



2026 Sponsorship Pack

Turning industry ambition into collective action.

Supporting Products of Change means helping to build the systems our industry needs to change – **together.**

About Us



Products of Change is a global, non-profit membership organisation bringing the brand and licensing industry together to turn **ambition into action.**

We exist because real change cannot happen in silos.

By uniting brand owners, manufacturers, retailers and solution providers, we build the shared infrastructure, tools and knowledge the industry needs to reduce its environmental impact – **together.**

Supporting Products of Change means being part of a collective effort to reshape how our industry operates, making progress possible at scale and ensuring that **those who step forward today help define the future of the sector.**



Our Community

Our global community connects members with **expert insight**, **practical tools** and **peer learning** – helping turn ambition into measurable progress across the industry, via our members hub, events and media.



1,400+

Community
Members



25,000+

Monthly social media
impressions



100+

Resources &
Guides



1.3 million

Annual website visits



Why support POC?

- Supporting Products of Change means investing in the shared infrastructure that **enables real, measurable progress** across the brand and licensing industry.

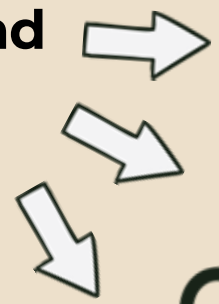
Showcase your
leadership and
support; turning
intent into impact.



Overview of 2025



Member and industry activations



1,400 individuals across the POC Hub



5 POC Community meet-ups



40 Member webinars

With over **500** attendees



In more than **20** countries

13 Trade Shows

Average attendance = **150** people

One Annual Conference



Including **20+** talks and panel sessions

With record attendance of **350** people



Extensive editorial and media coverage

Over 100 social media posts

94% increase in unique LinkedIn visitors

Over 7,500 accounts reached

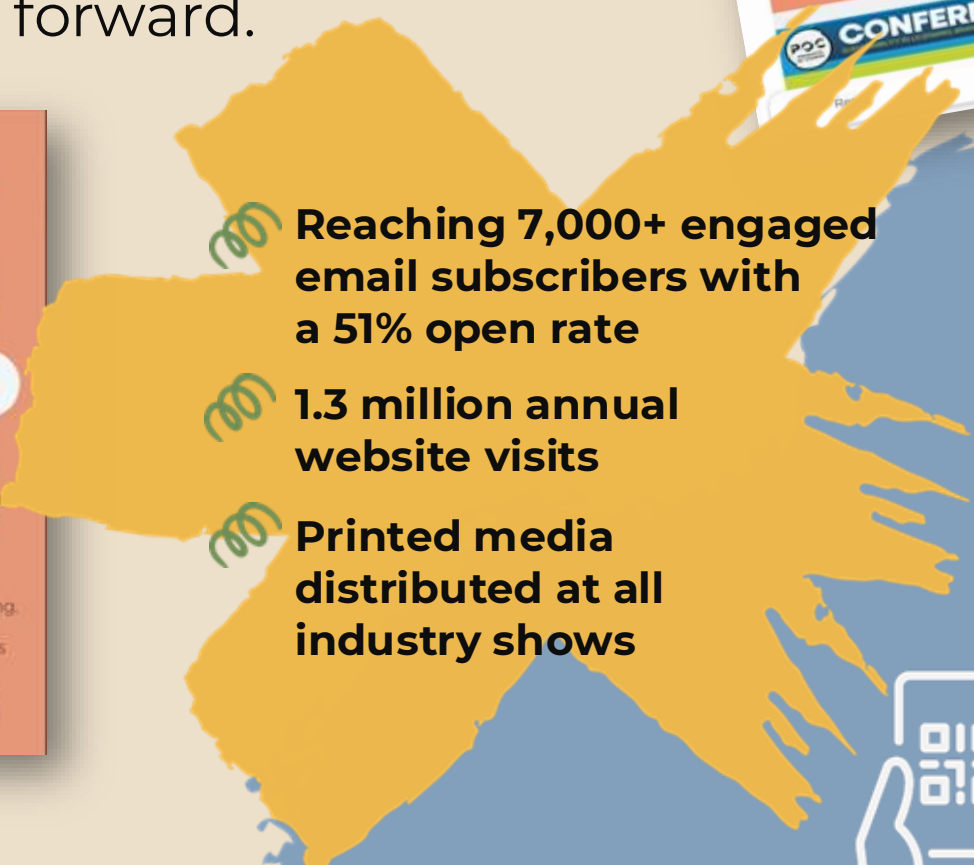
Over 68,500 LinkedIn impressions

Over 23,400 views on Instagram



Media

Our media division sparks **industry-wide learning and connection** – creating the space where ideas are shared, progress is showcased, and the conversation on change moves forward.



