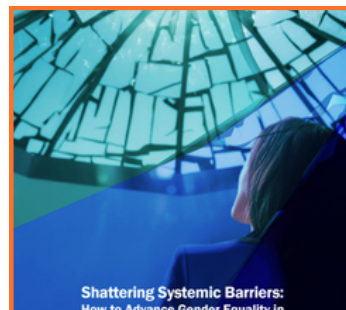




INTA
ALLIANCE
PROGRAM

INTA Alliance Programs



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

**SPONSORSHIP
PROSPECTUS**

INTA Foundation Sponsor

EXPANDING IP EDUCATION FOR UNDERSERVED STUDENTS WORLDWIDE.

Women's Leadership Initiative

ADVANCING WOMEN IN IP, CELEBRATING ITS 5TH ANNIVERSARY IN 2025.

Research

RESEARCH STUDIES ON EMERGING IP ISSUES WORLDWIDE INCLUDING OUR UPCOMING REPORT ON ARTIFICIAL INTELLIGENCE AND INTELLECTUAL PROPERTY.

Unreal Campaign

EDUCATING STUDENTS ON TRADEMARKS AND COUNTERFEIT DANGERS.

INTA Bulletin

A TRUSTED WEEKLY PUBLICATION DELIVERING THE LATEST IP INSIGHTS.

Brand & New Podcast

FORWARD THINKING PODCAST FEATURING INTERVIEWS ON INSPIRING TOPICS THAT GO BEYOND THE TRADEMARK WORLD.

INTA Foundation Ambassador

CHARITABLE ARM OF INTA THAT OFFERS EDUCATIONAL AND PROFESSIONAL OPPORTUNITIES IN IP TO UNDERSERVED STUDENTS AROUND THE WORLD.





INTA
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INTA Foundation



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**SPONSORSHIP
PROSPECTUS**

Foundation Sponsorships

Become a Champion for Change!



Join us in making a lasting impact by sponsoring the **INTA Foundation**. Your support will help us provide opportunities for students from underserved communities. Together, we can make a difference!

We offer various sponsorship packages to fit different budgets, ensuring that everyone can have a meaningful impact.





\$20,000

Foundation Sapphire Sponsor

Leadership Meeting

Events

Leadership Meeting Foundation Old Hollywood Event

- Five complimentary fundraiser registrations for the Foundation Old Hollywood Event (attendees must be registered for the 2025 Leadership Meeting)
- Recognition in speech at the Foundation Old Hollywood Event
- Prominent logo placement at the Foundation Old Hollywood Event
- Early access to the Foundation Old Hollywood Event
- Scheduled photos with Foundation Board Members
- Scheduled meet and great with Foundation Board Members
- Foundation Sponsor ribbon for conference badge

Online Visibility

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

- One complimentary top banner ad in a future 2025 INTA Bulletin

INTA Foundation Web Page

- Logo with link to the organization's website on the INTA Foundation web page
- 200 word sponsor bio with link to the organization's website on the INTA Foundation web page

Social Media (LinkedIn, Facebook, Instagram)

LinkedIn: @INTA Foundation, Facebook: @INTA Foundation, Instagram: @inta_foundation)

- Dedicated social post with recognition as Sapphire Sponsor and short bio on firm
- Dedicated video interview social post with Sponsor spokesperson





\$15,000

Foundation Ruby Sponsor

Leadership Meeting

Events

Leadership Meeting Foundation Old Hollywood Event

- Three complimentary fundraiser registrations for the Foundation Old Hollywood Event (attendees must be registered for the 2025 Leadership Meeting)
- Mention in speech at the Foundation Old Hollywood Event
- Logo placement at the Foundation Old Hollywood Event
- Early access to the Foundation Old Hollywood Event
- Scheduled photos with Foundation Board Members
- Foundation Sponsor ribbon for conference badge

Online Visibility

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

- One complimentary top banner ad in a future 2025 INTA Bulletin

INTA Foundation Web Page

- Logo with link to the organization's website on the INTA Foundation web page
- 200 word sponsor bio with link to the organization's website on the INTA Foundation web page

Social Media (LinkedIn, Facebook, Instagram)

LinkedIn: @INTA Foundation, Facebook: @INTA Foundation, Instagram: @inta_foundation)

