

# Be A Friend

2026 SPONSORSHIP PACKAGE



**BUILD A FRIEND. MAKE A FRIEND. BE A FRIEND.**

— Recognizing and empowering youth facing difficult situations to make a difference in the lives of others —



# ABOUT US

## CHILDREN'S TOY FUND, INC

Founded in the 1990's, The Children's Toy Fund, Inc. (CTF) is a 501(c)3 charitable organization located in Canton, OH that brings the "bouncy, squishy, AWESOME fun" to children facing difficult situations. We fill a much-needed gap by supplying all things fun and comforting to agencies and 501(c)3 organizations across the region to help them bring smiles to children and teens facing chronic illness, terminal illness, or crisis situations.

**Mission:** To provide hope, comfort, fun, and smiles during difficult situations—one kid, one toy, and one community partnership at a time.

**Our Why:** Because it matters—more than we can even measure. Each time we deliver toys to a hospital or partner organization, we are met with genuine smiles and moments of warmth. A single toy can brighten a child's day, but the impact does not stop there. It reaches parents/guardians who feel a moment of relief seeing their children smile in the hard moments. It reaches staff who get to bring those smiles into rooms where smiles might otherwise be hard to find. What begins as a small act of kindness becomes a shared moment of joy—rippling outward through families, teams, and entire communities.







# OUR IMPACT

We work with a wide variety of organizations to spread the fun to children or teens who need that extra boost in their day. We supply hospitals, foster care organizations, fire departments / EMS, and Wish Foundations with quality, brand name toys catered specifically to what works best in their environment. Some of the most common items we send out include stuffed animals, poppers, stress balls, card and board games, crafts, action figures, Barbies, doctor kits, and more!

Each year, we strive to grow in partnerships and impact. Last year, we provided 20,828 toys to thirteen separate locations across Northeast Ohio and worked alongside six organizations to create over 100 tie blankets and 37 bundles for organizations that serve foster care children.

**20,828** TOYS DONATED

———— IN 2025 ————





## BE A FRIEND

The **Be A Friend Program (BAF)** is an initiative centered around recognizing and empowering children and teens within our current partner organizations. This program enables the youth to create a friend from Build-A-Bear Workshop to join them on all their life adventures AND make a friend to be a friend to a child or teen in need—a simple, yet powerful, act of kindness. This event provides a fun, memorable experience while creating the opportunity to give comfort to other kids facing difficulty in the region.



# HISTORY

**2019** - In-house service project with CAST (Caring and Serving Together) to Build Bears with Build-A-Bear for local partner organizations. The success of this event became the inspiration for the Be A Friend program.

**2023** - Pathway Caring for Children brought 37 youth to the Hall of Fame Village Build-A-Bear Workshop to participate in the pilot event. We were joined by local entities: USFL cheerleaders, GOLDY the GOAT, Starbucks, and Visit Canton.

**2024** - Project KARE brought 50 youth to the Hall of Fame Village Build-A-Bear Workshop to participate in the phase two scaled event. We were joined by mascots (GOLDY the GOAT, Bearemy, and Andy the Armadillo from Alliance Texas Roadhouse) and local shops (Heggy's Nut Shop, SMOOSH Cookie, and Pizza Oven). In addition, The Pro Football Hall of Fame allowed the use of the small field below the shops for Stark County JFS to set up field games AND the Hall of Fame Village allowed us to fill their walkways with bubbles.

**2025** - We were thrilled to bring the entire event onto the Tom Benson Hall of Fame Stadium field, where Project KARE invited 101 youth for an unforgettable day of fun. The Pro Football Hall of Fame Youth Department led engaging athletic drills that added energy and excitement, and Hall of Famer Ronde Barber made a special appearance—building two bears that were proudly included in our donation to Akron Children's Hospital.







# THIS YEAR

We are partnering with Project KARE to bring 150 youth to the Tom Benson Hall of Fame Stadium field\*. The youth will participate in programming with the Pro Football Hall of Fame Youth Department AND Build-A-Bear Workshop. All participating youth will have the opportunity to build a friend for themselves and another friend for a child at Akron Children's Hospital.

It is our dream to help change the world by inspiring young people to share kindness with others they may never meet. Our goal is to create a day where every participant feels seen, valued, and leaves with a memory that lasts a lifetime. We hope this experience empowers them to believe in their ability to make a difference—no matter the circumstances they may be facing.

