



Unreal Campaign

2024 SPONSORSHIP



unREAL

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/



Our Impact



200+
Cities



27

Exhibits &
Conferences

55

Jurisdictions
6 Continents



88,500+

Students Reached

560+

Student
Presentations



YOUR SPONSORSHIP WILL SUPPORT

- ✓ Creating educational and engaging content for young consumers
- ✓ Collaborating with youth organizations

Professional Meetings and Conferences	PLATINUM+	PLATINUM	GOLD	SILVER	BRONZE
	Exclusive for 1 & Corporate only \$75,000	Corporate only \$25,000	\$15,000	\$7,500	\$2,500
Logo displayed during the Unreal Campaign Committee meeting at INTA Annual Meeting and Leadership Meeting	Logo	Logo	Logo	Logo	Company or individual name listed
Complimentary registrations to an INTA Conference (3)	4 registrations	3 registrations	2 registrations	1 registration	-
Opportunity to develop a session on consumer awareness campaigns and present at the Annual Meeting (1)	x	-	-	-	-
Exclusive opportunity to power a special program with a youth organization of your choice (subject to INTA's approval and availability of resources)	x	-	-	-	-

Online Visibility	PLATINUM+	PLATINUM	GOLD	SILVER	BRONZE
Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)	Logo	Logo	Logo	Logo	Company or individual name listed
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	-
Posts related to Unreal Campaign on INTA's social media platforms suggested by sponsors and published by INTA (1)	3 posts (quarter 1, 2 and 4)	2 posts (quarter 2 and 4)	1 post	-	-
Announcement of Unreal Campaign sponsor on INTA's social media platforms	x	x	x	x	x
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) (1, 2)	x	x	-	-	-
Opportunity to submit a by-lined article to the INTA Bulletin (1)	2 articles (1 per 6 months)	1 article	-	-	-
Unreal Campaign Week Fall 2024	5 days visibility	3 days visibility	1 day visibility	-	-
Logo added to Unreal Campaign social media posts in 2024	12 Posts	8 Posts	5 Posts	3 Posts	1 Post

Signage and Speaking Opportunities	PLATINUM+	PLATINUM	GOLD	SILVER	BRONZE
Opportunity to deliver the Unreal Campaign student presentation	x	x	x	x	x
Logo placement on the Unreal Campaign student presentation sponsor slide (4)	Logo	Logo	Logo	Logo	Company or individual name listed
Logo placement on e-blasts relating to the Unreal Campaign	Prominent logo placement	Prominent logo placement	Prominent logo placement	logo placement	Company or individual name listed

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. 3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits. 4. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 5. Unreal Campaign student presentation provided by INTA.



BENEFITS FOR A PLATINUM PLUS SPONSOR

• Professional Meetings and Conferences

- Logo displayed during the Unreal Campaign Committee meeting at the INTA Annual Meeting and Leadership Meeting
- Four (4) complimentary registrations to an INTA Conference³
- Exclusive opportunity to develop a session on consumer awareness campaigns and present at the Annual Meeting¹
- Exclusive opportunity to power a special program with a youth organization of your choice (subject to INTA's approval and availability of resources)

• Online Visibility

- Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- 200-word company description with a link to the company's website on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- Four (4) posts related to Unreal Campaign on INTA's social media platforms suggested by sponsors and published by INTA in quarter one, two and four^{1,2}
- Announcement of Unreal Campaign sponsor on INTA's social media platforms
- 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)^{1,2}
- Opportunity to submit two (2) by-lined articles to the INTA Bulletin (1 per 6 months)¹
- Five (5) days of visibility during the Unreal Campaign Week Fall 2024 (more information to follow)
- Logo added to (12) Unreal Campaign social media posts

• Signage and Speaking Opportunities

- Opportunity to deliver the Unreal Campaign student presentation⁵
- Logo placement on the Unreal Campaign student presentation sponsor slide⁴
- Logo placement on e-blasts relating to the Unreal Campaign

- 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. 3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits. 4. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 5. Unreal Campaign student presentation provided by INTA.