- Dedicated social post with recognition as Ruby Sponsor and short bio on firm





\$5,000

Foundation Topaz Sponsor

Leadership Meeting Themed Event

Events

Leadership Meeting Foundation Themed Event

- Two complimentary fundraiser registration for the Foundation Themed Event (attendees must be registered for the 2025 Leadership Meeting)
- Logo placement at the Foundation Themed Event
- Mention in speech at the Foundation Old Hollywood Event
- Scheduled photos with Foundation Board Members
- Foundation Sponsor ribbon for conference badge

Online Visibility

INTA Foundation Web Page

- Logo with link to the organization's website on the INTA Foundation web page

Social Media (LinkedIn, Facebook, Instagram)

LinkedIn: @INTA Foundation, Facebook: @INTA Foundation, Instagram: @inta_foundation)

- Recognition as Topaz Sponsor on select INTA Foundation promotional materials





"The introduction course of IP for sure changed my life because of all of the things the course has offered me. We have classes where we gain knowledge, and we have practical activities that strengthen the knowledge we learn. You have no idea how much your donations help young students and young brown students. I am forever grateful."

-Stephanie Miranda

Federal University of Rio de Janeiro



"As a recipient of this award from the INTA Foundation, the aid is not only financial since it permits potential students like me to create networks and be exposed to niche opportunities without lacking resources and support. It specifically allows minority students to fill in gaps within the industry in spaces not financially feasible for minority students."

-Noah Hills

South University Law Center



"Driven by a passion for helping those in need, my unwavering commitment to providing relief and support is evident in my work. My passion is intellectual property. I want to create opportunities where those in my community can celebrate, support, and thrive by building a bridge between intellectual property and accessibility."

-Marnita Walker

South University Law Center





"Receiving this grant award allowed me to learn on the job under the tutelage of a host of archivists, lawyers, and scholars. One important thing I learned during this internship is the need to develop more equitable ways of providing legal services for the protection of intellectual property."

-Randall Hazard

North Carolina Central University School



"For me, this opportunity changed my life. I am from a little city in Rio de Janeiro. I want to one day change the world by using technology and making medicines that nowadays are so expensive, accessible for everyone. I will forever be grateful for this opportunity and honor."

-Jefferson Alves

Federal University of Rio de Janeiro





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PROGRAM

5 The Women's Leadership Initiative Years



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

**SPONSORSHIP
PROSPECTUS**

Join us in celebrating the **Women's LeadershIP Initiative's** 5th year anniversary!



At INTA, we're dedicated to empowering women in intellectual property (IP) by fostering inclusion, connections, and opportunities worldwide. **The Women's LeadershIP Initiative (WLI)**, launched in 2020 as part of our commitment to diversity and corporate social responsibility, equips women in IP with the leadership skills they need to elevate their careers. Through bold conversations and research-driven insights, we're driving real change—join us in shaping the future of women in IP!

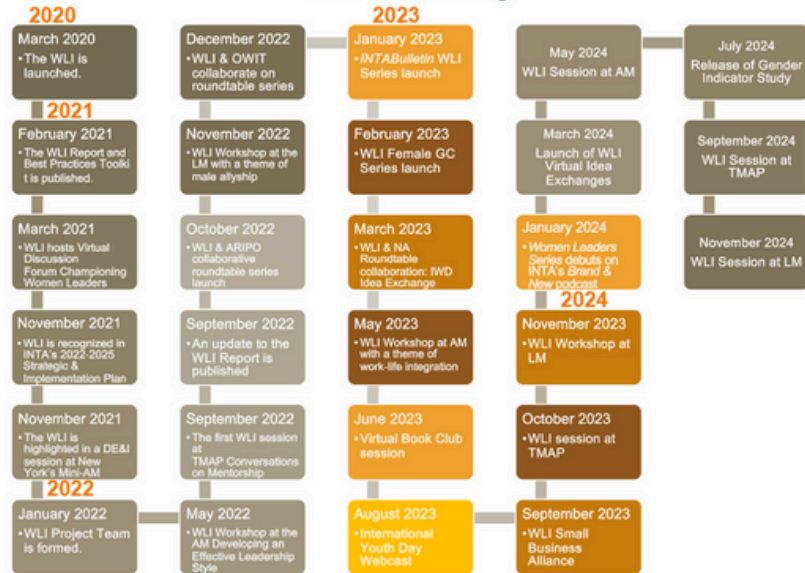
This year marks our **5th year anniversary!** We invite our supporters to celebrate this milestone with us and sponsor our many activities throughout the year.

