Unreal Campaign
2022 SPONSORSHIP
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.inta.org/about/unreal-campaign    www.unrealcampaign.com
Our Impact

- Creating educational and engaging content for social media
- Sponsoring academic competition awards
- Collaborating with youth organizations

YOUR SPONSORSHIP WILL SUPPORT

- 60K+ Students Reached
- 400+ Student Presentations
- 3.8M+ Reached on Social Media
- 2.7K Followers on Social Media
- 188K+ Engagement on Social Media
- 125+ Cities
- 26 Exhibits & Conferences
- 40 Jurisdictions
- 6 Continents
- 125+ Cities
- 26 Exhibits & Conferences
- 40 Jurisdictions
- 6 Continents
BENEFITS FOR A PLATINUM PLUS SPONSOR

• **Online Visibility**
  - Prominent logo placement on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com)) and INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign](http://inta.org/about/unreal-campaign))
  - 150-word company description with a link to the company's website on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com))
  - Ten posts submitted by the company for INTA/Unreal Campaign's social media platforms\(^1\)
  - Opportunity to partner with a youth organization
  - Opportunity to showcase an educational video on the company's resources to identify counterfeit products, to be posted on the Unreal Campaign website\(^1,2\)
  - 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\(^1,2\)
  - Opportunity to submit a bylined article to the *INTA Bulletin*\(^1\)

• **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation
  - Opportunity to include a link to the company's online resources on counterfeit products in the Unreal Campaign student presentation\(^2\)
  - Prominent logo placement on the Unreal Campaign student presentation sponsor slide
  - Prominent logo placement on marketing materials relating to the Unreal Campaign
  - Logo placement in the waiting room for virtual Unreal Campaign student presentations

• **Professional Meetings and Conferences**
  - Logo displayed during the Unreal Campaign Committee meeting at INTA Annual Meeting

1. Subject to INTA review and approval.
2. Videos and resources submitted should be educational only. INTA will not comment on the effectiveness of the company's anticounterfeiting programs.
**Benefits for a Platinum Sponsor**

- **Online Visibility**
  - Prominent logo placement on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com)) and INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign/](http://inta.org/about/unreal-campaign/))
  - 150-word company description with a link to the company's website on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com))
  - Ten posts submitted by the company for INTA/Unreal Campaign's social media platforms
  - Opportunity to showcase an educational video on the company's resources to identify counterfeit products, to be posted on the Unreal Campaign website
  - 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
  - Opportunity to submit a bylined article to the *INTA Bulletin*

- **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation
  - Opportunity to include a link to the company's online resources on counterfeit products in the Unreal Campaign student presentation
  - Prominent logo placement on the Unreal Campaign student presentation sponsor slide
  - Prominent logo placement on marketing materials relating to the Unreal Campaign
  - Logo placement in the waiting room for virtual Unreal Campaign student presentations

- **Professional Meetings and Conferences**
  - Logo displayed during the Unreal Campaign Committee meeting at INTA Annual Meeting

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1. Subject to INTA review and approval.
2. Videos and resources submitted should be educational only. INTA will not comment on the effectiveness of the company’s anticounterfeiting programs.

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**Platinum Level Sponsor**

$20,000

*Exclusive for corporate sponsors only*
BENEFITS FOR A GOLD SPONSOR

• **Online Visibility**
  - Prominent logo placement on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com)) and INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign/](http://inta.org/about/unreal-campaign/))
  - 150-word company description with a link to the company's website on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com))
  - Ten posts submitted by the company for INTA/Unreal Campaign’s social media platforms

• **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation
  - Prominent logo placement on the Unreal Campaign student presentation sponsor slide
  - Prominent logo placement on marketing materials relating to the Unreal Campaign
  - Logo placement in the waiting room for virtual Unreal Campaign student presentations

• **Professional Meetings and Conferences**
  - Logo displayed during the Unreal Campaign Committee meeting at INTA Annual Meeting

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1. Subject to INTA review and approval.
BENEFITS FOR A SILVER SPONSOR

