

WHY SPONSOR US?



OUR MISSION

Our mission is to provide families and caregivers of children aged 0-8 living in or near Carrickmacross with access to safe, high-quality, sustainably sourced toys.

OUR VISION

Our vision is that every child in Ireland will have access to a toy library.

As the first facility of this kind in Ireland, we serve to inspire community groups around the country. We aim to be a model facility and to share our learnings with others.

WHY DO WE EXIST?

The toy industry is the most plastic-intensive industry on the planet; 90% of toys on the market are made from plastic and, by their nature, cannot be recycled. The toy industry uses 42 tonnes of plastic for every €1m it makes in revenue (source: The World Counts).

We also promote play, which is a basic right of the child, according to the UN.

WHO ARE WE?

We are a registered charity, based in Carrickmacross, Co. Monaghan. Carrickmacross Toy Library is a member of the International Toy Library Association (ITLA).

WHO DO WE SERVE?

We serve a growing community of over 200 members, including schools, playgroups and community groups. Since we are the first facility of this kind in Ireland, our members travel from as far afield as Meath, Louth, Cavan and North Monaghan.

SERVICES

- Members have access to over 900 high-quality, age-appropriate toys via our toy lending service.
- 'Stay & Play' and themed pop-up play sessions, including Forest School, Craft Club, kids yoga, sensory music and play sessions in Irish and Spanish.
- Reusable party kit and party toy rentals.
- Cloth nappy meet-up, promoting reusable nappies.
- Active county-wide Freecycle page with over 1,300 members.

OUR IMPACT

Carrickmacross Toy Library facilitated over 1,700 loans in 2024, diverting an estimated 900kg from landfill.

Our members (Carrickmacross Toy Library Membership Survey, Jan 2024) tell us that they have bought less toys since joining the toy library.

When members do purchase new toys, the type/brand of toy purchased is influenced by toys they have discovered/borrowed from the toy library.



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It is vital that our service remains accessible to all, regardless of financial circumstances. For this reason, we keep the cost of membership as low as possible - from less than €3 per month.

Our biggest overheads include rent, utilities, insurance and software. From time to time, as toys reach the end of their useful life and as our membership continues to grow, we also purchase new toys for the collection.



**BRONZE
TIER
€950**

- Social media shout-out, Facebook & Instagram.
- Logo and link on 'Our Supporters' page on cmxtoylibrary.ie.



**SILVER
TIER
€1,550**

- Social media shout-out, Facebook & Instagram.
- Logo and link on 'Our Supporters' page on cmxtoylibrary.ie.
- Photo with Toy Library volunteers at the Toy Library or your business premises (if in Monaghan) for your own social media/staff newsletter use.



**GOLD
TIER
€2,950**

- Social media shout-out, Facebook & Instagram.
- Logo and link on 'Our Supporters' page on cmxtoylibrary.ie.
- Photo with Toy Library volunteers at the Toy Library or your business premises (if in Monaghan) for your own social media/staff newsletter use.
- Wooden block engraved with your company name/logo included in our toy town set (goes out on loan to members).
- Press release issued to the Northern Standard.

**BESPOKE SPONSORSHIP
PACKAGES AVAILABLE
UPON REQUEST.**



Toy Libraries Ireland

