



# POP Week 2021

Innovative & Experiential Events

Promoting Global Innovation, Creativity & Connectivity

# We Appreciate our Sponsors



## Join Us!

For our 19th Year, we are hosting hybrid virtual/in-person events and will know definitively the status of all events on Oct. 1st.

With the support of our valued sponsors, we hosted unrivaled innovative events through a pandemic. You can count on us for innovating new ways to promote you and your brands for a top ROI.

We look forward to partnering with you this year.



With Appreciation and High Fives!

*Mary Couzin*

Founder & CEO  
Chicago Toy & Game Group, Inc. dba People of Play (POP)

## Special Thank You to Last Year's Key Sponsors



# Events



## Conference



**November 15th- 19th,  
18th-19th or 18th-21st  
depending on track.**

Hybrid is goal, will announce  
Oct.1. Otherwise, virtual, like  
we expertly executed in 2020.

## TAGIEs



**November 19th**

Super successfully produced  
in 2020, the TAGIEs will be  
filmed like a TV Awards  
Show... only better! Stories,  
entertainment and more!

## Young Inventor Challenge



**November 20th**

Hybrid is goal, will announce  
Oct.1. Otherwise, virtual, like  
we expertly executed in 2020  
with kids from around the  
world participating.

## Fair



**November 20th-21st**

Hybrid is goal, will announce  
Oct.1. Otherwise, virtual, like  
we expertly executed in 2020  
with 8 virtual stages of  
entertainment.

# Innovation Conference

Panels + Pitches + Networking



## Be at the Forefront

Establish and elevate your company as a leader in innovation. Be a part of the industry's most respected and longest running innovation conference.

## Discover New Ideas

Create new business opportunities by making valuable connections and participate in industry pitch sessions across categories.

## Most Innovative People

Unparalleled access to most innovative people in toy and game industry.



**"POP Week is "THE" event in the Toy Industry, it is a who's who of Toy & Game Inventors and Toy & Game Companies. The Conferences, Gala and Fair are unmatched for Educating, Celebrating and Playing in our industry. It is timed perfectly for seeing the best of the best toys and games right in the heart of our biggest selling season!"**

*-Gary Swisher, SVP of Design and Development, Spin Master*



# TAGIE Awards & POP's Got Talent



## Prestige & Recognition

Be a part of innovative awards events! The TAGIEs promote not only your company, brand and products but also the people who make them! Storytelling at its best!

## Product Promotion

Advertising opportunities for Product Placement, Anniversary videos, and more!

## High Production Value

Through the magic of creativity and TV producers, host Karri Bean will traverse the universe delivering awards to the people behind the world's greatest toys and games. Bonus - be a part of the return of the POP's Got Talent after show!



## TAGIEs by the Numbers

**~14,000** Viewers in 2020  
*More Projected for 2021*

**100+** Nominees, Presenters, Honorees  
*With the Industry's Biggest Names*

**Infinite Possibilities**

# Young Inventor Challenge



## Inspire the Future

Drive creative thinking, STEAM skills and inventing with the next generation of toy professionals to showcase their ideas.

## Progressive Positioning

Spearhead and support youth innovation.

## Mass Market Ideas

Inventions have been licensed and are on Target shelves! Sponsors have first pick in their categories. The media loves these kids!

**New this year:** International partnerships with the Danish Toy Association and MassChallenge (UAE)!



## Past Media Coverage



Entrepreneur



# POP Website Opportunities



## Feature Your Products on Happy "Whatever" Days

Fun & Easy to Share on Social  
Clever Product Placement,  
High Engagement

### Celebrate Happy Global Forgiveness Day!



And play a game of Sorry  
by Hasbro Gaming

## Branded POP Pub Zoom Networking Rooms

### "Meet Me in the UNO Room"

High Traffic, Keep your company  
top of mind with year round  
placement. Popular at our events  
and monthly POP Pub Nights!



## Your Message in One of our Newsletters

Targeted Advertising with  
Custom Messaging

**2,500,000+ Annual Impressions!**

The Bloom Report, Industry,  
Consumer, Inventor, Play in  
Education, Media, & NEW! POP  
Wacky Wednesday





# Sponsorship Menu

## Innovation Conference

Week Presenting Sponsor	\$15,000
Irish Pub Night (if in-person)	\$10,000
Day Sponsor	\$5,000
First Session Sponsorship	\$2,500
Branded Networking Event	Quote

## Young Inventor Challenge

Presenting Sponsor	\$15,000
Category Sponsor	\$10,000
Supporting	\$5,000

## TAGIE Awards

Presenting Sponsor	\$15,000
Award Category	\$10,000
<i>Present the Award &amp; a 15-30 second segment</i>	
Anniversary Celebration	\$5,000
<i>1-2 minute Video</i>	
Stunts & Special Segments	Quote

## POP Website

Branded Zoom Networking Rooms	\$2500
<i>Main Zoom Room</i>	
	+\$2500
Happy Whatever Day Product Feature	\$150
Newsletter Banner Ad	Quote



# Sponsorship Benefits

Based on Total Spend



## Platinum

**Sponsorships \$20,000+**

**Everything in Gold, Silver and Friend, PLUS:**

Sponsor Media Report

Premium Placement in Media and Marketing

Star-on-Star Interview

First Consideration for Happy "Whatever" Days social promotion of your products for full Year

## Gold

**Sponsorships \$10,000+**

**Everything in Silver and Friend, PLUS:**

Premier Social Media Features

Media and Marketing Placement

TAGIE Awards Opening Act Product Placement

All Your Employees have Access to our Events

## Silver

**Sponsorships \$5,000+**

**Everything in Friend, PLUS:**

The Bloom Report Company of the Week Profile

Social Media Features

POP Pro or Company Profile

Consideration for Happy "Whatever" Days for a year

Product Giveaway\*

\*You provide the product

## Friend

**All Sponsorships**

Your Logo in our Sponsor Block in Newsletters and Website

Your Specific Event Benefits: Conference, TAGIEs, Young Inventor Challenge, Fair all have many innovative opportunities for us to promote you, your brand, products and company. See the previous page.

# Annual Impressions



## Social Media

	Followers	Annual Impressions
Twitter	14,400+	900,000+
Facebook	8,000+	1,120,000+
Instagram	4,000+	240,000+
LinkedIn (direct reach)	35,000+	9,000,000+
LinkedIn (other groups)	300,000+	5,000,000+
YouTube	350+	15,000+
TikTok	70+	250,000+
Pinterest	3,250+	20,000+
Eventbrite	2,300+	170,000+

## Newsletters

	Subscribers	Annual Impressions
Bloom Report weekly	2,500+	130,000+
People of Play monthly	40,000+	380,000+
POP Members	1,100+	66,000+
Play in Education monthly	160,000+	1,920,000+

## Strategic Partnerships

Press Coverage	1,000,000+ Impressions
	2,000,000,000+ Impressions





*we are* #PeopleOfPlay