- **Online Visibility**
  - Logo on the Unreal Campaign website ([unrealcampaign.com](unrealcampaign.com)) and INTA’s Unreal Campaign landing page ([inta.org/about/unreal-campaign/](inta.org/about/unreal-campaign/))
  - 75-word company description with a link to the company’s website on the Unreal Campaign website ([unrealcampaign.com](unrealcampaign.com))
  - Five posts submitted by the company for INTA/Unreal Campaign’s social media platforms

- **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation
  - Logo on the Unreal Campaign student presentation sponsor slide
  - Logo on marketing materials relating to the Unreal Campaign
  - Logo placement in the waiting room for virtual Unreal Campaign student presentations hosted using INTA’s Zoom Account

- **Professional Meetings and Conferences**
  - Logo displayed during the Unreal Campaign Committee meeting at INTA Annual Meeting

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1. Subject to INTA review and approval.
BENEFITS FOR A BRONZE SPONSOR

• **Online Visibility**
  - Company or individual name listed on the Unreal Campaign website ([unrealcampaign.com](http://unrealcampaign.com)) and INTA’s Unreal Campaign landing page ([inta.org/about/unreal-campaign/](http://inta.org/about/unreal-campaign/))

• **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation
“At Amazon we strongly support consumer education programs like the INTA Unreal Campaign. Educating youth on the impact of purchasing counterfeit is a key element to eliminating the market for counterfeit goods and we fully support INTA and the Unreal Campaign.”

–Kaleigh Miller, Global Brand Relations Lead, Americas at Amazon
2022 Platinum Sponsor

“Counterfeit and falsified medical products represent a serious and growing Global Health challenge, for patients, authorities and pharmaceutical manufacturers alike. Tackling this challenge requires stronger collective action on multiple fronts. Raising public awareness on the dangers of counterfeit/falsified medicines is critical to protect patients’ safety. To that end, Novartis is a proud sponsor of the INTA Unreal campaign and strongly believes in the importance of educating younger generations on the safety risks associated with sourcing medicines outside the legitimate supply chain, especially on the internet.”

–Stanislas Barro, Global Head of Anticounterfeiting at Novartis
2022 Gold Sponsor

“A key element in the fight against piracy is education. This is the reason why in Cervieri Monsuárez we are proud to support this campaign, that educates the new generations and warns about the dangers and consequences of the “unreal”. Being a sponsor of the Unreal Campaign is, more than a responsibility, a privilege. It makes us feel that WE CAN indeed fight this crime and that when we unite our forces, we are even stronger.”

–Virginia Cervieri, Senior Partner at Cervieri Monsuárez
2022 Silver Sponsor
SPONSOR US

Sponsor the Unreal Campaign and help us educate tomorrow’s leaders about the dangers of purchasing counterfeit products.

All communications regarding Unreal Campaign sponsorship should be directed to sponsorsandexhibitorts@inta.org
Today’s Date: ..............................................

Organization: ..............................................................................................................................................

Contact Person: ............................................................. Title: ..............................................................

Mailing Address: ..........................................................................................................................................

...................................................................................................................................................................

City: ................................................................. State: ........................................ Zip Code: ......................

Phone: .............................................................. Fax: ................................................................................

Email: ..........................................................................................................................................................

Company Website / URL: ................................................................................................................................

Payment:

Total Amount: ......................... Sponsorship Type: ❑ Platinum Plus ❑ Platinum ❑ Gold ❑ Silver ❑ Bronze

Card Number: ..............................................................................................................................................

Exp. Date: ........................................................CVV#: ...........................................................................

Authorized Signature: ______________________________________________________________________________

For Office Use Only:

Print Name: .......................................................................... Phone: ......................................................

Title: .................................................................................... Payment Receipt Date: ..............................

Sponsorship Policy: Sponsorship is not considered secured until INTA has received full payment and countersigned this agreement. Sponsorship is for the 2022 calendar year unless otherwise stated. We will contact you to obtain your logo and other materials to showcase your participation.

All communications regarding Unreal Campaign sponsorship should be directed to sponsorsandexhibitors@inta.org