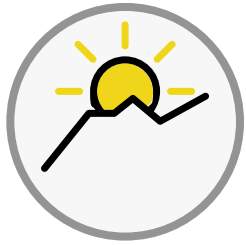


Five Years of Progress!

The Women's Leadership Initiative

Our Journey





US \$35,000

WLI Trailblazer

Online Visibility

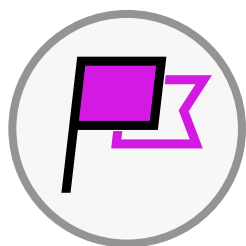
- **INTA Website**
 - Prominent logo placement on the INTA WLI website page
- **Social Media**
 - Sponsor logo included on monthly “Did You Know” social media posts
 - One social media post announcing WLI Trailblazer sponsorship on INTA social media pages (LinkedIn, Facebook, and Instagram)
 - Recognition as Trailblazer Sponsor on select WLI social media posts

Meetings

- **Leadership Meeting WLI Idea Exchange**
 - Signage with logo placement near the entrance to the WLI Idea Exchange
 - Recognition in WLI Idea Exchange welcome speech as Trailblazer sponsor
 - WLI Sponsor ribbon for badge at Leadership Meeting
 - Extended early bird rate

Brand & New Podcast

- **Podcast** (100k+ podcast downloads)
 - Thirty-second sound clip from sponsor at midpoint of podcast
 - Mention of the sponsor’s organization by the host at the start and/or end of the podcast
 - Interview with sponsor at the end of the podcast
- **Online Visibility**
 - INTA Website
 - Sponsor’s logo featured on Brand & New episode landing page for one month
 - Prominent exposure (of episode and sponsor logo) on Brand & New Prospectives landing page
 - 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)
- **INTA Bulletin** (reaching 65k+ professionals in the IP space)
 - 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
 - One complimentary advertisement in a future 2025 INTA Bulletin issue



US \$15,000

WLI Pioneer

Online Visibility

- **INTA Website**
 - Logo placement on the INTA WLI website page
- **Social Media**
 - One social media post announcing WLI Pioneer sponsorship on INTA social media (LinkedIn, Facebook, or Instagram)
 - Recognition as Pioneer Sponsor on select WLI promotional materials

Meetings

- **Leadership Meeting WLI Idea Exchange**
 - Signage with logo placement near the entrance to the WLI Idea Exchange
 - Recognition in WLI Idea Exchange welcome speech as Trailblazer sponsor
 - WLI Sponsor ribbon for badge at Leadership Meeting
 - Extended early bird rate

Brand & New Podcast

- Podcast (100k+ podcast downloads)
 - Mention of the sponsor's organization by the host at the start and/or end of the podcast



US \$5,000

WLI Ally

Online Visibility

- **INTA Website**
 - Logo placement on the INTA WLI website page
- **Social Media**
 - One social media post announcing WLI Ally sponsorship on INTA social media (LinkedIn, Facebook, or Instagram)
 - Recognition as Ally Sponsor on select WLI social media posts

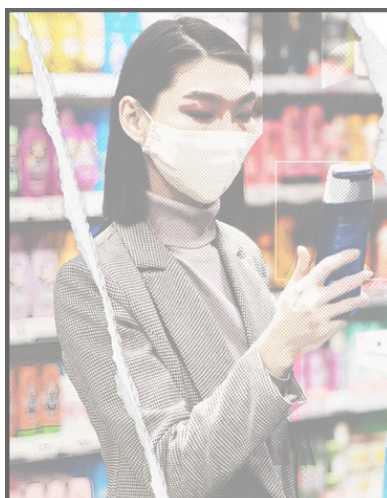
Meetings

- **Leadership Meeting WLI Idea Exchange**
 - WLI Sponsor ribbon for conference badge at the Annual Meeting



