



INTA  
ALLIANCE  
PROGRAM

# Brand & New


PODCASTS FROM THE  
INTERNATIONAL TRADEMARK ASSOCIATION



For more information on sponsorships,  
contact **Eloïse Santos** at [esantos@inta.org](mailto:esantos@inta.org).

**SPONSORSHIP  
PROSPECTUS**

500  
DOWNLOADS IN  
 30  
DAYS

  
110K+  
all-time downloads since  
the podcast launched

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Winner of the **2025 W3 Award**:  
“Inside the Dupe Revolution,” for  
outstanding podcast series.

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**US \$5,000**

# **Brand & New Podcast**

## **Podcast** *(110k+ all time downloads)*

- Thirty-second sound clip from sponsor at midpoint of podcast, provided by sponsor
- Mention of the sponsor's organization by the host at the start and/or end of the podcast
- Interview with sponsor on agreed topic with one edit by sponsor if necessary

## **Online Visibility**

- **INTA Website**
  - The sponsor organization's logo featured on Brand & New episode landing page for one month
  - Prominent exposure (of episode and sponsor) on Perspectives landing page
- **Social Media**
  - Sponsor logo incorporated into select social media promotions
- **Email Blast**
  - Podcast and sponsor to be featured in next available INTA Monday email blast (sent weekly on Mondays)
  - Interview and sponsor logo also to be featured in INTA Bulletin eblast (which is sent to INTA's entire mailing list)

## **Meetings and Conferences**

- Brand & New Sponsor ribbon for conference badge at Leadership Meeting

## **INTA Bulletin** *(weekly publication shared with 65k+ IP professionals)*

- Condensed written version of interview to appear in the INTA Bulletin; to include the sponsor logo and thank you note to the sponsor at the end of the interview
- Interview to be published in the first available regular issue of the INTA Bulletin following the posting of the Brand & New episode itself



**US \$2,500**

## **Brand & New Podcast**

**Podcast** (110k+ all time downloads)

- Mention of the sponsor's organization by the host at the start and/or end of the podcast
- Interview with sponsor on agreed topic with no edits

**Online Visibility**

- **INTA Website**
  - The sponsor organization's logo featured on Brand & New episode landing page for one month
- **Social Media**
  - Sponsor logo incorporated into select social media promotions
- **Email Blast**
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**Meetings and Conferences**

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- Interview to be published in the first available regular issue of the INTA Bulletin following the posting of the Brand & New episode itself

**US \$500 and up**



## **Custom Brand & New Podcast**

**Podcast** (110k+ all time downloads)

- Custom sponsorship packages start at \$500 and give you complete flexibility.
- Lower-tier custom packages offer select sponsor shoutouts in a podcast episode.
- You can also choose a sponsorship tier and enhance it by adding extra benefits or creating a multi series—or mix and match your favorite options from all tiers to create your own unique package.
- Whether it's a \$500 shoutout or a \$15,000 multi-series campaign, you have the freedom to design a sponsorship that fits your goals.

