

Unreal Campaign – 2019 Sponsorship Opportunities

The Unreal Campaign is the International Trademark Association’s (INTA) consumer awareness initiative designed to educate teenagers between the ages of 14 and 18 about the value of trademarks and brands and the dangers of counterfeit goods. The sale of counterfeit goods is a significant problem facing consumers, industries, brand owners, and governments. 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)	BRONZE (US \$1,000)
Online Visibility			
Logo on the Unreal Campaign website (unrealcampaign.com)	✓	✓	
Prominent logo placement on the Unreal Campaign website	✓		
Logo on INTA’s Unreal Campaign landing page (inta.org/Unreal)	✓	✓	
Prominent logo placement on INTA’s Unreal landing page	✓		
Company or individual name listed on the Unreal Campaign website			✓
Company or individual name listed on INTA’s Unreal Campaign landing page			✓
150–word company description with logo and link on Unreal Campaign website (unrealcampaign.com)	✓		
75–word company description with logo and link on Unreal Campaign website (unrealcampaign.com)		✓	
Ten posts on INTA/Unreal Campaign social media platforms (written and published by INTA Staff)	✓		
Five posts on INTA/Unreal Campaign social media platforms (written and published by INTA Staff)		✓	
Opportunity to submit a bylined article to INTA Blog (subject to review)	✓		
Signage & Speaking Opportunity			
Opportunity to deliver student engagement presentation prepared by INTA	✓	✓	✓
Logo on student engagement presentation slide	✓	✓	
Logo on exhibit signage and marketing materials relating to the Unreal Campaign ¹	✓	✓	
Prominent logo placement on exhibit signage and marketing materials relating to the Unreal Campaign ²	✓		
Professional Meetings and Conferences			
Logo on table tents during Unreal Campaign Committee meeting at INTA Annual Meeting	✓		
One complimentary registration to an INTA conference (Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting) <i>Provided that space permits.</i>		✓	
Two complimentary registrations to an INTA conference (Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting) <i>Provided that space permits.</i>	✓		
Sponsor recognition ribbons for company attendees at INTA conferences and meetings	✓	✓	✓