



UNREAL
CAMPAIGN

2020
SPONSORSHIP



International
Trademark
Association



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

The sale of counterfeit products is a significant problem facing consumers, industries, brand owners, and governments.

The Unreal Campaign works to educate tomorrow's consumers to help them make smart purchasing decisions today.

www.inta.org/unreal

www.unrealcampaign.com



OUR IMPACT



100+
Cities

39
Jurisdictions



45K
Young Consumers
Reached

30K+
Engagement on
Social Media

2.7K
Followers on
Social Media

3.3M+
Reached on
Social Media

YOUR SPONSORSHIP WILL SUPPORT

- ✓ Creating educational and engaging content for social media
- ✓ Sponsoring academic competition awards
- ✓ Exhibiting genuine and counterfeit products at youth conferences
- ✓ Collaborating with youth organizations
- ✓ Providing giveaways for students at youth conferences

PLATINUM PLUS LEVEL SPONSOR

Exclusive opportunity for one corporate sponsor

\$50,000 SOLD

BENEFITS FOR A PLATINUM PLUS SPONSOR

- **Exclusive opportunity to power the Unreal Campaign Patch developed with the Girl Scouts of Greater Los Angeles (GSGLA)**
- **Online Visibility**
 - Prominent logo placement on the Unreal Campaign website (unrealcampaign.com) and INTA's Unreal Campaign landing page (inta.org/Unreal)
 - 150-word company description with a link to the company's website on the Unreal Campaign website (unrealcampaign.com)
 - Ten posts on INTA/Unreal Campaign's social media platforms written and published by INTA Staff
 - Two boosted posts submitted by the company on the Unreal Campaign's Instagram and Facebook channels¹
 - Opportunity to showcase an educational video on the company's resources to identify counterfeit products, to be posted on the Unreal Campaign website^{1,2}
 - Opportunity to showcase an educational video on the company's resources to identify counterfeit products, to be posted on INTA's Unreal Campaign landing page^{1,2}
 - Opportunity to submit a bylined article to the INTA Blog¹
- **Signage and Speaking Opportunities**
 - Opportunity to deliver the Unreal Campaign student presentation
 - Opportunity to include a link to the company's online resources on counterfeit products in the Unreal Campaign student presentation²
 - Prominent logo placement on the Unreal Campaign student presentation sponsor slide
 - Prominent logo placement on exhibit signage and marketing materials relating to the Unreal Campaign
- **2020 Professional Meetings and Conferences**
 - Invitation to attend an exclusive sponsor appreciation reception at an Annual Meeting
 - Sponsor recognition ribbons for company attendees at INTA Conferences and Meetings
 - Logo on table tents during the Unreal Campaign Committee meeting at INTA Annual Meeting
 - Two complimentary registrations to an INTA Conference³

1. Subject to INTA review and approval.

2. Videos and resources submitted should be educational only. INTA will not comment on the effectiveness of the company's anticounterfeiting programs.

3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits.



- Invitation to attend an exclusive sponsor appreciation reception at an Annual Meeting
- Sponsor recognition ribbons for company attendees at INTA Conferences and Meetings
- Logo on table tents during the Unreal Campaign Committee meeting at INTA Annual Meeting
- Two complimentary registrations to an INTA Conference³

3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits.

GOLD LEVEL SPONSOR \$10,000

BENEFITS FOR A GOLD SPONSOR

• Online Visibility

- Prominent logo placement on the Unreal Campaign website (unrealcampaign.com) and INTA's Unreal Campaign landing page (inta.org/Unreal)
- 150-word company description with a link to the company's website on the Unreal Campaign website (unrealcampaign.com)
- Ten posts on INTA/Unreal Campaign's social media platforms written and published by INTA Staff
- Opportunity to submit a bylined article to the INTA Blog¹

• Signage and Speaking Opportunities

- Opportunity to deliver the Unreal Campaign student presentation
- Prominent logo placement on the Unreal Campaign student presentation sponsor slide
- Prominent logo placement on exhibit signage and marketing materials relating to the Unreal Campaign

• 2020 Professional Meetings and Conferences

- Invitation to attend an exclusive sponsor appreciation reception at an Annual Meeting
- Sponsor recognition ribbons for company attendees at INTA Conferences and Meetings
- Logo on table tents during the Unreal Campaign Committee meeting at INTA Annual Meeting
- Two complimentary registrations to an INTA Conference²

1. Subject to INTA review and approval.

2. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits.

