

Unreal Campaign – 2019 Sponsorship Opportunities

The Unreal Campaign is the International Trademark Association’s (INTA) public awareness initiative designed to educate teenagers between the ages of 14 and 18 about the value of trademarks and the dangers of counterfeit goods. The sale of counterfeit goods is a significant problem facing consumers, industries, brand owners, and governments. Additionally, the issue is critical for INTA and its members. The campaign works to educate tomorrow’s consumers to help them make smart purchasing decisions today.

Help us spread our message about the dangers of purchasing counterfeit goods: become a 2019 Unreal Campaign Sponsor!

	GOLD (US \$10,000)	SILVER (US \$5,000)
Online Visibility		
Logo on the Unreal website	✓	✓
Prominent logo placement on the Unreal website	✓	
Logo on INTA’s Unreal landing page	✓	✓
Prominent logo placement on INTA’s Unreal landing page	✓	
150–word company description with logo and link on Unreal website	✓	
75–word company description with logo and link on Unreal website		✓
Ten posts on INTA/Unreal social media platforms	✓	
Five posts on INTA/Unreal social media platforms		✓
Opportunity to submit a bylined article to INTA Blog (subject to review)	✓	
Signage & Speaking Opportunity		
Opportunity to deliver student engagement presentation	✓	✓
Logo on student engagement presentation slide	✓	✓
Logo on exhibit signage and marketing materials	✓	✓
Prominent logo placement on exhibit signage and marketing materials	✓	
Professional Meetings and Conferences		
Logo on table tents during Unreal Campaign Committee session at INTA Annual Meeting	✓	
One complimentary registration to an INTA conference (Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting)		✓
Two complimentary registrations to an INTA conference (Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting)	✓	
Sponsor recognition ribbons for company attendees at INTA conferences and meetings	✓	✓

Sponsorship Terms: Sponsorship is not considered secured until INTA has received full payment and countersigned this agreement. Sponsorship is for 2019 calendar year. We will contact you to obtain your logo and other materials to showcase your participation.

Contact: cshen@inta.org