



## **Pump Up Your Brand with The Power of Play!**

**Come out & play at the 2011 Chicago Toy & Game Fair (ChiTAG) November 19-20**, and put your brand in front of a targeted, qualified audience of over 20,000 fairgoers at this one-of-a-kind, fun family event!

ChiTAG is an annual event where toy and game companies from around the world congregate on Chicago's famous Navy Pier during the weekend before Thanksgiving, celebrating the power of play and sharing their newest and hottest playthings with the public for play, preview and purchase.

**Attended by celebrity toy and game inventors**, exhibitors and enthusiasts like actress Darryl Hannah and Pixar star John Ratzenberger (Cliff from Cheers), ChiTAG 2011 promises to be more exciting than ever as we welcome multi-millionaire shark Daymond John from the hit ABC-TV show Shark Tank and child star Flipoutz™ inventor Jake Johnson, who along with other former Shark Tank contestants will be exhibiting their toy and game inventions and mingling with our fairgoers.

Chicago's Mayor Daley, who was on hand in 2010 to celebrate Chicago's place as a leader in the creation and development of toys and games said, *"I encourage people to take advantage of all that ChiTAG has to offer - opportunities to learn, to explore, to mingle, and to participate in this wonderful event - but most of all, to come have fun!"*

Now in its ninth season, **ChiTAG is the only consumer toy and game fair in the United States**, and offers many unique sponsorship, advertising and exhibitor opportunities. It's a fantastic opportunity to promote your company's products and services, make personal connections with your target consumer, and build upon your brand's image, creating a fun experience to encourage brand loyalty and enthusiasm. Imagine an unforgettable playspace with thousands of families and funseekers coming together just before the holidays, creating important moments together, with your company right there, front and center, playing with them and becoming a part of their lasting memory of this very special weekend.

We are committed to creating and maintaining win-win partnerships with our sponsors, advertisers and exhibitors. Our many available sponsorship opportunities are all designed to connect your brand to ChiTAG's extensive marketing and public relations campaign, including vast multi-media exposure, expert national social media outreach and exclusive exhibitor space.

This year we're hosting a **Blogger/Media Preview Event** on Saturday, November 19, just before the Fair opens to the public. Over 150 influential parent bloggers and their families will attend this fun, interactive preview event, all prepared to post about their Fair experience and the brands they connect with to their thousands of followers on Twitter, Facebook, and through their blogs.

The attached brochure provides more information about sponsorship opportunities. I am excited to discuss your specific marketing and sponsorship objectives, and how we might tailor a proposal for you. Please contact me at any time to discuss this unique opportunity!

*Come out & play!*

Sincerely,

*Mary Kay Russell*

Director of Marketing  
Chicago Toy & Game Group  
(630) 717-2511  
mrussell@chitag.com



# PUMP UP YOUR BRAND

with The Power of Play!

Sponsorship  
Opportunities Catalog

THE CHICAGO TOY &  
GAME FAIR (ChiTAG)

November 19 - 20, 2011

Navy Pier, Chicago





# THE POWER OF PLAY

- P** Promote your business:  
Build your brand.
- L** Leverage our vast media  
coverage opportunities.
- A** Access your target  
audience: moms,  
dads & kids.
- Y** Your sponsorship  
expands your visibility.



## Our Mission

To build community through play by providing opportunities for people of all ages to connect with one another and experience the joy and educational value of traditional play.

Please contact  
Mary Kay Russell at  
(630) 717-2511 or  
mrussell@chitag.com

## TWO DAYS OF NON-STOP FUN & GAMES!

**Funseekers** come from far and wide to Chicago's beautiful Navy Pier for two fun-filled days to preview and play the hottest and latest toys and games.

**Fairgoers** come to be dazzled and enchanted, to learn and explore, to mingle and participate in a magical event - But most of all, they come to have fun!

## FUN EVENTS TO EXCITE & DELIGHT

**Young Inventors Challenge:** ChiTAG challenges kids everywhere to become toy & game inventors! Open to anyone under 19 years old. Great prizes!

