

# Holiday Giveback Media Program



**FUTURE**  
TODAY



**CHUCK E.  
CHEESE®**



Delivering Joy to Children in Need

# Holiday Giveback Media Program Overview

This holiday season, Chuck E. Cheese, The Toy Foundation, and Future Today are proud to partner on a meaningful initiative designed to spread joy and give back. Through the Holiday Giveback Program, members of The Toy Association are invited to participate in a special 6-week advertising opportunity. This unique advertising program utilizes the Chuck E. Cheese In-Store Media Network and Future Today's network of kids and family streaming TV apps, to reach kids and families across the U.S. at a significantly discounted media cost.

This limited-time program provides Toy Association members with a unique chance to promote their brands during the high-traffic holiday season in over 460 Chuck E. Cheese locations across the U.S. as well as across Future Today's network of kids and family streaming TV apps, all while supporting an important cause.

As part of the Holiday Giveback Media Program, Chuck E. Cheese and Future Today will each make a charitable donation to The Toy Foundation. These contributions will directly support the Foundation's impactful programs that bring comfort, play, and joy to children in under-resourced communities, those affected by natural disasters, and children undergoing medical treatment.

Together, we're not only helping brands reach families during the festive season but making the holidays brighter for children who need it most.







# The Toy Foundation



Our vision is to create a world where every child has the opportunity to experience comfort, joy, and the extraordinary physical, emotional, and educational benefits of play.

# Bringing Joy and The Power of Play To Children in Need

## 2024 Impact



**3.2M**

Children  
Impacted



**\$35M**

Total Philanthropic  
Support



**3M**

Toys  
Donated



# Program Impact



## Toy Donations

Support Learning  
Develop Skills  
Offer Comfort  
Provide Relief



## Financial Giving

Low Income Communities  
Children's Hospitals  
Disaster Relief

**35M** Children Served Since 2003





# THIS IS



# CHUCK E.



# CHEESE

468

Locations in 47  
states, plus 93  
locations in  
17 countries and  
territories



30M+

Guests Visit  
Annually in the U.S



500K

Birthday  
Celebrations



94%

Brand Awareness



Source: CEC Monthly Brand Tracking Survey, May 2024 - Feb 2025. N=2,000 families per month within trade area



# The World's Largest Indoor Family Entertainment Center

# CHUCK E. CHEESE REACH

With presence in the top DMA's across the country, Chuck E. Cheese is the **"treat down the street"** and part of the family local routine outside the home.

