



Media Kit

May We Introduce Ourselves...

We're **Bonkers**™ about toys!

Not just any toys, but quality, on-point products made with a little extra TLC. We deliver what fans want to collect. The toys kids are texting and tweeting about. Products that are true-to-license, technically savvy and totally in tune with today's trends.

Since the company's inception in 2015, Bonkers Toys has been at the forefront of digital media and signed licenses for some of the hottest YouTube influencers and most popular gaming apps.

In 2017, Bonkers Toys recognized the massive potential of internet game sensation, slither.io™, and secured the worldwide toy license. With over 35 billion game plays to date, fans have clamored to get their hands on the toys and collectibles.

2018 brought the incredible opportunity to collaborate with the most popular YouTuber on the planet, Ryan's World™, in partnership with pocket.watch™. Bonkers Toys was the very first licensee and launched the Ryan's World toy line into the stratosphere. The flagship toy, the award-winning Ryan's World Giant Mystery Egg, was one of the most highly sought after toys of the 2018 holiday season, soon followed by the Cap'n Ryan's Mega Mystery Treasure Chest in 2019.

With the dominance of YouTube as the preferred entertainment source for kids, Bonkers continued to shine in the influencer arena with the launch of the FGTeV toy line based on one of today's most-popular gaming and family-friendly entertainment channels. The FGTeV product line premiered at major retailers in Fall 2019 and has been another massive hit with fans.

2020 solidifies Bonkers Toys' dominance as the leader for digital media based toys with the upcoming launch of lines for Trinity & Beyond, Braille Skateboarding, and many more powerhouse channels.

Bonkers' award-winning toys have been featured in major media including the TODAY Show, GMA, Parents Magazine, NBC Nightly News, the Toy Insider and the Wendy Williams Show.

Let's Connect!

Media:

Deborah Stallings Stumm
media@bonkerstoys.com
C: (858) 248-1918

Sales:

sales@bonkerstoys.com

We're Social!

Facebook: @BonkersToys
Twitter: @BonkersToys
Instagram: @BonkersToyCo

BonkersToys.com



The Execs

Brian Bonnett

President & CEO (a.k.a. The Toy Guru)

Graduating from San Diego State University, Brian's career in the toy industry began when he worked as a clerk at Play Co Toys, a 45 location toy store chain. He quickly worked his way up to Supervisor, Buyer, VP, Executive VP, and ultimately President of the internet division. Brian created their web strategy and helped the company go public with a \$38 million raise.

Known in the industry as one of the premier experts in toy sales, Brian became VP of X-Concepts, the creators of the huge hit, Tech Deck Fingerboards. He formed their international division, getting products placed in major international markets around the world.

In 2004, Brian became VP of Jasman Toys where he ran the US division of the company. Under his leadership, the company began selling to the largest retailers in the US and worldwide. In 3 short years, sales and profits grew over 500%.

Most recently, Brian was the President of Goldie International, the company that sold Super Mario Bros. products to retailers in North America. Prior to Brian joining Goldie, sales were limited to just one distributor with modest results. In only 2 years, sales quadrupled and products were placed in over 40,000 retail locations in the US.

Brian has the track record, expertise, systems, and people to build hugely successful businesses and sell to the largest retailers in the US and worldwide.

Jade Throgmorton

Creative Director (a.k.a. Art Guy)

After graduating from art school in San Diego, Jade began his career working in the art field at various small companies learning all forms of design including: illustration, sign design, packaging, displays and graphic design.

Joining X-Concepts as their first employee in 1998, Jade was integral in creating and maintaining the Tech Deck brand. Becoming the Creative Director for the entire company, he managed a team of 8 artists, fulfilling all the creative needs for X-Concepts. Package design, advertising, product design, tradeshow, photography, audio/video, new concepts and brand management were just a few of the responsibilities for Jade and his team.

Leaving X-Concepts in 2003, Jade started his own freelance company, Black & Blue Conceptual Design, providing clients with his talent and experience. He served a broad range of clients in many industries including; Sunbeam, Oster, Mr. Coffee, Shea Homes, KB Homes, Bandai, Sony, Spin Master, Wow Wee and Qualcomm.

Jade and Brian have had a rare professional chemistry since working together at X-Concepts and have partnered on numerous projects. Jade functioned as the full service art department for Jasman Toys and Goldie International, providing all of the creative and conceptual needs for both companies.

Hard working and dedicated, Jade is looking forward to the exciting journey and future success of Bonkers Toys.

Deborah Stallings Stumm

Sr. Vice President Sales & Marketing (a.k.a. The Media Maven)

Deborah Stallings Stumm is a marketing, sales, and PR trailblazer with over 20 years experience in the lifestyle, consumer products, technology, and parenting markets.

Deborah began her career in the advertising industry, but couldn't resist the magnetic pull of the Silicon Valley where she became the Western Region Sales Manager at Crystal Dynamics, a cutting edge video game developer. After Crystal Dynamics was purchased, Deborah joined global technology innovator, HP, where she designed comprehensive sales & marketing programs for Fortune 500 accounts.

When presented with the exciting opportunity to join growing toy company, JAKKS Pacific, as Vice President of Sales, she jumped at the chance. Deborah managed their North American sales force, and grew revenue exponentially helping JAKKS become one of the leading toy companies in the world.

Most recently, Deborah founded Party Plan-It, Inc., the parent company of Super Moms 360, Event Connection 360 & Wedding Concierge 360. Her out-of-the-box approach to the event planning, wedding and parenting markets set her apart from the competition. Deborah has been featured over 250 times on The TODAY Show, Access Hollywood Live, NBC, CBS, FOX, CW, KUSI, and KTLA in Southern California and is highly sought after in the media for her expertise. She has served as a spokesperson, influencer and brand ambassador for major lifestyle and consumer brands including Food Network, Sony Pictures, Mattel, American Girl, Dole, Zone Perfect, AT&T & LG.

Deborah brings to Bonkers Toys a wealth of knowledge in digital media, social strategy, influencer marketing, PR, television, branding, entrepreneurship, business development & sales.