**Our Goal:**

**\$30,000**

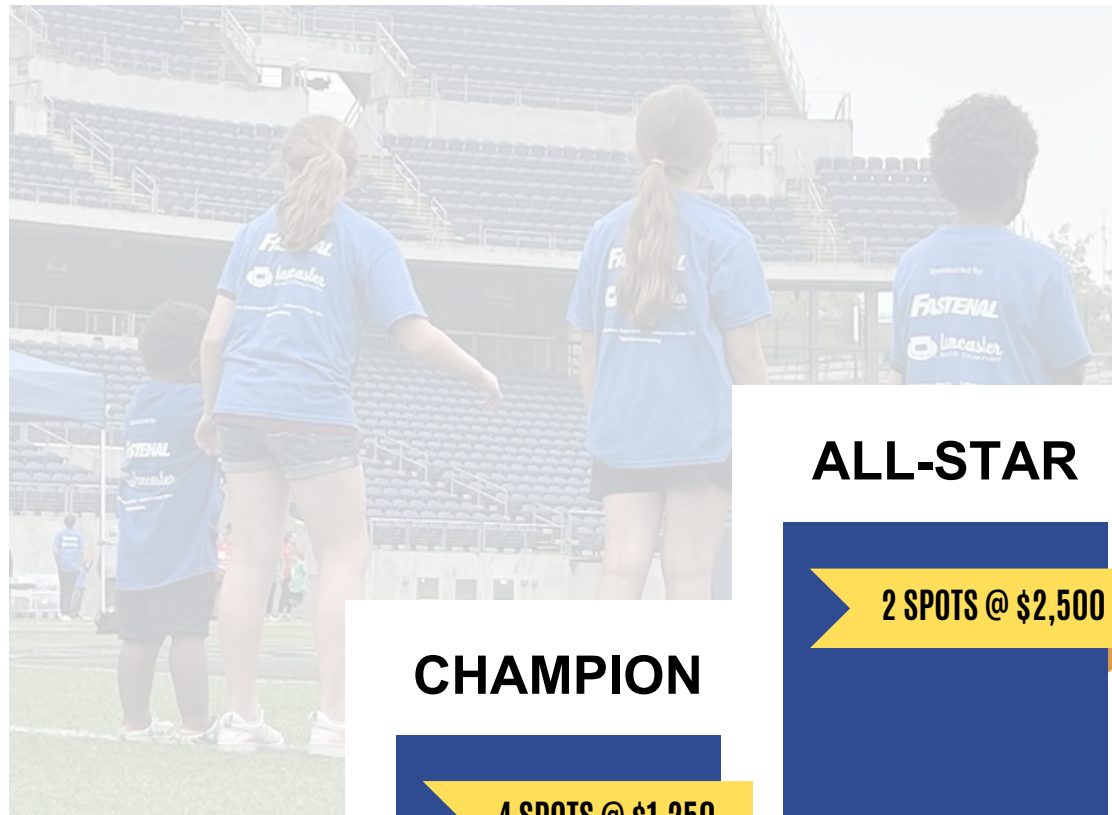
**by May 4, 2026**

\*In the event of inclement weather there's a contingency plan for the dome.



# SPONSORSHIP TIERS

---



**FRIEND**

**5 SPOTS @ \$500**

**CHAMPION**

**4 SPOTS @ \$1,250**

**ALL-STAR**

**2 SPOTS @ \$2,500**

**HERO**

**2 SPOTS @ \$5,000**

**LEGEND**

**1 SPOT @ \$7,500**



# BENEFITS



	BRAND RECOGNITION						DIRECT MARKETING*			BONUSES!			
	Website	Program & Cards	Event T-Shirts	Jumbo Tron	Facility Bulletin	Social Media	Program Ad Space	Banners At Event	Promos in Bags	Awards	Extra Goodies	Event Invite**	
LEGEND	Prominent Logo Placement					Interview	Full Spread	≤ 5	≤ 3 Items	Trophy	Ultra Swag Bag	6 & 2 at Delivery	
HERO	Large Logo Placement					Highlight	Full Page	≤ 2	1 Item	Plaque	Deluxe Swag Bag	4	
ALL-STAR	Medium Logo Placement					Group Highlight	Half Page	≤ 1		Certificate	Swag Bag	2	
CHAMPION	Small Logo Placement					General Tags	Quarter Page			Certificate			
FRIEND	Name					General Tags				Certificate			

\*All direct marketing materials must be provided.

\*\*For safety of participants, regulations apply & must be agreed upon.