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Research Sponsorships



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

**SPONSORSHIP
PROSPECTUS**



US \$40,000

Research Partner Sponsor

Early Access Report on Artificial Intelligence and Intellectual Property

- Opportunity to view the report prior to publication

Online Visibility

- Prominent logo placement on the study's download page on INTA's website
- Two posts on INTA's social media platforms (LinkedIn, Instagram, and Facebook) written and published by INTA staff
- Prominent logo placement and recognition on INTA website page
- Prominent logo placement and recognition in eblast to 65,000+ IP professionals
- Video message announcing the study and sponsorship on YouTube and LinkedIn

Visibility in the Final Deliverables

- A 200-word introduction page within the report exclusive to the sponsor (with link to the sponsor's website)
- Prominent placement of the organization's logo with a link to the sponsor's website in the digital version of deliverables, including a PowerPoint presentation and an Executive Summary

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

- One complimentary ad in a future 2025 INTA Bulletin

Brand & New Podcast *(100k+ all time downloads)*

- **Podcast**
 - Thirty-second sound clip from sponsor at midpoint of a podcast related to AI
 - Mention of the sponsor's organization by the host at the start and/or end of the podcast
 - Interview with sponsor at the end of the podcast
- **Online Visibility**
 - INTA Website
 - Sponsor'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's 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

- Logo placement on signage at the 2025 INTA Annual Meeting Research Advisory Council meeting
- Sponsor recognition ribbons for sponsor representatives at the INTA Leadership Meeting





US \$20,000

Research Advocate Sponsor

Early Access Report on Artificial Intelligence and Intellectual Property

- Opportunity to view the report prior to publication

Online Visibility

- Logo placement on the study's download page on INTA's website
- One post on INTA's social media platforms (LinkedIn, Instagram, or Facebook) written and published by INTA staff

Visibility in the Final Deliverables

- Placement of the sponsor's logo with a link to the sponsor's website in the digital version of deliverables, including a PowerPoint presentation and an Executive Summary
- A 100-word company description within the final report

Brand & New Podcast

- Mention of the sponsor by the host at the start and/or end of the podcast for a Brand & New Podcast episode related to AI

Meetings

- Sponsor recognition ribbons for sponsor representatives at the Leadership Meeting



US \$5,000

Research Contributor Sponsor

Early Access Report on Artificial Intelligence and Intellectual Property

- Opportunity to view the report prior to publication

Online Visibility

- Logo placement on the study's download page on INTA's website

Visibility in the Final Deliverables

- Placement of the sponsor's logo with a link to the organization's website in the digital version of deliverables, including a PowerPoint presentation and an Executive Summary



INTA
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Unreal Campaign

2025 SPONSORSHIP

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

**SPONSORSHIP
PROSPECTUS**



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



Online Visibility

	SUPERHERO	HERO	CHAMPION	GUARDIAN	DEFENDER
	Corporate only \$75,000	Corporate only \$25,000	\$15,000	\$7,500	\$2,500
Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)	Logo	Logo	Logo	Logo	Logo
Company description with a link to the company's website on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)	200 words	150 words	100 words	50 words	-
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	-
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
Logo displayed during the Unreal Campaign Committee meeting	Logo	Logo	Logo	Logo	Logo
Opportunity to power a special program with a youth organization of your choice (subject to INTA's approval and availability of resources)	x	x	-	-	-

Logo Placement

	SUPERHERO	HERO	CHAMPION	GUARDIAN	DEFENDER
Logo placement on the Unreal Campaign student presentation sponsor slide ²	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 placement	Logo

Bespoke sponsorship packages can be curated.

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 anticounterfeiting programs. 4. Excludes Annual Meeting, Leadership Meeting, and TMAP 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.

Thank you to our 2024 Sponsors

PLATINUM



GOLD



SILVER



BRONZE





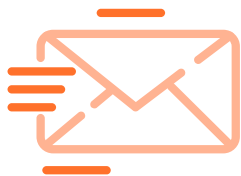
INTA
ALLIANCE
PROGRAM

INTA Bulletin



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**SPONSORSHIP
PROSPECTUS**



ON AVERAGE,
BULLETIN
DELIVERED TO

65K
WEEKLY

29%

OPEN RATE

which on average
equates to
18,600 opens
per week.

