perfect backdrop for their photo shoot. You're sure to turn heads with this fun, interactive sponsorship.

1. Sponsors will receive logo placement on ToyFestUS.com home page,
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Logo and booth number will be displayed at photo station in an 8.5x11 acrylic sign holder
4. Company logo on the photo strip take-a-way
5. Provide your toy(s) as props
6. The guest can also promote their photo strip to their social media accounts
7. An announcement of the photo booth and your sponsorship a "The Party"
8. (1 available)



**\$1500 – Charging Station:** Retailers will be given places to charge their devices on The Expo Hall Floor.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Logo and booth number will be displayed at charging station in an 8.5x11 acrylic sign holder.
4. (4 available)



**\$1500 – Espresso Cart Sponsor:** Sponsor a perk for all the attendees to enjoy, an espresso coffee cart! The cart will be open for six hours.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in show directory
3. Logo and booth number will be displayed at coffee station in an 8.5x11 acrylic sign holder.
4. An announcement over the mic the day of your sponsorship
5. (3 available)



**\$1500 – Headshot Photo Booth:** ToyFest and you will offer a professional digital headshot for retailers and vendors. The headshot photo station will be placed in the registration hallway on opening day.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Logo and booth number will be displayed at photo station on a banner stand
4. Display your toy(s) at Registration for all to see
5. An announcement of the photo booth and your sponsorship will be made during day 1
6. (1 available)

# TOYFEST SPONSORSHIPS



**\$1500 – Ice Cream Sponsor:** Offer ice cream bars to the retailers on behalf of your company. The retailers love this afternoon social. You can help greet the retailers or leave it up to ToyFest to hand out the bars and send retailers to your booth.

- 1 . Sponsors will receive logo placement on ToyFestUS.com home page
- 2 . Logo with booth location on entrance sign and in the ToyFest App.
- 3 . Logo and booth number will be displayed at the ice-cream station in an 8.5x11 acrylic sign holder.
- 4 . An announcement over the mic the day of your sponsorship
- 5 . (3 available)



**\$1500 – Seminar / Best of ToyFest** ToyFest's educational seminars empower attendees to build strong businesses, achieve professional success and network with like-minded toy professionals. This is the perfect opportunity to increase visibility and build brand awareness while showing your support for the specialty toy industry.

- 1 . Sponsors will receive logo placement on ToyFestUS.com home page,
- 2 . Logo with booth location on entrance sign and in the ToyFest App.
- 3 . Logo and booth number will be displayed at the meeting room in an 8.5x11 acrylic sign holder
- 4 . Email marketing promoting the seminar
- 5 . Social media live streaming during the seminar and post after the event
- 6 . (1-2 available)



**\$2000 – ToyFest Mobile App Sponsorship (NEW!):** ToyFest is launching a mobile event app to help attendees easily navigate the show. Become an app sponsor and receive a customized splash page, banner ad, newsfeed listing, enhanced exhibit listing in the app and more!

- 1 . Sponsors will receive logo placement on ToyFestUS.com home page,
- 2 . Logo with booth location on entrance sign and in the ToyFest App.
- 3 . Company logo on the ToyFest app from the time you purchase thru the show
- 4 . Product placement at show entrance
- 5 . (1 available)



**\$2500 – Morning Masterpieces Kit Session:** Sponsor the Morning Masterpieces Kit Session on Wednesday Morning from 8:00am – 10:00am. Kick off the show with a bang and get retailers attention for the first event of the 3-day show. This event is open to all retailers and their staff who'll find it educational, crafty, and fun!

- 1 . Sponsors will receive logo placement on ToyFestUS.com home page
- 2 . Logo with booth location on entrance sign and in the ToyFest App.
- 3 . Email marketing promoting Morning Masterpiece
- 4 . Social media posts leading up to and during the event.
- 5 . Intercom announcement prior to the event
- 6 . A table to teach and craft your product for 2-hours (valued at \$600)
- 7 . (1 available)

# TOYFEST SPONSORSHIPS



**\$2500 – Game Night:** Sponsor the fabulous Game Night on Monday night. You would be sponsoring the food and beverage for this event. This is open to all retailers and their staff, and you'll find it fun, fast, educational, and delicious!