Reaching 7,000+ engaged email subscribers with a 51% open rate

1.3 million annual website visits

Printed media distributed at all industry shows

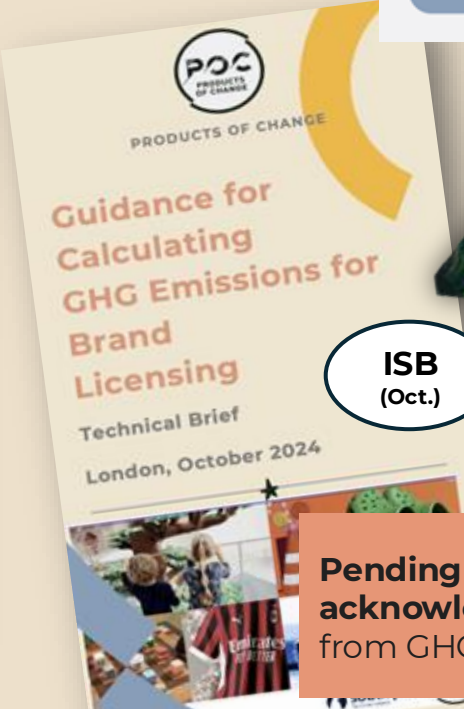
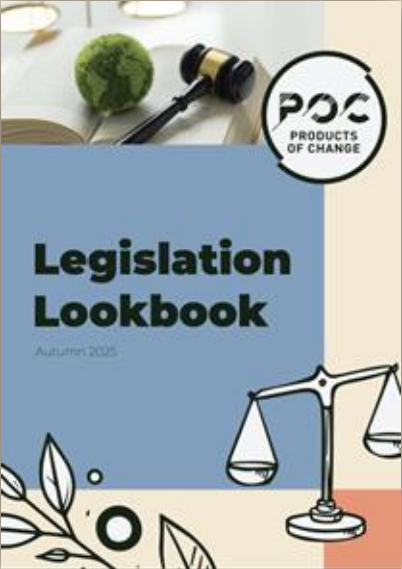
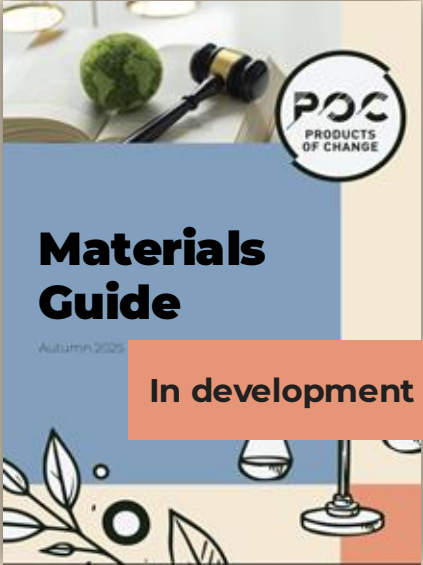


Resources

Our resources help the industry **move from intent to action** – faster and together.

Built with our community, they bring together practical tools, guidance and shared learning to support **real-world change**.

- Brand Owner
- Licensed Manufacturer
- Retailer
- Design
- Carbon
- Packaging
- Legislation
- Insights
- Green Claims
- Materials
- Strategic Documents



ISB
(Oct.)

Pending approval /
acknowledgement
from GHG Protocol





2026 YEAR PLANNER

TRADE FAIRS

2026 WELCOME MEETINGS

MONTHLY MEMBER CONNECT CALLS

SUSTAINABILITY 101

WORKING GROUP MEETINGS (PROVISIONAL DATES)

CHAPTERS

FUTURE FORECAST REPORT

INDUSTRY AWARDS

MEMBER EVENTS (PROVISIONAL)

YOUNG GREEN LEADERS MEETINGS

Month	Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
JAN	Thu 1																																						
	Fri 2																																						
FEB	Sun 1																																						
	Mon 2																																						
MAR	Sun 1																																						
	Mon 2																																						
APR	Wed 1																																						
	Thu 2																																						
MAY	Fri 1																																						
	Sat 2																																						
JUN	Mon 1																																						
	Tue 2																																						
JUL	Wed 1																																						
	Thu 2																																						
AUG	Sat 1																																						
	Sun 2																																						
SEP	Tue 1																																						
	Wed 2																																						
OCT	Thu 1																																						
	Fri 2																																						
NOV	Sun 1																																						
	Mon 2																																						
DEC	Tue 1																																						
	Wed 2																																						