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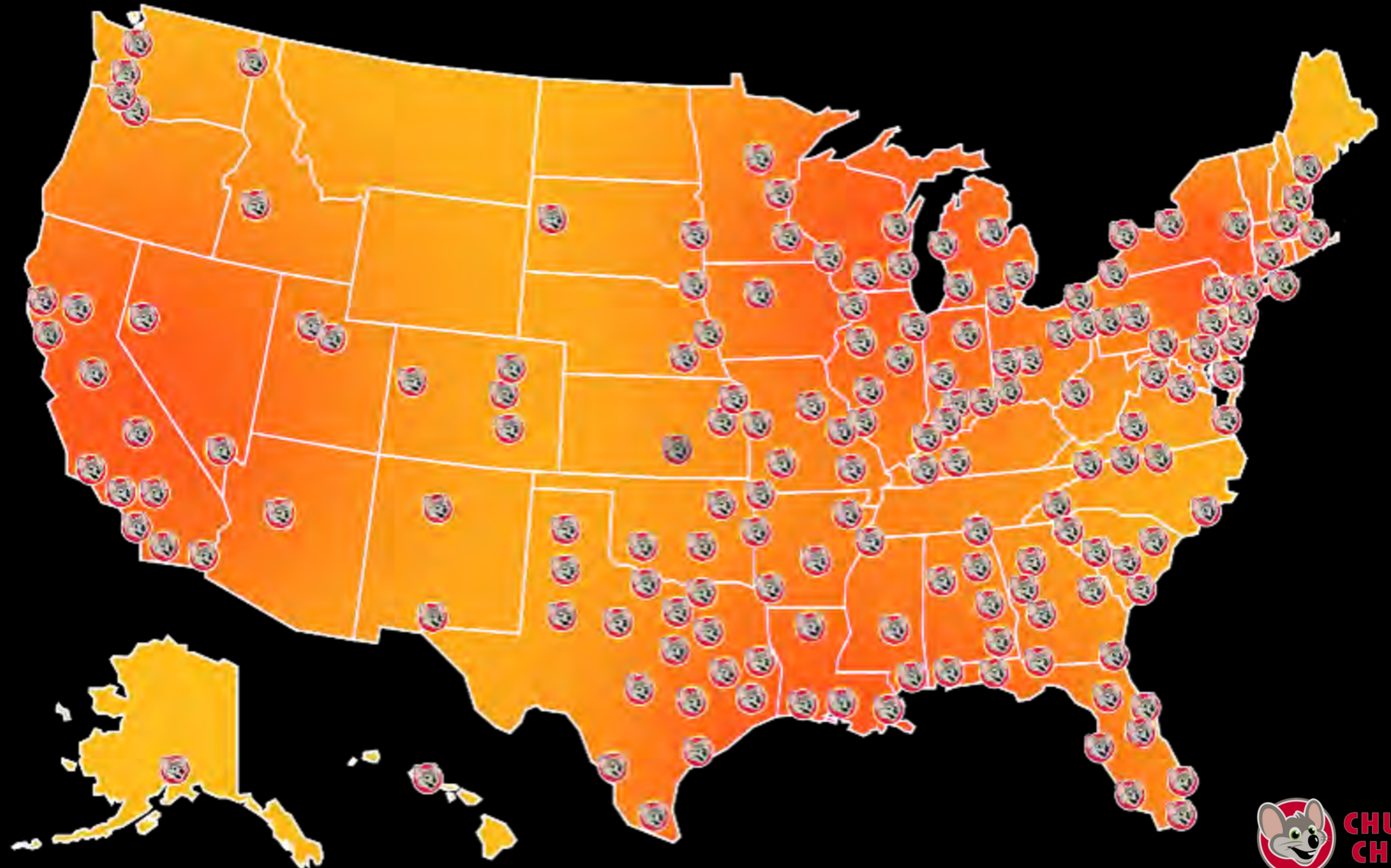
**HALF** Of CEC Locations within Top 20 DMAs

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**84%** of guests have shopped at a mall, department store, or Walmart within 3 months of a CEC visit and **20%** of guests plan to shop **immediately** following their visit.

