



16th International Toy Library Conference

Sponsorship Proposal

Community at play

3-7 March 2023 Melbourne, Australia



About the 16th International Toy Library Conference

The International Toy Library Conference is held once every 4 years and is expected to attract more than 200 delegates from around the world to Melbourne in March 2023.

Delegates will include toy library leaders, CEOs of international not-for-profits, paid toy librarians, toy buyers, volunteers, and researchers. We expect about half the delegates to come from Melbourne, a quarter from the rest of Australia and a quarter from overseas.

Conference theme

The theme of the conference is 'Community at play'. We will explore how to grow toy library communities, environmentally sustainable toy libraries, supporting child development through play, and toy libraries roles in the community.



About toy libraries

At a toy library you can borrow from a vast array of well-made toys that have been designed to support a child's skill development and imagination. Toy libraries aim to support families and encourage togetherness with quality time spent playing with children.

There are over 400 toy libraries in Australia. They may be in the local scout hall or within the municipal library; have 20 member families or 1200; employ a staff member or rely solely on volunteers.

Why sponsor the International Toy Library Conference?

Build Brand Awareness

Increase your organisation's brand awareness and preference through a partnership with Toy Libraries Australia.

Promote New Products

Get your products in front of tens of thousands of families by getting them stocked in toy libraries.

Develop Product Ideas

Get ideas and feedback from toy librarians, who have a unique understanding of toys, and how you can design, package, and deliver more attractive products.

Build Your Knowledge

Build your knowledge and understanding of the toy library community and its views and attitudes to your products and ideas.

Build Relationships

Interact with your customers and potential customers in a friendly, social environment.

Validate Your Environmental Credentials

Demonstrate your commitment to environmental sustainability and the circular economy.

Reinforce Your Brand Positioning

Associate your brand with a grass roots, environmentally sustainable activity that enhances early development of children and the wellbeing of parents and the community.

Build Connections

Create long lasting connections and strengthen existing relationships with the toy library community. Highlight your commitment to toy libraries by helping to educate, inspire and develop the volunteers and staff that run toy libraries.

Shape Perceptions

Create positive perceptions of your organisation and your programs, products and services through your association with volunteering.



- Circular and sustainable consumption
- Quality durable toys – greater lifetime play value
- Toy repair and reuse of parts

- Child development
- Families playing together
- Inclusive community
- Support networks for families
- Shared consumption



- Accessible to all regardless of financial circumstances
- Value for money
- Investment in early childhood
- Volunteering creates pathways to work



Benefits of toy libraries

Sponsorship Packages

Gold Partner

\$10,000 (ex GST)

2 packages available

Gold Partners receive prominent positioning and exposure, including:

- An opportunity to present at the conference*
- Acknowledgement on the conference website, promotional materials, banners, program, media releases and post conference communications
- Acknowledgement at the opening ceremony
- Logo on the conference lanyard
- Opportunity to display a freestanding banner or sign in a prominent location at the conference venue
- Logo on the sponsor slide at all plenary sessions
- Use of Toy Libraries Australia's sponsor logo until 30 June 2023
- Acknowledgement on the Toy Libraries Australia's website, annual report, newsletters, and social media
- Exhibition space to display and distribute promotional material and/or sell toys
- 2 show bag inserts
- Named sponsor of two scholarships (valued at \$1000) for two delegates to travel to and attend the conference
- Access to the scholarship winner for use in your social media or other promotions
- Unlimited invitations to the opening ceremony for staff or clients
- Complimentary conference registration for 4 staff

* Opportunity to present - Gold Partners have the opportunity to present on a topic in keeping with Conference theme or sub-themes and of relevance to the Conference delegates. The topic and the format of the presentation must be discussed and agreed with Toy Libraries Australia.

Silver Partner

\$5,000 (ex GST)

4 packages available

- Acknowledgement on the conference website, promotional materials, banners, program, media releases and post conference communications
- Acknowledgement at the opening ceremony
- Opportunity to display a freestanding banner or sign in a prominent location at the conference venue
- Logo on the sponsor slide at all plenary sessions
- Acknowledgement on the Toy Libraries Australia's website, annual report, newsletters, and social media
- Exhibition space to display and distribute promotional material and/or sell toys
- 1 show bag insert
- Named sponsor of one scholarship (valued at \$1000) for a delegate to travel to and attend the conference
- Access to the scholarship winner for use in your social media or other promotions
- 10 invitations to the opening ceremony for staff or clients
- Complimentary conference registration for 2 staff



Sponsorship Packages

Bronze Partner

\$2,500 (ex GST)

Unlimited packages available

- Acknowledgement on the conference website, program and post conference communications
- Acknowledgement at the opening ceremony
- Logo on sponsor slide at all plenary sessions
- Use of Toy Libraries Australia's sponsor logo until 30 June 2023
- Acknowledgement on Toy Libraries Australia's website, annual report, newsletters, and social media
- Exhibition space to display and distribute promotional material and/or sell toys
- 1 show bag insert
- 5 invitations to the opening ceremony for staff or clients
- Complimentary conference registration for 2 staff

Display Partner

\$1,000 (ex GST)

Unlimited packages available

- Acknowledgement on the conference website and program
- Use of Toy Libraries Australia's sponsor logo until 30 June 2023
- Exhibition space to display and distribute promotional material and/or sell toys
- 5 invitations to the opening ceremony for staff or clients

Inkind donations

Please contact us if you are interested in donating

- Toys for door prizes or show bags
- Services such as printing, AV, catering
- Technology

About Toy Libraries Australia

Toy Libraries Australia (TLA) is the peak body for over 250 not-for-profit toy libraries in Australia. Our purpose is to support a growing community of Australian not-for-profit toy libraries, encouraging families to play and learn together in a sustainable way.

About the International Toy Library Association

The International Toy Library Association was created in 1990 in Torino during the 5th International Conference of Toy Libraries. It was formed to provide a permanent international link structure for toy libraries, to promote the concept of a toy library as a way to bring play opportunities, game and toys to people across the world, and to promote play as a right.

Sponsorship Contact

Please do not hesitate to contact us if you require any further information regarding sponsorship opportunities:

Debbie Williams

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