GLOBAL EVENT

TOY

FASHION

PAPER

SPORT







PACKAGING

CONFERENCE

Editorial Opportunities



Brand new format for 2026

-  Eight topic-focused **editorial chapters**
 -  **Report-style** and in-depth updates
 -  Digital **distribution** with printed editions as an annual volume for the POC Conference
 -  Targeted **sponsorship** opportunities
 -  **Supported** by weekly newsletter, blog and web stories
- 

Editorial Opportunities

First of its kind **sustainability reporting** for the brand and licensing industry, charting its **development and progress**.

PACKED FULL OF IMPACT

That's a lot of money! It's also a lot of products. And where there's a lot of products, there's ultimately a vast environmental impact to consider. The global brand licensing sector is a high-value industry driven by the emotional attachment consumers have with the brands they love. While you can't put a price on that emotional investment, you can certainly gauge the value of consumer spend within the brand licensing consumer products sector. And let us tell you, it's vast.

According to Licensing International's 2025 industry report, the global brand licensing sector is now valued at \$368.6bn, the lion's share of which can be attributed to the industry's Top Ten Global Brand Owners alone.

In the summer of 2024, the Global Licensing Group released its Global Top 100 Licensors Report, outlining the value of consumer investment from on paper. The value of the Top Ten Global Brand Owners - a tally comprising The Walt Disney Company (at number one), Autodesk, Warner Bros. Global, Unilever, Meredith, Warner Bros. Discovery (at number four), Hasbro, the Pokémon Company, and others - rings in at a not insignificant \$192.3bn. That's just over half the entire value of the global brand licensing industry combined.

market tonnage of greenhouse gas emissions of the Top Ten Global Brand Owners

28,692,993

PRODUCTS OF CHANGE | 2025 FUTURE FORECAST REPORT

HOW ARE GLOBAL BRANDS REDUCING THEIR IMPACT?

Products of Change has been working with the global brand and licensing industry to develop a new reporting standards, setting out the framework for how companies can measure and track their Scope 3 emissions.

At the same time, the number of global brands committing to Science Based Targets has been rising steadily, bringing the count up on the number of global brand owners now targeting net zero by 2050.

The global toy maker and entertainment powerhouse, Hasbro - home to the He-Man and Transformers franchises - has committed to a science-based net zero target by 2050. It's also established an ambitious near-term target to reduce both scope 1 and 2 emissions by 47% and reduce scope 3 emissions by 42% by the year 2030.

Market rivals, The LEGO Group and Mattel have similarly set their ambitious high. In fact, the Danish absolute greenhouse gas emissions 27% by 2032 and a pledge to achieve net zero emissions by 2050. The LEGO Group is targeting absolute scope 1 and 2 greenhouse gas emissions reduction of 50% by 2030.

The Walt Disney Company is very much on the public eye as it makes its commitment to reduce absolute emissions across scope 1 and 2 by 46.2% and to purchase or produce 50% zero carbon electricity from 2020 onwards while continuing to invest in natural climate solutions. This is no small feat for a company which in 2023 saw its scope 1 and 2 emissions total 1720,000 metric tonnes.

its strategy for scope 3 greenhouse gas emissions is more interesting. Still, the Walt Disney Company wants to reduce its absolute scope 3 emissions from purchased goods and services, capital goods, fuel, and energy-related activities, upstream transportation and distribution, waste generated in operations, business.

For a greater view of the commitments made and impact already being driven by some of the top global brands and retailers from across the licensing industry, check out the tables on the following pages...

PRODUCTS OF CHANGE | 2025 FUTURE FORECAST REPORT

TOP TEN GLOBAL BRANDS BY VALUE (US\$)

Company (2024)	Revenue (Scope 1+2)	Revenue (Scope 3)	Market	Notes
Disney (2024)	\$100.0bn	\$100.0bn	Entertainment	Includes theme parks, media, and consumer products.
Autodesk (2024)	\$10.0bn	\$10.0bn	Software	Cloud-based software solutions.
SAC - Danish (2024)	\$10.0bn	\$10.0bn	Manufacturing	Industrial machinery and tools.
Warner Bros. Discovery (2024)	\$10.0bn	\$10.0bn	Media & Entertainment	Television, film, and streaming services.