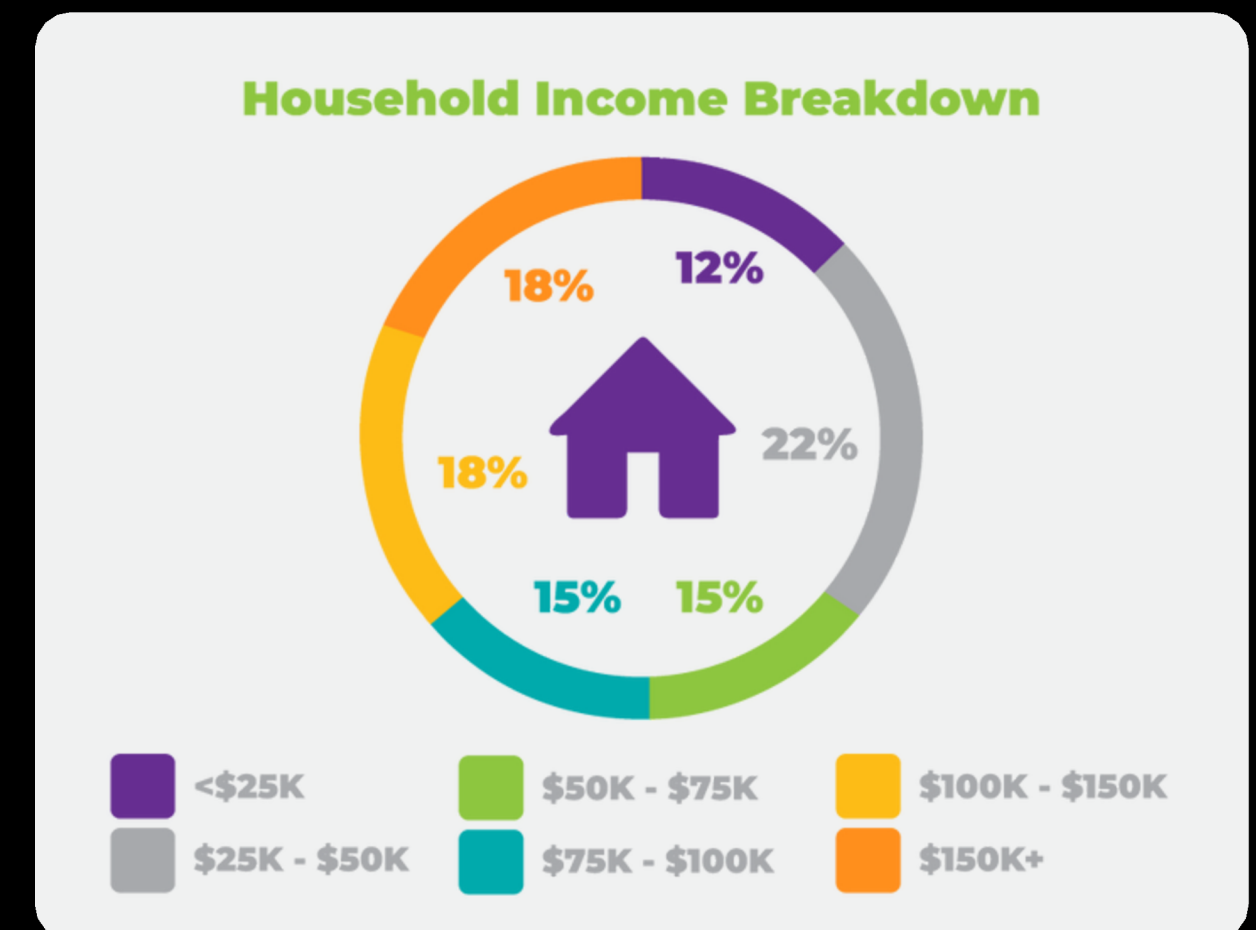
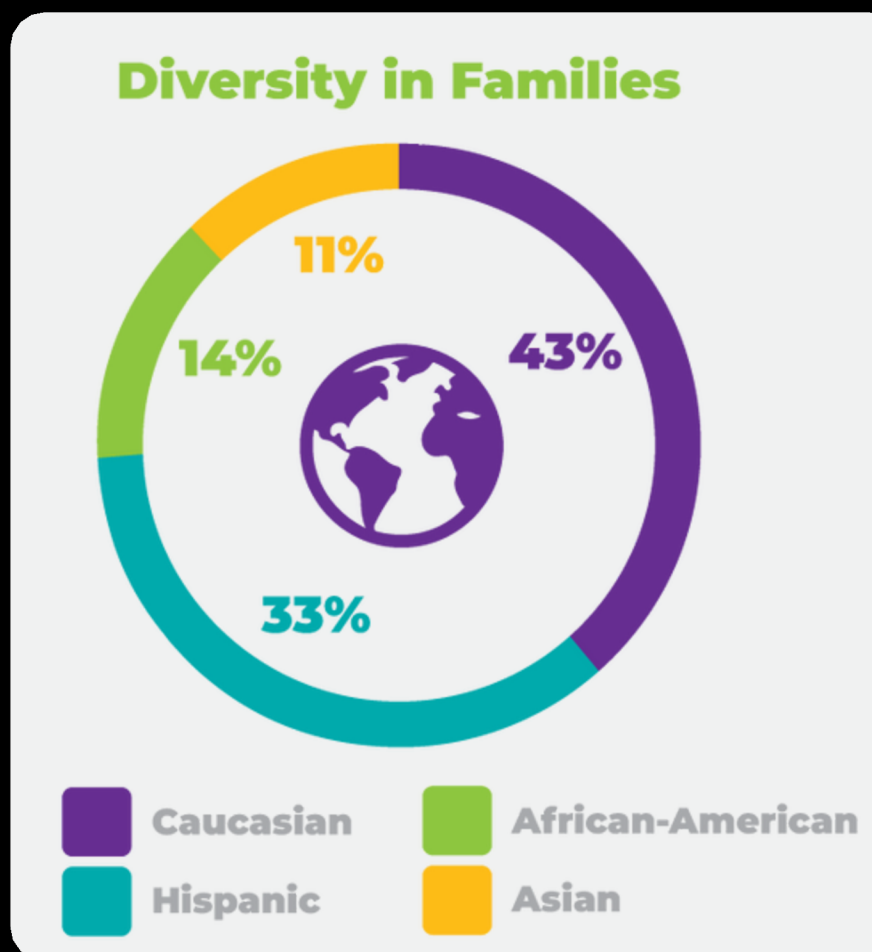
