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**TOYZZ
DAY HOOD
2012**



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TOYZ N DA HOOD 2012

The Mission of **TOYZ N DA HOOD** is to provide support and assist families who are facing dire economic needs during the Christmas holiday season, by providing toys to children who are less fortunate.

During the months of November and December, **TOYZ N DA HOOD** directly reaches between 100,000 – 200,000 children in the 13 – 18 year old demographic.

TOYZ N DA HOOD also reaches approximately 300,000 – 400,000 Adult Buying Consumers. This initiative touches directly and/or virally 500,000 – 1,000,000 people.

TOYZ N DA HOOD 12

Hittmenn DJ's, Kids With Strong Opinions, Monster Cable & Wal Mart hosts its **11th Annual Toyz n Da Hood 101** from November 11, 2012– December 25, 2012.

In our previous TNDH initiatives, we have had the opportunity to have some of the largest people in the music business such as **2 Chainz, Wale, Waka Flaka, Gucci Mane, Keri Hilson, Ruben Studdard, Big Boi, Chris Brown, Mr. Collipark, Polow Da Don, Young Jeezy, Akon, Soulja Boy, Young Chris & Devyne Stevens** participate. It has been such a success for the last 11 years and has benefited so many families in the many Metro Atlanta Community. Since it's inception, Toyz in DA Hood has distributed over 80,000 toys; this year our goal is collect 25,000 toys . Toyz in Da Hood will have three components for its toy drive.

TEACHING KIDS TO GIVE

- Toyz in Da Hood 12 will consist of a “Toy Drive” contest that will be held between five different school systems: **Atlanta Public Schools, DeKalb County Schools, Fulton County Schools.** The Toy Drive will involve middle schools and high schools students. One Booster Program within a middle school and one high school will be chosen as the winner within each county. The schools that collect the most toys will win a private celebrity appearance and pep rally! Students can also receive community service credit for their participation during the Walmart **“Grab A Tag”** initiatives.

PAST TOY DRIVE PARTICIPANTS

- Sand town Middle (1020)
- Hooper Alexander
- Randolph Elementary (900)
- Westlake High School (2351)
- Renaissance Middle (1110)
- Paul D. West Middle (874)
- Bassex Academy
- Long Middle School
- Stewart Middle School
- Douglass County High School
- Salem High School
- Freedom Elementary
- Stone Mountain High School
- Dekalb Educational School For The Arts

GRAB A TAG FOR CHRISTMAS

- Celebrity Appearances at Local Retail with Greg Street's V103 will take place. Consumers will be able to **“Grab A Christmas Tag”**, make donations for toys from a pre-established list for our less fortunate in need. This type of promotion drives consumers and increases sales for the participating corporate sponsors.

SPONSORSHIP

OFFICIAL TOYZ N DA HOOD HONOR PACKAGE

- × Toyz N Da Hood Product Placement / or Artist Performance at Events (3)
- × Tree Deliveries & Decoration for 5 families
- × Sponsoring 50 Children for “Christmas Grab a Tag”
- × Radio mentions/Tag Brands
- × Logo Signage on banner at Each Event location
- × Logo Signage & Product placement in Grab Bags for Event
- × Logo Signage on 20,000 flyers & cd inserts
- × Logo Signage on Website banner
- × Official Sponsor for “Kids Night Out” @ the Atlanta Hawks Game
- × Official Toyz N Da Hood Delivery with Celebrities
- × Brand, Logo, Product Placement via HD Film Crew

- × TOTAL -\$5000.00

SPONSORSHIP

JINGLE BELL PACKAGE

- × Toyz N Da Hood Product Placement / or Artist Performance at Events (3)
- × Tree Deliveries & Decoration for 3 families
- × Sponsoring 20 Children for “Christmas Grab a Tag”
- × Radio mentions/Tag Brands
- × Logo Signage on banner at Each Event location
- × Logo Signage & Product placement in Grab Bags for Event
- × Logo Signage on 20,000 flyers & cd inserts
- × Logo Signage on Website banner
- × Official Toyz N Da Hood Delivery with Celebrities
- × Brand, Logo, Product Placement via HD Film Crew

- × TOTAL \$2500.00

SPONSORSHIP

REINDEER PACKAGE

- × Toyz N Da Hood Product Placement / or Artist Performance on TNDH TOUR All Events (3)
- × Tree Deliveries & Decoration for 2 families
- × Sponsoring 10 Children for “Christmas Grab a Tag”
- × Radio mentions/Tag Brands
- × Logo Signage on banner at Each Event location
- × Logo Signage & Product placement in Grab Bags for Event
- × Logo Signage on 20,000 flyers & cd inserts
- × Logo Signage on Website banner

- × TOTAL \$1500.00

SPONSORSHIP

YULETIDE PACKAGE

- ✘ Toyz N Da Hood Product Placement / or Artist Performance on TNDH TOUR at Events (2)
- ✘ Sponsoring 2 Children for “Christmas Grab a Tag”
- ✘ Radio mentions/Tag Brands
- ✘ Logo Signage on banner at Each Event location
- ✘ Logo Signage & Product placement in Grab Bags for Event
- ✘ Logo Signage on 20,000 flyers & cd inserts
- ✘ Logo Signage on Website banner

- ✘ TOTAL \$1,000.00

SPONSORSHIP

STOCKING PACKAGE

- ✘ Toyz N Da Hood Product Placement / or Artist Performance on TNDH TOUR at event(1)
- ✘ Sponsoring 5 Children for “Christmas Grab a Tag”
- ✘ Logo Signage on banne= at Each Event location
- ✘ Logo Signage & Product placement in Grab Bags for Event
- ✘ Logo Signage on 20,000 flyers & cd inserts
- ✘ Logo Signage on Website banner
- TOTAL \$500.00

TOYZ NA DA HOOD CONTACT

www.toyzndahood.com

- Toys are then distributed at local Atlanta Housing Authorities, Boys N Girls Clubs, Foster Care Facilities, and Schools at all designated “TOYZ N DA HOOD locations to families in need. For SPONSORSHIP, DONATIONS, VOLUNTEERS, PERFORMANCE OPPORTUNITIES please email us at toyzndahood2012@gmail.com or call (888) 536 0313
- We would be honored with your participation this year. There are many families facing dire economic problems who need the support of the community. **Kids With Strong Opinions Inc.** are seeking partnerships/collaborations, donations from corporations, organizations, businesses and individuals. All donations are tax deductible through 501 (C) 3. You will receive a letter of sponsorship from our organization with Tax I.D. for your sponsorship.

Greg Street – Official Host/Consultant TNDH 10

- Robert L. Smith- Founder/President- Hittmenn Enterprises Inc.
- Kim D Washington and Delonn Brown- Kids With Strong Opinions