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Email marketing promoting Game Night
4. Social media posts leading up to and during the event.
5. Intercom announcement prior to the event
6. A 10-person round table to teach and play your game(s) for 3 hours (valued at \$750)
7. (1 available)



**\$3000 – Custom Badge Holder:** Brand the badge holder with your company name and logo.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Logo and/or company name on badge holder
4. Product placement at show entrance
5. (1 available)



**\$3000 – Check-in Kiosk:** Brand the check-in kiosk with your company logo for all to see as they pick up their badge!

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Company Logo and booth location on the check in kiosk
4. Product placement at show entrance
5. (1 available)



**\$4000 – "The Party":** The entertaining yet inspiring annual ToyFest Dinner Party is a crowd pleaser with a delectable feast, the classy cocktails, and honors great people of the toy industry by inducting them into the WTHRA Hall of Fame. Treat attendees to a refreshing drink while networking and socializing with 400 of your ToyFest friends.

1. Sponsors will receive logo placement on ToyFestUS.com home page
2. Logo with booth location on entrance sign and in the ToyFest App.
3. Signage at "The Party" with your logo on a step and repeat for photos
4. Email marketing promoting "The Party"
5. Social media posts prior to the event
6. Product placement at registration
7. Intercom announcements the first two days of the show
8. (4 available)

# TOYFEST COMES WITH....

- • Favorable Weather & Easy Travel
- • Comradery & Community
- • ToyFest Gala
- • Morning Masterpieces & Game Night
- • AFFORDABILITY

Become a ToyFest Sponsor by completing the Sponsorship form on the last page and emailing it to Carrie Scanlan at [info@toyfestUS.com](mailto:info@toyfestUS.com). You may also login to your exhibitor portal and purchase it there.

Contact us with any questions.  
Thank you!

Carrie Scanlan  
ToyFest – Show Director  
PO Box 1003  
Fallbrook, CA 92088  
833-TOYFEST (833.869.3378)  
[www.toyfestUS.com](http://www.toyfestUS.com)







Thank you for your generous sponsorship to ToyFest

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

All sponsorship contributions must be received by December 31, 2024 for printing purposes.

Custom Bag Sponsor	\$100	
Benefactor	\$300	
Café Coffee	\$400	
Retractable Banner	\$500	
Product Showcase	\$500	
Donut Sponsor	\$600	
Elevator Wrap	\$1200	
Gala Photo Booth	\$1200	<b>SOLD</b>
Charging Station	\$1500	
Espresso Cart Sponsor	\$1500	
Headshot Photo Booth Sponsor	\$1500	
Ice-cream Sponsor	\$1500	
Seminar/ Best of ToyFest	\$1500	
Mobile App - NEW	\$2000	
Morning Masterpieces	\$2500	
Game Night	\$2500	<b>SOLD</b>
Customized Badge Holder	\$3000	<b>SOLD</b>
Check in Kiosk	\$3000	<b>SOLD</b>
The Party	\$4000	<b>SOLD</b>
	<b>TOTAL :</b>	<b>\$</b>

Payment Method:

Check: Mail form and check payable to Western Toy & Hobby, P.O. Box 1003, Fallbrook, CA, 92088

Credit Card: Electronic Invoice will be sent, please email form to info@toyfestUS.com.

Exhibitor Portal: payment was made in the portal

If you have any questions, please feel free to contact Show Director, Carrie Scanlan.

phone: (833) TOYFEST (833.869.3378) / email: info@toyfestUS.com.

Terms :

Apart from those items reserved for 2024 sponsors' first right of refusal, all requests will be accepted on a first come, first served basis once the agreement has been received at the TOYFEST Office. All sponsorships are subject to approval by the ToyFest Slate of officers.

Signing this agreement indicates firm commitment in accordance with the corresponding sponsorship rate card/brochure.

An emailed signed copy of this agreement is also binding. Cancellations are non-refundable. A deposit equal to 50% of the sponsorship amount must be paid the date the application is submitted. The remaining 50% balance must be paid by December 31, 2024, to be included in printed marketing materials. Invoicing will follow for final payment if not paid in full.