PRODUCTS OF CHANGE | 2025 FUTURE FORECAST REPORT

2026 Editorial Chapters



Toys
March
Editorial deadline: 2 Feb

- Targets of toy companies
- Circularity
- Innovations
- Relevant legislation
- Industry landscape

Fashion
May
Editorial deadline: 1 Apr

- Decarbonisation action plan
- Opportunities in secondhand and resale
- Textile recycling
- Material innovations
- Industry landscape

Paper, publishing & stationery
July
Editorial deadline: 1 Jun

- EUDR
- Alternative fibres
- Recycling
- Product innovation

Sponsor a chapter and have your company name against the dedicated sustainability report for your sector and in the full printed edition at the end of the year.

Support the research and content you need to **further your sustainability journey.**

Industry specific audience, with full and half page adverts to **reach a highly engaged audience.**

2026 Editorial Chapters



Sport
September
Editorial deadline: 1 Jul

- Future Forecast report
- Sports and play member meet
- Material innovation
- Relevant legislation
- Industry landscape

Packaging
October
Editorial deadline: 1 Sep

- Extended Producer Responsibility
- Optimisation
- Materials guide
- Innovations

Conference
November
Editorial deadline: 1 Oct

- What we are delivering
- Agenda
- SDG Awards
- Content overview

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Support the research and content you need to **further your sustainability journey.**

Industry specific audience, with full and half page adverts to **reach a highly engaged audience.**

Supporter Elements

Sponsorship (Category Chapters)

Double page spread
£2,200 per insertion

Full page
£1,450 per insertion

Half page
£900 per insertion

Website / Newsletter

Banner ad
£1,295 per month

MPU
£695 per month

Webinars, working groups

Supporter
From £2,000

Conference (11th November 2026)

Supporter package
£4,500

Including 2x in-person tickets plus digital tickets, inclusion of company logo in all conference marketing, optional exhibition space at the event.



Sponsor a Working Group



TOY

1. Toy Waste Infrastructure (Wastebusters) **Circularity**
2. Plush – Material Impact (Biofluff)

CARBON

1. Scope 3 Methodology Brand Owners
2. Archetype Data
3. Carbon Literacy Training

TRANSPARENCY

1. Carbon Data
2. Systems
3. New Business Parameters for Sustainable Advancement
4. Digital Product Passports

INDUSTRY

1. Brand Owners Advisory Council
2. Retail Advisory Council (waste/transparency)
3. Legislation Quarterly Updates
4. Working Groups -
Packaging/Paper/Toy/Fashion/Legislation/Waste

Webinars, working groups

Supporter
From £2,000



Support us for the year

Diamond Package – £8,000

Conference Sponsorship

Including 4x in-person tickets plus digital tickets, inclusion of company logo in all conference marketing, exhibition space at the event.

(Value: £4,500)

Full page ad in two editorial Chapters (Conference plus one other)

(Value: £2,900)

Full year newsletter banner advert

(Value: £12,950)

Podcast sponsorship

Webinars and working groups

Inclusion of company logo across all POC comms during 2026 – showcasing your leadership

Gold Package – £6,000

Conference Sponsorship

Including 4x in-person tickets plus digital tickets, inclusion of company logo in all conference marketing, exhibition space at the event.

