



## Unreal Campaign Sponsorship Opportunity

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

Help stop the consumption of counterfeit goods—become a 2018 Unreal Campaign Sponsor!

<b>Unreal Campaign Sponsor</b>
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<b>US \$5,000</b>
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### Sponsorship Benefits:

- Speaking opportunity at one Unreal Student Engagement Session
- Opportunity to provide one giveaway item to students at the student sessions
- One (1) complimentary registration to one of INTA's 2018 conferences\*
- Recognition in all Unreal-related media exposure
- Recognition as Unreal Sponsor on the INTA and Unreal websites and in Unreal events and activities for 2018
- Recognition as Unreal Sponsor in Unreal informational/promotional videos
- Logo recognition on all *INTA Bulletin* and INTA Blog articles focusing on the Unreal Campaign
- An opportunity for an interview to be published in the *INTA Bulletin*
- Logo recognition on Unreal signage
- Unreal Sponsor ribbons for all attendees from Sponsor's organization
- Use of Unreal logo on Sponsor's website to promote Sponsor's involvement

*\*Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting*

**Contact:** Laura Heery, Unreal Campaign Coordinator ([lheery@inta.org](mailto:lheery@inta.org)), or Paula Lee, Manager, Exhibitions & Sponsorship ([plee@inta.org](mailto:plee@inta.org)).



## SUPPORTING THE UNREAL CAMPAIGN

Today's Date: \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ URL: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Payment:**     Check (Make check payable to: International Trademark Association)  
                   AMEX             DISCOVER             MASTERCARD             VISA

**Total Amount:** \_\_\_\_\_ **Sponsorship Level:** \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV #: \_\_\_\_\_

Name of Card Holder: \_\_\_\_\_

Unreal Sponsor

International Trademark Association

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Paula Lee, CMP

Print Name: \_\_\_\_\_

Manager, Exhibitions & Sponsorship

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

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**Sponsorship Terms:** Sponsorship is not considered secured until INTA has received full payment and countersigned this agreement.

All communications regarding sponsorship should be directed to Paula Lee, CMP:  
Email: [plee@inta.org](mailto:plee@inta.org) Direct Phone: +1-212-642-1721 Fax: +1-212-768-7796

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Paula Lee, Manager, Exhibitions & Sponsorship ([plee@inta.org](mailto:plee@inta.org)).

