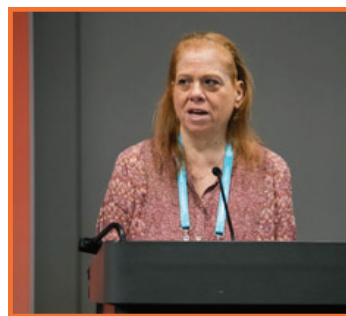




INTA
ALLIANCE
PROGRAM

5 The Women's Leadership Initiative Years



For more information on sponsorships,
contact **Eloïse Santos** at 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.

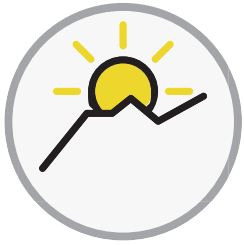


Five Years of Progress!

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

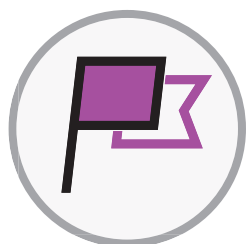
Meetings

- **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