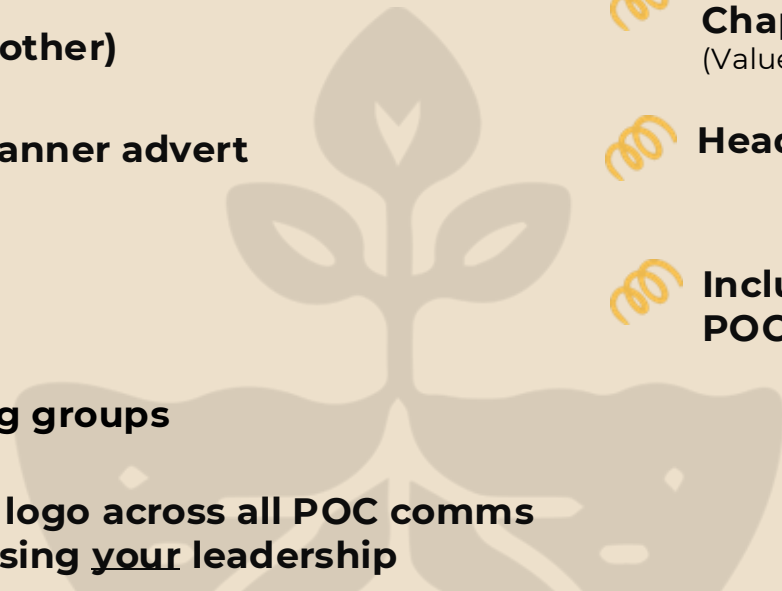
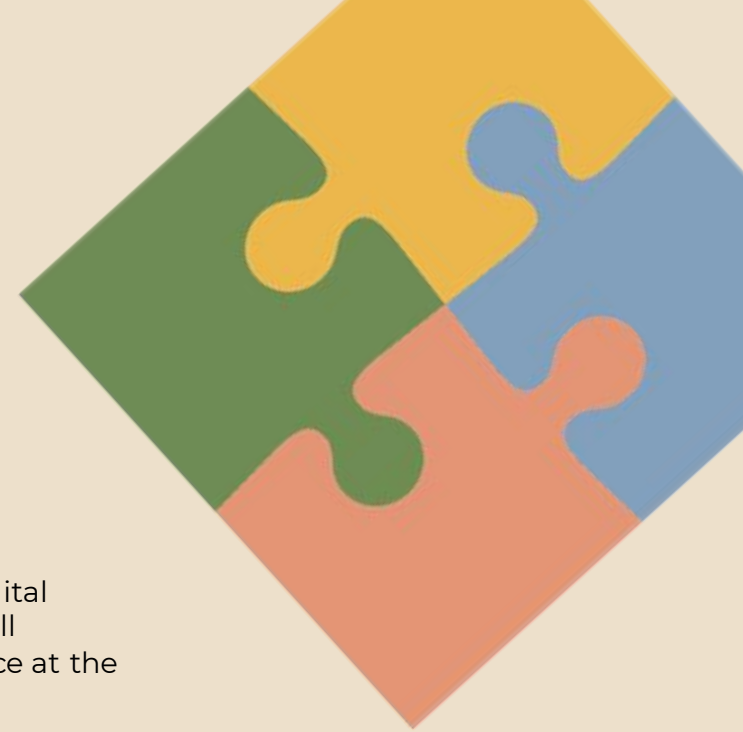
(Value: £4,500)

Full page ad in one editorial Chapter

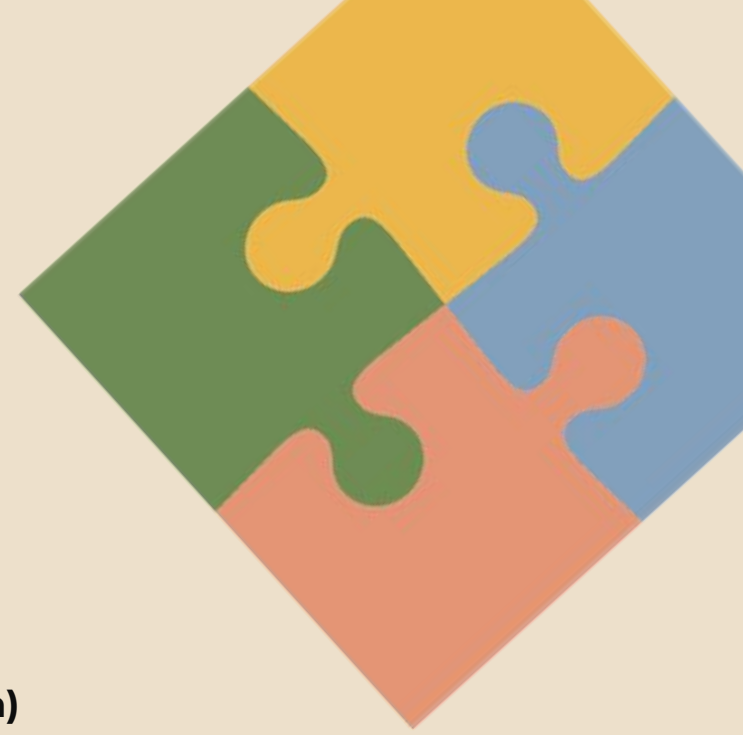
(Value: £1,450)