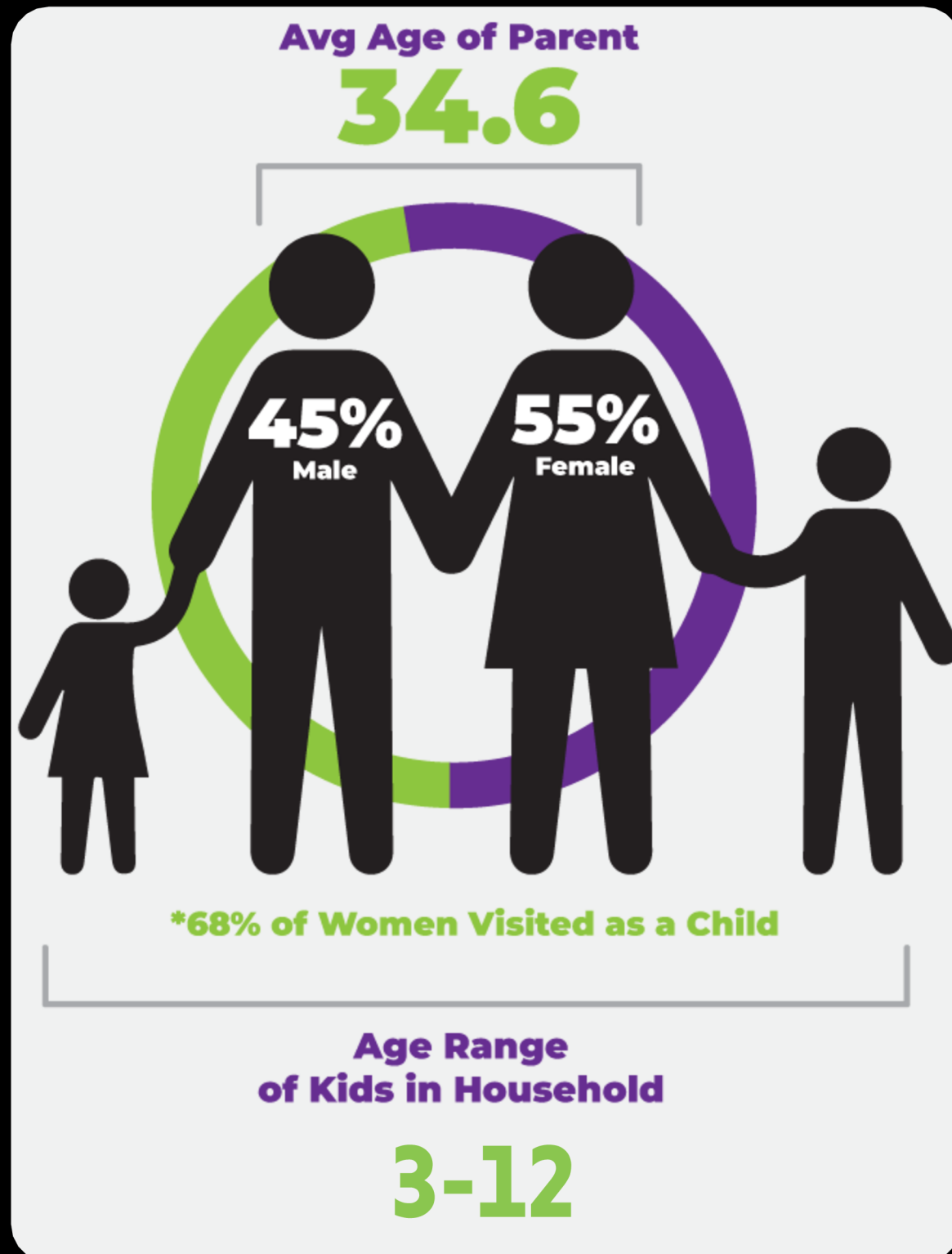