Perspectives



The Impact of Effective Conflict of Interest Checks in Trademark Practice

Every firm has its own conflict of interest check procedures. The important thing is to have them in the first place and to ensure that all relevant staff can perform them efficiently.

[Read More >](#)

The [top story of 2025](#), which was published on Jan 22, has over 3,000 page views and continues to grow.

Other top performers average **800 views** over their first month of publication.

Advertisements

Full Banner Ad



597 x 160

- **Exclusive**
- **Specs:** 597 x 160
- **Price:** \$2,000
- **Availability:** 1 slot

Half Banner Ad



285 x 160

- **First Placement**
- **Specs:** 285 x 160
- **Price:** \$1,500
- **Availability:** 2 slots
- **Second Placement**
- **Specs:** 285 x 160
- **Price:** \$1,000
- **Availability:** 2 slots

Third Banner Ad



185 x 150

- **Third Placement**
- **Specs:** 185 x 150
- **Price:** \$500
- **Availability:** 3 slots



*Opportunity to bundle and purchase multiple ad slots for a lower price.

US \$5,000

Sponsored Content



INTA Helps Develop EUIPN's CP13 Common Practice: Trademark Applications Made in Bad Faith

The Association recently participated in efforts to develop the EUIPN's Common Practice on trademark applications made in bad faith, seeking to ensure protection for consumers and brand owners against bad-faith actors.

[Read More >](#)



India's Lloyd Law College Win First Place in INTA's 2025 Asia-Pacific Moot Court Competition

The Association concluded its 2025 Asia-Pacific Moot Court Competition earlier this month in New Delhi. This was the first time the event was held in India.

[Read More >](#)



INTA Bulletin

PLUS

Perspectives



Three Questions with Kevin Blum

In-House Practitioners Series at the 2025 Annual Meeting

Kevin Blum, who is leading the development of the inaugural **In-House Practitioners Series** at the 2025 Annual Meeting, shares his insight on how the in-house role has evolved in recent years, and discusses why he believes this will be the most valuable Annual Meeting to date for in-house practitioners.

[Read More >](#)

Set your business ahead of the pack by writing a Thought Leadership article that will be featured in an INTA Bulletin email and housed on our website.

Bulletin

- Thought Leadership article written by the sponsoring organization and approved by INTA
 - Up to 750 words highlighted as sponsored content
 - Article should be purely thought leadership and/or informational, and is subject to INTA approval
 - INTA editorial team will assist with editing and adapt article to house style
 - Opportunity to share content on sponsors' own channels

Online Visibility

- **INTA Website**
 - Posted prominently on Features pages in INTA website for two weeks from publication
- **Email Blast**
 - Featured in weekly INTA Bulletin email





INTA
ALLIANCE
PROGRAM

Brand & New


PODCASTS FROM THE
INTERNATIONAL TRADEMARK ASSOCIATION



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contact **Eloïse Santos** at esantos@inta.org.

**SPONSORSHIP
PROSPECTUS**

500
DOWNLOADS IN
 30
DAYS


100K
all-time downloads since
the podcast launched

Most popular episodes center on
technology, **social media**, **AI**,
and **innovation**





US \$5,000

Brand & New Podcast

Podcast (*100k+ all time downloads*)

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

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**
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Meetings and Conferences

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

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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



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INTA Foundation



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**AMBASSADOR
PROSPECTUS**

Foundation Ambassador

Make a Difference Today!



Join us in supporting the INTA Foundation's mission to provide opportunities for students from underserved communities. Your contribution can have a significant impact. Here's how to get involved:

- Donate to the INTA Foundation [here](#).^{*}
If you forget your username or password, please email memberoperations@inta.org
- Encourage your employer to match your donation to the INTA Foundation



*The INTA Foundation, Inc. is a charitable organization described in Internal Revenue Code Section 501(c)(3) and contributions are deductible for U.S. Federal income tax purposes to the fullest extent permitted by law. No goods and services were provided to you in exchange for your contribution.

Foundation Ambassador



Here are other ways
you can support the
Foundation:

- Attend an upcoming Foundation event.
- Sponsor an upcoming Foundation event.





**International
Trademark
Association**