



# 2025 Young Inventor Challenge®

*Imagine - Inspire - Innovate*

## Sponsorship Opportunities

[www.younginventorchallenge.com](http://www.younginventorchallenge.com)

Young Inventor Challenge® is a registered trademark of the Chicago Toy & Game Group

# CHEERS TO 20 YEARS!

2025 marks a remarkable milestone for the Young Inventor Challenge® (YIC) - our 20th anniversary! Since the inception of the program in 2005, the YIC has nurtured the creative spirit of young minds, empowering them to bring their toy and game ideas to life and setting the stage for innovation in the toy industry. Here's to 20 years of fostering innovation and inspiring the future - and to many more years of imagining what's next.



The mission of the Young Inventor Challenge® (YIC) is to inspire the next generation of innovators.

[Read full mission statement.](#)





# YIC SPONSORSHIP ACTIVATIONS

***Support the next generation of innovators!***

**Stand out at the Chicago Toy & Game Fair with high-impact activations that will help you directly market your brand to kids and families.**

Award Sponsor – <b>POPULAR!</b>	\$ 10,000 (6)
Hospitality Sponsor	\$ 7,500 (2)
Stage Sponsor	\$ 5,000 (3)
Pitch Pavilion	\$ 2,500 (2)
Photography/Videography	\$ 2,500 (2)
Prize Packages*	\$ 500 (12)
On-Site Giveaway*	\$ 500/per unique item (6)

*\*Must also provide and ship product as part of sponsorship. Exact quantities to be determined.*

***The YIC can customize sponsorship packages to best fit your brand and objectives and help you stand out from the crowd!***



# 20TH ANNIVERSARY ACTIVATIONS

*Help us celebrate the 20th anniversary of the YIC! Capture one of these unique activations to commemorate this milestone year.*

Tote Bags – <b>POPULAR!</b>	\$ 1,000*
Awards Live Stream	\$ 1,000
Participation Scholarships	\$ 1,000
Autograph Wall	\$ 2,500*
Ribbon Cutting	\$ 2,500
Step & Repeat	\$ 2,500*
Commemorative Medals/Lanyards	\$ 2,500*
Photo Booth	\$ 3,500*
Snack Station	\$ 5,000*



*\*Plus the cost of the activation item. Exact quantities/spend to be determined.*

***Have an idea to help commemorate and celebrate the 20th anniversary of the YIC? We want to hear from you!***



# SPONSORSHIP BENEFITS

**In addition to the unique activation benefits, sponsors spending a cumulative total of \$7,500+ will also receive the perks listed below.\***

**Let us help you create a customized sponsorship package to support the  
20th Annual Young Inventor Challenge® - *International Championship!***

- Post Show Report
- Social Media Features
- Recognition on ChiTAG Fair Signage/Materials, YIC Website, Communications, Media, & More (when applicable)
- Bloom Report Newsfeed Company Highlight
- Bloom Report Person/Company of the Week
- Complimentary POP Company Profile
- Opportunity to provide signage with approval from ChiTAG

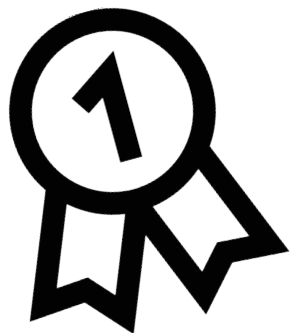
*\*Cumulative sponsorship spends will receive varying levels of logo recognition from digital to print.*



# AWARD SPONSOR - \$10,000

Be one of the **MOST POPULAR** sponsors amongst the crowd of 'kidpreneurs' as an Award Sponsor!

Young Inventor Challenge® (YIC) winners of the *annual International Championship* receive a coveted trophy including your company logo!



*Activation includes selection of one YIC award category like "Most Creative" or "Best Game" on a first-come, first-served basis. Sponsor recognition on trophies.*







# HOSPITALITY SPONSOR - \$7,500

Create a “homebase” for parents, grandparents, siblings, teachers, and other supporters of the Young Inventor Challenge® (YIC) participants. Supporters can watch from the sidelines in this dedicated area contributed by the Hospitality Sponsors at the Chicago Toy & Game (ChiTAG) Fair.

*Includes two-days of activation at ChiTAG with sponsor recognition on area signage and opportunity for sponsor to place promotional items, signage, and activities/décor during trade show setup. Possibility to provide complimentary concessions to guests with catering services.*





# STAGE SPONSOR - \$5,000+



Capture the attention of 30,000+ kid and adult attendees of the Chicago Toy & Game Fair (ChiTAG)!

The entertainment stage hosts multiple events throughout the 2-day ChiTAG Fair including the Young Inventor Challenge® welcome and award ceremonies!

[Check out the 2024 happenings.](#)



*Activation includes sponsor recognition on area signage and opportunity to secure authorized entertainment (costs incurred by sponsor) and host approved events during the 2-day event.*





# PAVILION/VISUALS SPONSORS - \$2,500+

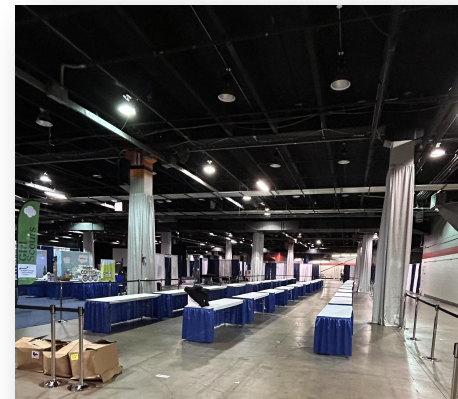
**Support this energetic space for participants of the Young Inventor Challenge® (YIC) by sponsoring the Pitch Pavilion at the Chicago Toy & Game Fair (ChiTAG).**

*Activation includes sponsor recognition on area signage and opportunity to place additional signage with approval curated by sponsor.*



**Help us commemorate the excitement of the Young Inventor Challenge® (YIC) at the Chicago Toy & Game Fair (ChiTAG) by sponsoring the visual artists - videographer/photographer.**

*Activation includes sponsor recognition on recap video and/or image library from event for marketing use. [View 2023 Visuals](#)*





# PRIZES/GIVEAWAYS SPONSORS - \$500+

**Congratulate Young Inventor Challenge® (YIC) winners with a toy, game, and/or merchandise prize pack valued at up to \$250 per winner.**

*Sponsor is responsible for providing product and shipping the prize packages to winners. Exact quantities and value TBD. International shipping may apply.*



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**Recognize the event with giveaways for all Young Inventor Challenge® (YIC) participants with t-shirts, toys, games, play products, and more!**

*Sponsor is responsible for shipping items to event.  
Each unique giveaway item incurs a sponsorship fee.  
Exact quantity TBD based on registration.*



# CONTACT US



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[View the 2024 Media Report](#)

# THANK YOU 2024 YIC SPONSORS!



*Jill & Tom Barad*



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