



INTA
ALLIANCE
PROGRAM



Unreal Campaign

2026 SPONSORSHIP

For more information on sponsorships,
contact **Eloïse Santos** at esantos@inta.org

**SPONSORSHIP
PROSPECTUS**

unREAL

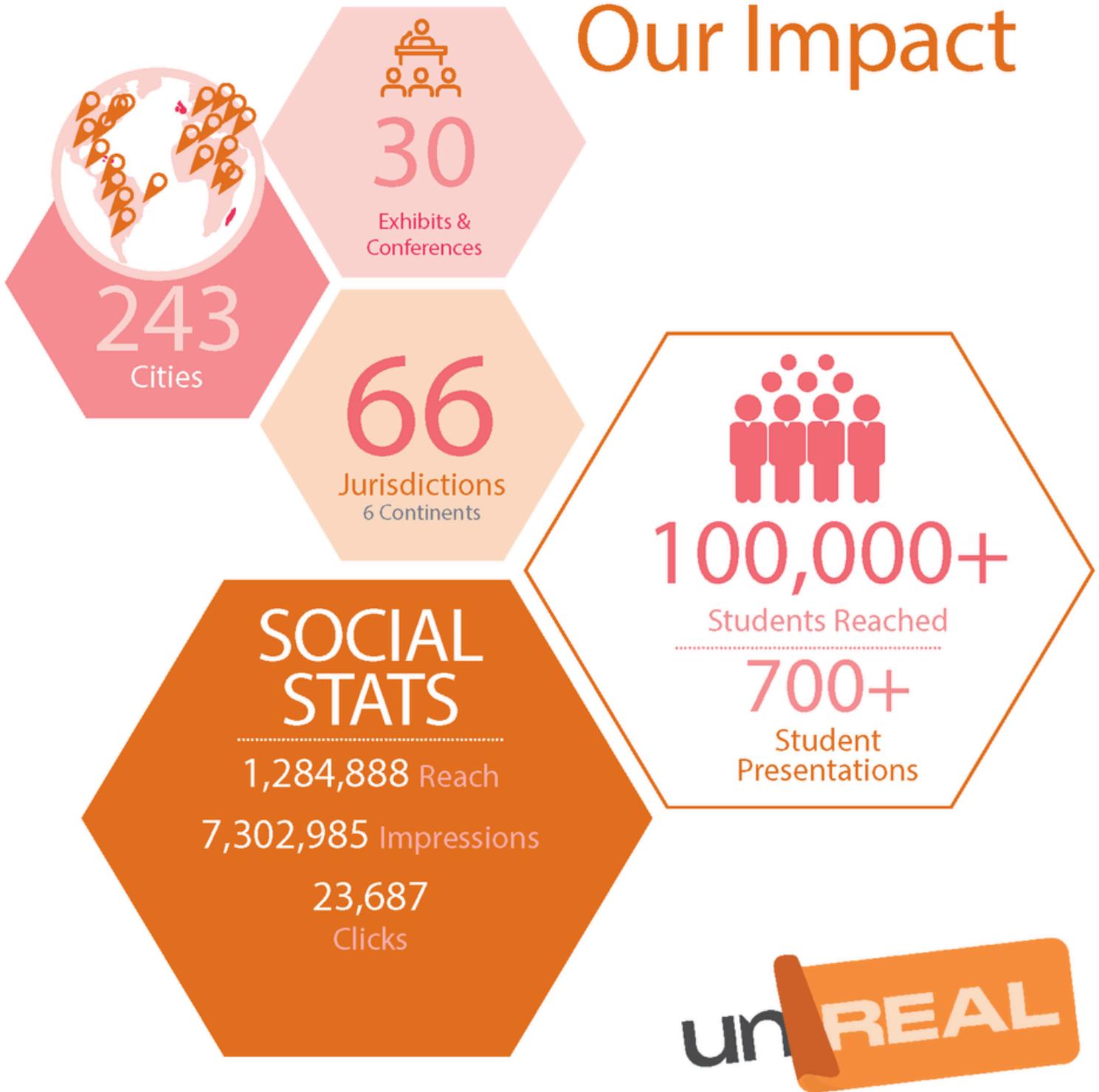
The Unreal Campaign is the International Trademark Association (INTA)'s consumer awareness initiative that educates young consumers (ages 14–23) about the value of trademarks and brands and the dangers of purchasing counterfeit products.

