



INTA
ALLIANCE
PROGRAM

Brand & New


PODCASTS FROM THE
INTERNATIONAL TRADEMARK ASSOCIATION



For more information on sponsorships,
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**
 - 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