**Star Wars Breakfast:** Meet & Eat breakfast with the 501<sup>st</sup> Legion: Vader's Fist!

**Blogger/Media Event & Breakfast:** Members of the media, along with influential parent bloggers and their families are invited to attend an exclusive preview and play event that takes place before the Fair opens to the public. Attendees will enjoy a delicious continental breakfast, hands-on Toy Invention Workshop and much more!

**Games in Education Forum:** The importance of play in education is explored in this fun, hands-on event, attended by professional educators and administrators. Approved State of Illinois CPDU Provider.



# COME PLAY WITH US!

## At America's Largest Consumer Toy & Game Event!

"...I encourage people to take advantage of all that ChiTAG has to offer – opportunities to learn, to explore, to mingle, and to participate in this wonderful event – but most of all, to come have fun!" —Chicago Mayor Richard M. Daley



### 2010 Stats

#### Attendees:

Total: 20,000  
Female: 59.8%  
Male: 40.2%

#### Communities:

Suburban: 63%  
Chicago: 21.98%  
Illinois (other): 7.55%  
Out-of-state: 6.77%  
International: .06%

#### Marital Status:

Married: 67.78%  
Not Married: 31.11%



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Come Out  
& Play  
at America's Largest  
Toy & Game Event!

# CREATE AN EXPERIENCE

Maximize your ROI!

## MEMORABLE BRAND OUTREACH

Take advantage of this great opportunity to create exciting and informative brand experiences via entertainment, education, hands-on activities, contests and promotions that make a lasting impact on your audience. Conduct valuable market research; such as samplings, demonstrations, and surveys in a fun and engaging venue.

## BE A PART OF A TRULY UNIQUE & SUCCESSFUL PROMOTIONAL EXPERIENCE

We offer the expertise to handle the largest of sponsors, but also promise that you will receive our most direct personal attention.



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# SPONSORSHIP OPPORTUNITIES

**WHEN IT COMES TO PROMOTION & MARKETING, WE'VE GOT YOU COVERED!**

*Extensive, innovative* and *productive* are words used best to describe our publicity campaign. Our multi-media execution includes web, print, radio, television, social media, press releases and PR. As a sponsor, you will have the opportunity to benefit from this comprehensive exposure. We work with our sponsors to develop cross-promotional alliances and non-traditional advertising.

## SOCIAL MEDIA

Our proficient team of social media experts is especially tuned in to social media trends, and will leverage their national reach of influencers to create a diverse, extensive, targeted marketing campaign that will put your business ahead of the competition, reaching your target market quickly and efficiently.

## TELEVISION

The Chicago Toy & Game Fair receives featured news coverage on every major Chicagoland TV Station including WBBM-TV (CBS), WMAQ-TV (NBC), WLS-TV (ABC), WFLD-TV (Fox), WGN-TV, WYIN-TV (PBS), CLTV (Ind), WCIU-TV (Ind).

## PRINT

Our intense PR and press release campaign generates comprehensive feature articles, editorial coverage and inserts in just about every major Chicagoland news publication including the Chicago Sun Time, Chicago Tribune, Daily Herald, Beacon News Publications, Sun Publications, Chicago Parent and more. Tens of millions of print, direct mail, web, email and coupon impressions.

## RADIO

We air dozens of radio commercials and promotions on major Chicago radio stations. And each year Radio Disney's Party Patrol broadcasts live from our entertainment stage.

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We will work with you to create inventive custom packages to promote your business!

## SPONSORSHIP OPPORTUNITIES

*The Chicago Toy & Game Fair is designed to create truly unique sponsorship opportunities and maximum exposure for your brand. It's our goal to develop a partnership where we can meet your company objectives and achieve your marketing goals.*

### Official Sponsor **\$30,000**

*"The (Your Company Name) Chicago Toy & Game Fair"*

**Package includes:** Title representation on-site and in pre-show promotion, marketing, social media outreach, press releases and public relations. Title representation in all advertising, marketing and promotion. Premium 40'x40' exhibit space and signage and MUCH MORE!