SILVER LEVEL SPONSOR

\$5,000

BENEFITS FOR A SILVER SPONSOR

- **Online Visibility**

- Logo on the Unreal Campaign website (unrealcampaign.com) and INTA's Unreal Campaign landing page (inta.org/Unreal)
- 75-word company description with a link to the company's website on the Unreal Campaign website (unrealcampaign.com)
- Five posts on INTA/Unreal Campaign's social media platforms written and published by INTA Staff

- **Signage and Speaking Opportunities**

- Opportunity to deliver the Unreal Campaign student presentation
- Logo on the Unreal Campaign student presentation sponsor slide
- Logo on exhibit signage and marketing materials relating to the Unreal Campaign

- **2020 Professional Meetings and Conferences**

- Invitation to attend an exclusive sponsor appreciation reception at an Annual Meeting
- Sponsor recognition ribbons for company attendees at INTA Conferences and Meetings
- Logo on table tents during the Unreal Campaign Committee meeting at INTA Annual Meeting
- One complimentary registration to an INTA Conference¹

1. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits.

BRONZE LEVEL SPONSOR \$1,000

BENEFITS FOR A BRONZE SPONSOR

- **Online Visibility**
 - Company or individual name listed on the Unreal Campaign website (unrealcampaign.com) and INTA's Unreal Campaign landing page (inta.org/Unreal)
- **Signage and Speaking Opportunities**
 - Opportunity to deliver the Unreal Campaign student presentation
- **2020 Professional Meetings and Conferences**
 - Invitation to attend an exclusive sponsor appreciation reception at an Annual Meeting
 - Sponsor recognition ribbons for company attendees at INTA Conferences and Meetings





“At Amazon we strongly support consumer education programs like the INTA Unreal Campaign. Educating youth on the impact of purchasing counterfeit is a key element to eliminating the market for counterfeit goods and we fully support INTA and the Unreal Campaign.”

— **Kaleigh Miller, Global Brand Relations Lead, Americas at Amazon**

2019 Gold Sponsor, 2020 Exclusive Platinum Plus Sponsor

“Counterfeit and falsified medical products represent a serious and growing Global Health challenge, for patients, authorities and pharmaceutical manufacturers alike. Tackling this challenge requires stronger collective action on multiple fronts. Raising public awareness on the dangers of counterfeit/falsified medicines is critical to protect patients' safety. To that end, Novartis is a proud sponsor of the INTA Unreal campaign and strongly believes in the importance of educating younger generations on the safety risks associated with sourcing medicines outside the legitimate supply chain, especially on the internet.”

— **Stanislas Barro, Global Head of Anticounterfeiting at Novartis**

2019 Gold Sponsor, 2020 Platinum Sponsor



“A key element in the fight against piracy is education. This is the reason why in Cervieri Monsuárez we are proud to support this campaign, that educates the new generations and warns about the dangers and consequences of the "unreal". Being a sponsor of the Unreal Campaign is, more than a responsibility, a privilege. It makes us feel that WE CAN indeed fight this crime and that when we unite our forces, we are even stronger.”

— **Virginia Cervieri, Senior Partner at Cervieri Monsuárez**

2019 - 2020 Silver Sponsor

“To educate is not only to sow knowledge, to educate is to sow a sense of respect for the other and his ideas. Get involved with the Unreal Campaign.”

— **Juan Vanrell, Partner at Vanrell Intellectual Property**

2020 Silver Sponsor



SPONSOR US

Sponsor the Unreal Campaign and help us educate tomorrow's leaders about the dangers of purchasing counterfeit products.

For more information, contact:

Catherine Shen

Email: cshen@inta.org

Tel: +1-212-642-1744



THANK YOU 2019 SPONSORS

Gold Sponsors



Silver Sponsors



Bronze Sponsors

Allen & Gledhill LLP | The Biltmore Company | Dell Inc. | FERRERE ABOGADOS | IP4KIDS, a CSR initiative of S.S. Rana & Co.





2020 Unreal Campaign Sponsorship Form

Today's Date:

Organization:

Contact Person: Title:

Mailing Address:

City: State: Zip Code:

Phone: Fax:

Email:

Company Website / URL:

Payment:

Total Amount: Sponsorship Type: ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze

Card Number:

Exp. Date: CVV#:

Authorized Signature:

For Office Use Only:

Print Name: Phone:

Title: Payment Receipt Date:

Sponsorship Policy: Sponsorship is not considered secured until INTA has received full payment and countersigned this agreement. Sponsorship is for the 2020 calendar year unless otherwise stated. We will contact you to obtain your logo and other materials to showcase your participation.

All communications regarding Unreal Campaign sponsorship should be directed to Catherine Shen.

Email: cshen@inta.org / Direct Phone: +1-212-642-1744