Every domestic location has both a Walmart and a Target within 10 miles



Sources: Simmons Spring 2024, Families of kids 2-9; PlacerAI Jan to Dec 2024

# Chuck E. Cheese Visitors at a Glance







- Born in 2006
- Pioneer Publisher, Growing Massive in Scale
- 300+ Streaming TV Apps across Movies, Lifestyle, Kids & Family

**50M+**

U.S. HHs

**1.5B+**

Monthly Impressions

**152M**

Total App Downloads

**55%**

Increase in  
Total Watch Time

**90%**

Increase in Users

Available on:





# Kids & Family Portfolio

## Premium Brands & Kid Safe Content

Content includes owned and operated apps segmented by age group across major Streaming TV devices  
Recently launched the Chuck E. Cheese streaming TV app

## Largest Kids AVOD Channel

Our flagship App, **HappyKids**, is the most popular free ad-supported kids channel on OTT platforms

## Massive Scale (O&O Inventory)

150+ apps across all major streaming TV platforms delivering 550M+ monthly available impressions



120K

Titles

2H 20Min

Average Watch Time

550+M

Monthly Impressions

98+%

Video Completion Rate

150+

Content Partners

Content Partners:



\*Springserve 2024





# The Audience Runs on Future Today



## ➤ Kids Audience Profile

- Under 6 Years - **45%**
- Over 6 Years - **55%**
- Co-viewing - **44%**



**56%**



**44%**

Source: Family Insights 2024, MRI Cord Evolution March 2025

FUTURE TODAY



# The Audience Runs on Future Today



## ➤ Family Audience Profile

- P18-24 - **25%**
- P18-49 - **86%**
- P25-54 - **67%**
- Median Age - **32**

## ➤ Diverse Audience

- African American - **19%**
- Hispanic - **25%**





# Holiday Giveback Media Highlights

Toy Association partners will have access to twelve (12) 30-second video ads per hour in all 468 Chuck E. Cheese locations across the U.S. as well as a geo-targeted campaign on Future Today's network of kids and family streaming TV apps.

## Program Length

11/1/25-12/15/25

## Estimated Reach

60 million impressions across CEC Retail Media Network and Future Today's kids and family streaming TV apps

## Social Media Reach

Amplified exposure through strategic messaging across Chuck E. Cheese, Future Today and The Toy Association's combined social media platforms, reaching an audience of over 1.3 million engaged followers.





# Holiday Giveback Media Recommendation

Toy Association partners will receive two (2) 30-second video ads per hour in all 468 Chuck E. Cheese locations across the U.S. along with a geo-targeted video campaign on Future Today's network of kids and family streaming TV apps. As part of the media partnership, Chuck E Cheese and Future Today will donate a portion of the media commitment to The Toy Foundation.

**Campaign Length:** 11/1/25-12/15/25

**Estimated Reach:** 10 million impressions across CEC Retail Media Network and Future Today's kids and family streaming TV apps

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