BENEFITS FOR A PLATINUM SPONSOR

• Professional Meetings and Conferences

- Logo displayed during the Unreal Campaign Committee meeting at the INTA Annual Meeting and Leadership Meeting
- Three (3) complimentary registrations to an INTA Conference³

• Online Visibility

- Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- 150-word company description with a link to the company's website on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- Two (2) posts related to Unreal Campaign on INTA's social media platforms suggested by sponsors and published by INTA in quarter one and two^{1,2}
- Announcement of Unreal Campaign sponsor on INTA's social media platforms
- 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)^{1,2}
- Opportunity to submit one (1) by-lined article to the INTA Bulletin¹
- Three (3) days of visibility during the Unreal Campaign Week Fall 2024 (more information to follow)
- Logo added to (8) Unreal Campaign social media posts

• Signage and Speaking Opportunities

- Opportunity to deliver the Unreal Campaign student presentation⁵
- Logo placement on the Unreal Campaign student presentation sponsor slide⁴
- Logo placement on e-blasts relating to the Unreal Campaign

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. 3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits. 4. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 5. Unreal Campaign student presentation provided by INTA.



BENEFITS FOR A GOLD SPONSOR

- **Professional Meetings and Conferences**

- Logo displayed during the Unreal Campaign Committee meeting at the INTA Annual Meeting and Leadership Meeting
- Two (2) complimentary registrations to an INTA Conference³

- **Online Visibility**

- Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- 100-word company description with a link to the company's website on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- One (1) post related to Unreal Campaign on INTA's social media platforms suggested by sponsors and published by INTA in quarter one and two^{1,2}
- Announcement of Unreal Campaign sponsor on INTA's social media platforms
- One (1) day of visibility during the Unreal Campaign Week Fall 2024 (more information to follow)
- Logo added to (5) Unreal Campaign social media posts

- **Signage and Speaking Opportunities**

- Opportunity to deliver the Unreal Campaign student presentation⁵
- Logo placement on the Unreal Campaign student presentation sponsor slide⁴
- Logo placement on e-blasts relating to the Unreal Campaign

- 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. 3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits. 4. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 5. Unreal Campaign student presentation provided by INTA.

A light gray starburst-shaped badge with the text "SILVER LEVEL SPONSOR" and "\$7,500" inside.

**SILVER
LEVEL
SPONSOR**
\$7,500

BENEFITS FOR A SILVER SPONSOR

- **Professional Meetings and Conferences**

- Logo displayed during the Unreal Campaign Committee meeting at the INTA Annual Meeting and Leadership Meeting
- One (1) complimentary registrations to an INTA Conference³

- **Online Visibility**

- Logo placement on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- 50-word company description with a link to the company's website on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- Announcement of Unreal Campaign sponsor on INTA's social media platforms
- Logo added to (3) Unreal Campaign social media posts

- **Signage and Speaking Opportunities**

- Opportunity to deliver the Unreal Campaign student presentation⁵
- Logo placement on the Unreal Campaign student presentation sponsor slide⁴
- Logo placement on e-blasts relating to the Unreal Campaign

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. 3. Excludes Annual Meeting, Leadership Meeting, and TMAP Meeting. Provided that space permits. 4. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 5. Unreal Campaign student presentation provided by INTA.



BENEFITS FOR A BRONZE SPONSOR

- **Professional Meetings and Conferences**

- Company or individual name displayed during the Unreal Campaign Committee meeting at the INTA Annual Meeting and Leadership Meeting

- **Online Visibility**

- Company or individual name displayed on INTA's Unreal Campaign landing page (inta.org/about/unreal-campaign)
- Announcement of Unreal Campaign sponsor on INTA's social media platforms
- Logo added to (1) Unreal Campaign social media post

- **Signage and Speaking Opportunities**

- Opportunity to deliver the Unreal Campaign student presentation⁵
- Logo placement on the Unreal Campaign student presentation sponsor slide⁴
- Logo placement on e-blasts relating to the Unreal Campaign

- 4. Subject to the rules and regulations in specific jurisdiction on including sponsor information for educational programs for a younger audience. 5. Unreal Campaign student presentation provided by INTA.

Thank you to our 2023 Sponsors

PLATINUM PLUS



GOLD



SILVER



BRONZE

Countercheck | Dell Inc. | Donald Manasse Law Offices | Puma SE





2024 Unreal Campaign Sponsorship Form

Today's Date:

Organization:

Contact Person: Title:

Mailing Address:

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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 2024 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 agray@inta.org and gmagid@inta.org



International
Trademark
Association