

# Brand & New

PODCASTS FROM THE INTERNATIONAL TRADEMARK ASSOCIATION



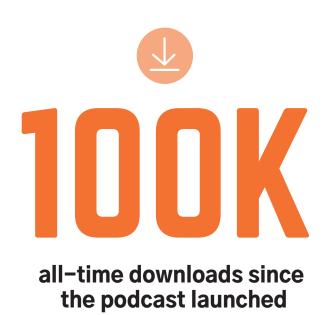




For more information on sponsorships, contact **Eloïse Santos** at **esantos@inta.org** 

SPONSORSHIP PROSPECTUS





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
- o Social Media
  - Sponsor logo incorporated into select social media promotions
- o 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