### Presenting Sponsor **\$20,000**

*"The Chicago Toy & Game Fair, presented by (Your Company Name)"*

**Package includes:** Presenting representation on-site and in pre-show promotion, marketing, social media outreach, press releases and press relations. Representation in all advertising, marketing & promotion. 20'x20' exhibit space and signage.

### Special Event Sponsor **\$10,000**

*Young Inventor Challenge*

*Star Wars Breakfast*

*Blogger/Media Breakfast Event*

*KEN-KEN Puzzle Tournament*

*Games in Education Conference*

*Custom-Themed and Character Breakfasts & Lunches*

*Press Room/Exhibitors Lounge*

### Promotional Sponsor **Various pricing**

Fair Tickets

Fair Program

ChiTAG Web Page Banner

Lanyards & Badges

Ceiling Banners

Balcony/Stairwell Banners

Show Bags

Promotional Cards (at concession area)

Promotional Display at Ticket Booths

Giveaways

Costumed Characters

City Bus Advertising



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# SPONSORSHIP ELEMENTS

## Official Sponsor

**Official Sponsor: Chicago Toy & Game Fair \$30,000**

- Exclusivity in category of Official Sponsor Level
- Extensive Social Media Outreach Campaign
- Full-page ad with preferred placement and sponsor identification in Fair program, distributed to all fairgoers
- Official Sponsor identification and logo on all press releases, printed materials and event collateral
- Official Sponsor logo identification on ChiTAG website
- Official Sponsor logo identification on ChiTAG email blasts
- Prominent Official Sponsor identification in on-site banners and signage at key locations such as entrance/exit, registration, etc.
- Name inclusion in extensive media campaign, including TV, radio, regional newspapers and magazines, websites and blogs
- 40'x40' Booth (\$24,000 value)
- 1,000 Fair tickets



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# SPONSORSHIP ELEMENTS

## Presenting Sponsor

**Presenting Sponsor: Chicago Toy & Game Fair \$20,000**

- Extensive Social Media Outreach Campaign
- Half-page ad with preferred placement and sponsor identification in Fair program, distributed to all fairgoers
- Presenting Sponsor identification and logo on all press releases, printed materials and event collateral
- Presenting Sponsor logo identification on ChiTAG website
- Presenting Sponsor logo identification on ChiTAG email blasts
- Prominent Presenting Sponsor identification in on-site banners and signage at key event locations such as entrance/exit, registration, etc.
- Name inclusion in extensive media campaign, including TV, radio, regional newspapers and magazines, websites and blogs
- 20'x20' Booth (\$6,000 value)
- 500 Fair tickets



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# SPONSORSHIP ELEMENTS

## Special Events & Promotional Sponsor

### SPECIAL EVENTS SPONSOR **\$10,000**

*Logo identification on all event collateral.*

*Representation in pre-show marketing and promotion.*

*A 10'x20' booth (\$3,000 value).*

- Young Inventors Challenge
- Star Wars Breakfast
- Blogger/Media Event & Breakfast
- Games in Education Conference
- Blogger/Media Lounge/Press Room
- Custom-Themed Character Breakfasts & Lunches

### PROMOTIONAL SPONSOR

- Fair Tickets (40,000 tickets printed with your company logo, distributed during pre-show promotions and at Fair) **\$2,500**
- Fair Programs **\$2,500**
- Show Badges **\$2,500**
- Giveaways (distributed to all attendees at door) **\$500**
- Promotional Display at ticket booth **\$1000/day**
- Costumed Characters **\$250/day**
- Web Page Banner **\$1000**
- Promotional cards at concession tables **\$500**
- Lanyards & Badges (sponsor to provide; final design subject to approval) **\$500**
- Ceiling, Balcony & Stairwell Banners **\$500**
- City Bus Advertising **\$TBD**
- ChiTAG Program Advertising Rates:
  - \$1000**/full-page 4-color
  - \$500**/half-page 4-color
  - \$250**/quarter-page 4-color



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