



INTA  
ALLIANCE  
PROGRAM



# Unreal Campaign

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2025 SPONSORSHIP

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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.

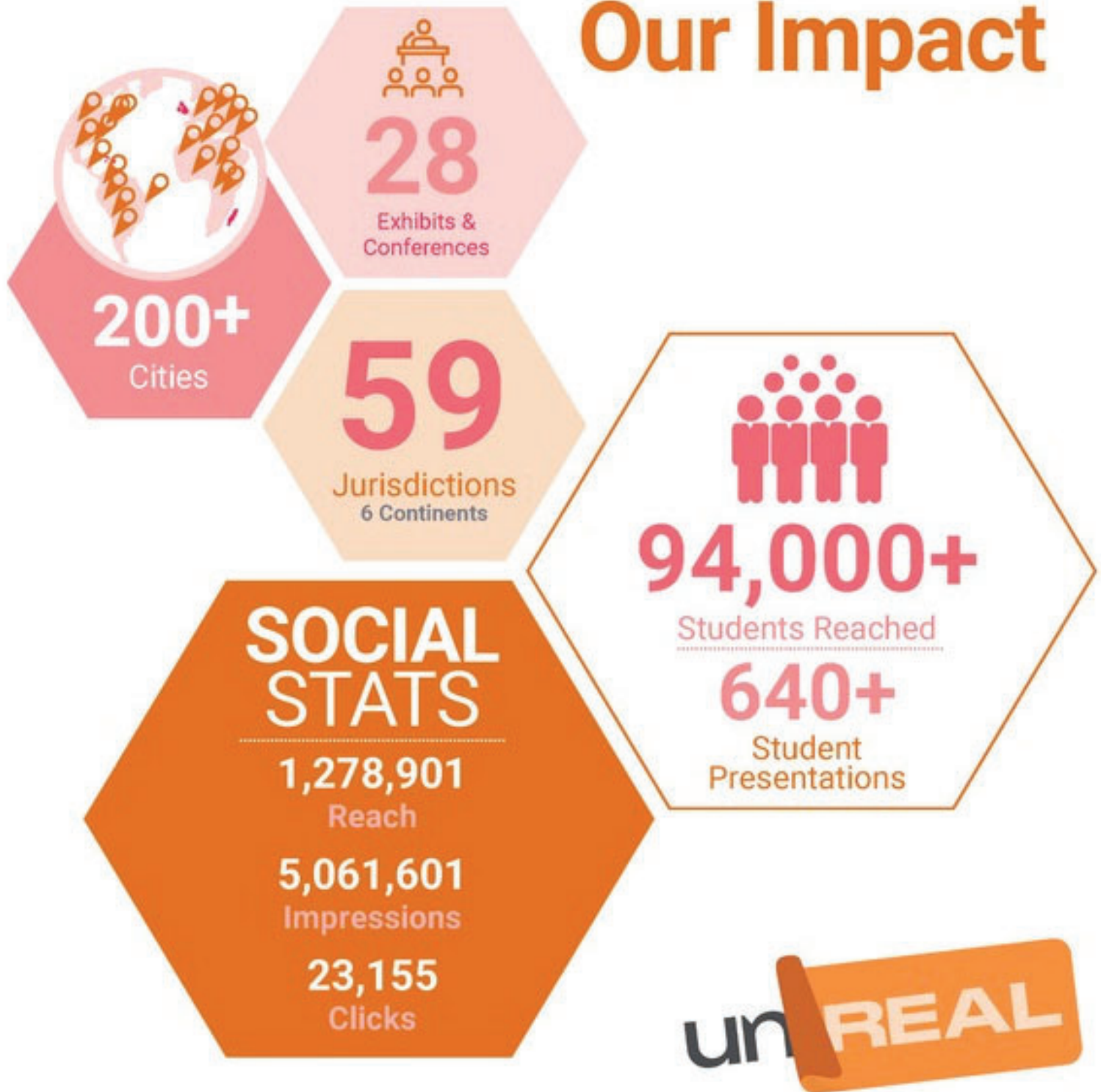
The sale of counterfeit products is a significant problem facing consumers, industries, brand owners, and governments. The Unreal Campaign works to educate tomorrow's consumers to help them make smart purchasing decisions today.

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



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# 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](http://unrealcampaign.com)
- ✓ Collaborating with youth organizations





## Online Visibility

	SUPERHERO	HERO	CHAMPION	GUARDIAN	DEFENDER
	Corporate only <b>\$75,000</b>	Corporate only <b>\$25,000</b>	<b>\$15,000</b>	<b>\$7,500</b>	<b>\$2,500</b>
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) <sup>1,3</sup>	x	x	-	-	-
Opportunity to submit a by-lined article to the INTA Bulletin <sup>1</sup>	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 <sup>6</sup>	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

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## GOLD

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## SILVER

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## BRONZE

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