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.unrealcampaign.com
[instagram.com/unrealcampaign](https://www.instagram.com/unrealcampaign)
[tiktok.com/@unrealcampaign](https://www.tiktok.com/@unrealcampaign)



Our Impact



YOUR SPONSORSHIP WILL SUPPORT

- ✓ Creating educational and engaging content for young consumers, including informative social media posts and videos
- ✓ Maintaining and developing our website, unrealcampaign.com
- ✓ Collaborating with youth organizations



2. **Custom sponsorship packages start at \$500**—we'll build a package based on your budget and preferred sponsor benefits which can include those listed in this prospectus alongside other visibility or partnership opportunities. Schedule a call with us and let's work together

1. Subject to INTA review and approval. 3. Videos and resources submitted should be educational only. INTA will not comment on the effectiveness of the company's anti-counterfeiting programs. 4. Excludes Annual Meeting, Leadership Meeting, and TWAP Meeting. Provided that space permits. 5. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 6. Unreal Campaign student presentation provided by INTA.

Online Visibility

	SUPERHERO	HERO	CHAMPION	GUARDIAN	DEFENDER	CUSTOM
	Corporate only \$75,000	Corporate only \$25,000	\$15,000	\$7,500	\$2,500	\$500 min.
Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)	Logo	Logo	Logo	Logo	Logo	See notes on left. ²
Company description on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)	200 words	150 words	100 words	50 words	25 words	
Link to the company's website included on the Unreal landing page	x	x	x	x		
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 (inta.org/about/unreal-campaign) ^{1,3}	x	x	-	-	-	
Opportunity to submit a by-lined article to the INTA Bulletin ¹	2 articles (1 per 6 months)	1 article	-	-	-	
Unreal Campaign Week Nov-Dec 2025	5 days visibility	3 days visibility	1 day visibility	-	-	
Logo added to Unreal Campaign social media posts	12 Posts	8 Posts	5 Posts	3 Posts	1 post	
Dedicated social media post thanking you as as sponsor	5 Posts	3 Posts	2 Posts	1 Post	-	
Opportunity to submit (x) blog posts on the Unreal Campaign website (www.unrealcampaign.com)	4 Posts	3 Posts	2 Posts	1 Post	-	

Professional Meetings and Conferences

	SUPERHERO	HERO	CHAMPION	GUARDIAN	DEFENDER	CUSTOM
Logo displayed during the Unreal Campaign Committee meeting at INTA Annual Meeting	Logo	Logo	Logo	Logo	Logo	
Logo displayed at Leadership Meeting	x	x	x	x	x	
Opportunity to power a special program with a youth organization of your choice (subject to INTA's approval and availability of resources)	x	x	-	-	-	
Opportunity to attend and table at the annual meeting or leadership meeting	x	x				

Logo Placement

	SUPERHERO	HERO	CHAMPION	GUARDIAN	DEFENDER	CUSTOM
Logo placement on the Unreal Campaign student presentation sponsor slide ⁵	Logo	Logo	Logo	Logo	Logo	
Logo placement on e-blasts relating to the Unreal Campaign	Prominent logo placement	Prominent logo placement	Prominent logo placement	Logo	Logo	
Logo placement on next year Prospectus form	Prominent logo placement	Prominent logo placement	Prominent logo placement	Logo	Logo	
Logo placement on INTA Global Site	Prominent logo placement	Prominent logo placement	Logo	Logo	Logo	
Logo placement on INTA Unreal Site	Prominent logo placement	Prominent logo placement	Prominent logo placement	Logo	Logo	

Bespoke sponsorship packages can be curated.