## 1 LEGEND - \$7,500

### Prominent Media Recognition/Branding:

- Prominent logo and link on CTF website.
- Prominent logo on event program & coloring cards going to Akron Children's Hospital.
- Prominent logo on event t-shirt.
- Prominent logo on event jumbotron.
- Prominent logo on our facility bulletin for 365 days with over 19,000 impressions.
- Post spotlights across all CTF social media with tags.
- Exclusive video and / or blog interview.

### Direct Marketing with Audience\*:

- Up to 3 promo items in each family's event bag.
- Up to 5 banners / signage throughout the venue.
- 2 pages / 1 spread full color ad in program.

### Bonuses:

- Personalized appreciation trophy.
- CTF & BAF exclusive Ultra Swag Bag.
- Come see the event! Bring up to 6 team members to directly impact the youth.\*\*
  - + Bring up to 2 team members to deliver the stuffed friends to Akron Children's Hospital.

*\*All direct marketing materials must be provided.*

*\*\*For participants safety, restrictions & regulations apply.*



## 2 HEROES - \$5,000

### High Media Recognition/Branding:

- Large logo and link on CTF website.
- Large logo on event program & coloring cards going to Akron Children's Hospital.
- Large logo on event t-shirt.
- Large logo on event jumbotron.
- Large logo on our facility bulletin for 365 days with over 19,000 impressions.
- Post highlight across all CTF social media with tags.

### Direct Marketing with Audience\*:

- Up to 1 promo item in each family's event bag.
- Up to 2 banners / signage throughout the venue.
- 1 page full color ad in program.

### Bonuses:

- Personalized appreciation plaque.
- CTF & BAF exclusive Deluxe Swag Bag.
- Come see the event! Bring up to 4 team members to directly impact the youth.\*\*

*\*All direct marketing materials must be provided.*

*\*\*For participants safety, restrictions & regulations apply.*







## 2 ALL-STARS - \$2,500

### Basic Media Recognition/Branding:

- Medium logo and link on CTF website.
- Medium logo on event program & coloring cards going to Akron Children's Hospital.
- Medium logo on event t-shirt.
- Medium logo on event jumbotron.
- Medium logo on our facility bulletin for 365 days with over 19,000 impressions.
- Group highlight with other All-Stars across all CTF social media with tags.

### Direct Marketing with Audience\*:

- 1 banner / signage at venue.
- 1/2 page full color ad in program.

### Bonuses:

- Personalized framed appreciation certificate.
- CTF & BAF exclusive Swag Bag.
- Come see the event! Bring up to 2 team members to directly impact the youth.\*\*

*\*\*All direct marketing materials must be provided.*

*\*\*For participants safety, restrictions & regulations apply.*



## 4 CHAMPIONS - \$1,250

### Media Recognition/Branding Opportunities:

- Small logo and link on CTF website.
- Small logo on event program & coloring cards going to Akron Children's Hospital.
- Small logo on event t-shirt.
- Small logo on event jumbotron.
- Small logo on our facility bulletin for 365 days with over 19,000 impressions.
- Tags in our general sponsorship posts across all CTF social media.

### Direct Marketing with Audience\*:

- 1/4th full color ad in program.

### Bonuses:

- Personalized framed appreciation certificate.

*\*All direct marketing materials must be provided.*







## 5 FRIENDS - \$500

### Media Recognition Opportunities:

- Business name and link on CTF website.
- Business name on event program & coloring cards going to Akron Children's Hospital.
- Business name on t-shirt.
- Business name on event t-shirt.
- Business name on event jumbotron.
- Business name on our facility bulletin for 365 days with exposure of 19,000+ audience.
- Tags in our general sponsorship posts across all CTF social media.

### Bonus:

- Personalized framed appreciation certificate.





# SPONSOR INFO

- Additional milestone benefits will be awarded to sponsors that support the program for at least five consecutive years.
- All sponsors grant permission for the CTF to use sponsor trademarks and materials for the purpose of Be A Friend Program marketing materials AND CTF recognition content.
- All sponsors must deliver all marketing materials to our Marketing Coordinator by agreed-upon dates or CTF cannot guarantee placement on materials.







CHILDREN'S TOY FUND, INC

# MAKE A LASTING IMPACT

Join us in creating an incredible day for youth across Northeast Ohio. Your contribution will provide furry friends for whatever life may bring their way—whether they are undergoing medical treatments, recovering from trauma, or simply in need of extra comfort. Your contribution can help making a lasting impact in the lives of young people right here within our community.

**Contact our Executive Director, Ashley Natale, at [ashley@childrenstoyfund.org](mailto:ashley@childrenstoyfund.org) to find out more information on how to sponsor and get involved.**