

UNREAL CAMPAIGN

2020 SPONSORSHIP OPPORTUNITIES

The Unreal Campaign is the International Trademark Association's (INTA) consumer awareness initiative that educates young consumers (ages 14–23) about the value of trademarks and brands and the dangers of counterfeit products. The sale of counterfeit products 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 products: become a 2020 Unreal Campaign Sponsor!

	PLATINUM (US \$20,000)	GOLD (US \$10,000)	SILVER (US \$5,000)	BRONZE (US \$1,000)
ONLINE VISIBILITY				
Company or individual name listed on the Unreal Campaign website	✓	✓	✓	✓
Company or individual name listed on INTA's Unreal Campaign landing page	✓	✓	✓	✓
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 Campaign landing page	✓	✓		
75–word company description with logo and link on Unreal Campaign website (unrealcampaign.com)	✓	✓	✓	
150–word company description with logo and link on Unreal Campaign website (unrealcampaign.com)	✓	✓		
Five posts on INTA/Unreal Campaign social media platforms (written and published by INTA Staff)	✓	✓		
Ten 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)	✓	✓		
Two boosted posts of the brand's choosing on the Unreal Campaign's Instagram and Facebook (subject to approval)	✓			
Opportunity to showcase an educational video on the brand's resources on counterfeit products, to be posted on the Unreal Campaign website (subject to approval) ¹	✓			
Opportunity to showcase an educational video on the brand's resources on counterfeit products, to be posted on INTA's Unreal Campaign landing page (subject to approval) ²	✓			
SIGNAGE AND SPEAKING OPPORTUNITIES				
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	✓	✓	✓	
Prominent logo placement on exhibit signage and marketing materials relating to the Unreal Campaign	✓	✓		
Opportunity to include a link to the brand's online resources on counterfeit products in the Unreal Campaign presentation	✓			
PROFESSIONAL MEETINGS AND CONFERENCES				
Invitation to attend an exclusive Unreal Campaign Sponsor appreciation reception at the 2020 Annual Meeting	✓	✓	✓	✓
Sponsor recognition ribbons for company attendees at INTA conferences and meetings	✓	✓	✓	✓
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>	✓	✓		

^{1,2} Video should focus on how consumers are able to spot the company's counterfeit products and/or what to do when they encounter counterfeits. INTA will not comment on the effectiveness of these programs.

Please direct all communications regarding Unreal Campaign sponsorship opportunities to
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