Headline sponsor of one working group




Inclusion of company logo across all POC comms during 2026






Supporter Packages



Silver Package – £3,000

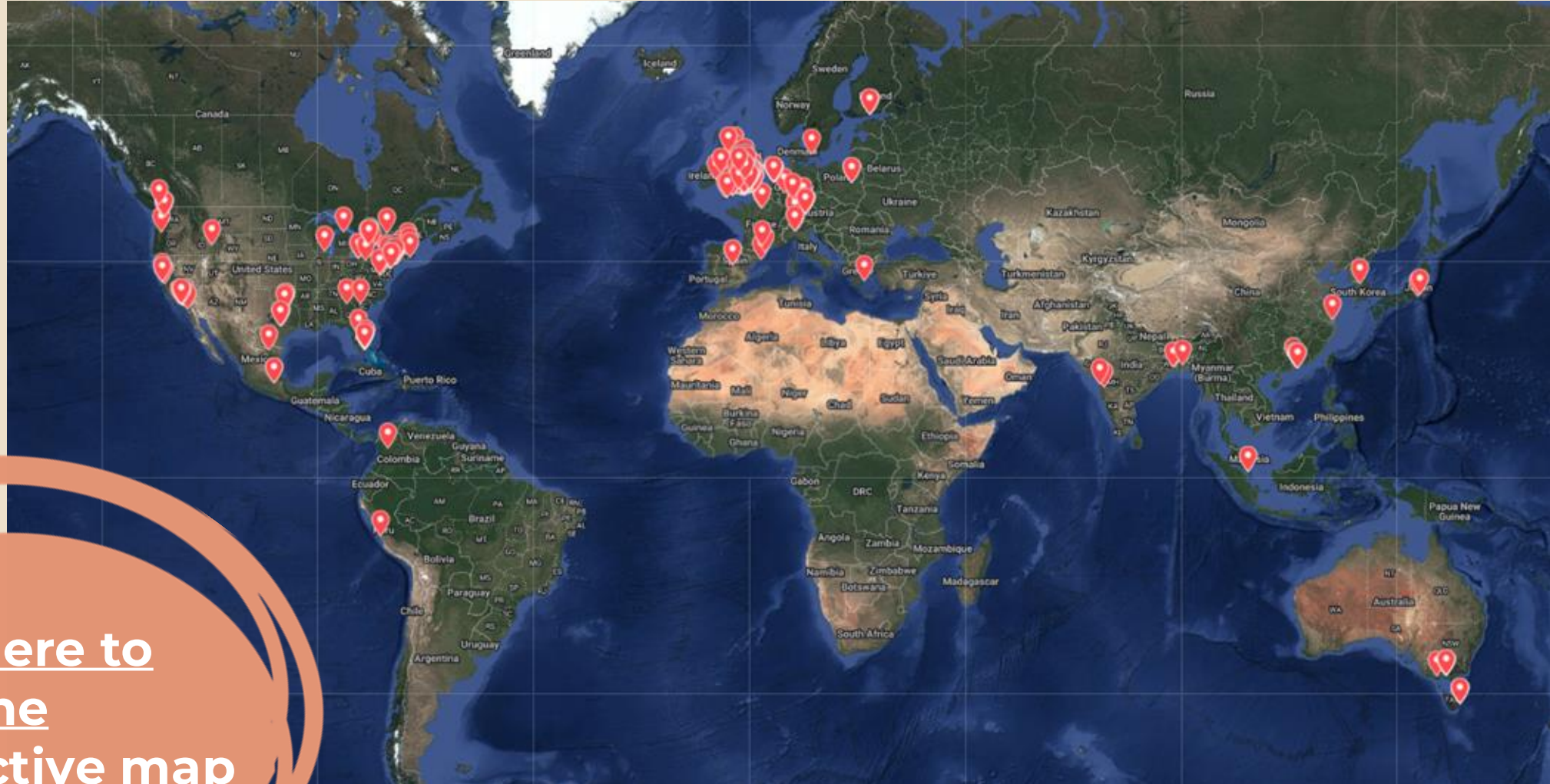
-  **Full page ad in two editorial Chapters (Conference plus one other)**
(Value: £2,900)
-  **Newsletter banner advert (2 months)**
(Value: £2,500)
-  **Inclusion of company logo on all POC newsletters**

Bronze Package – £2,000

-  **Full page ad in one editorial Chapter**
(Value: £1,450)
-  **Newsletter banner advert (1 month)**
(Value: £1,250)
-  **Inclusion of company logo on all POC newsletters**

Support can be tailored to individual initiatives or delivered through a year-round partnership, **demonstrating leadership and a genuine commitment** to driving change across the industry.

Our Global Community Members



[Click here to view the interactive map](#)

Support the industry to move faster, further, and together towards real change.

- ✿ Brand owners
- ✿ Manufacturers
- ✿ Retailers
- ✿ Service Providers





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