



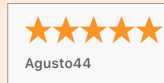
# Podcast Sponsorship

Be the exclusive sponsor of an episode of *Brand & New*, the International Trademark Association's forward-thinking podcast for brand owners, lawyers, and marketing and finance professionals looking to stay agile and innovative in the evolving IP environment.

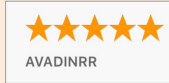
Hosted by IP attorney and entrepreneur **Audrey Dauvet**

**Brand & New**  
ranges in the top  
**10%**  
of podcasts  
(All categories - Sources:  
The Podcast Host &  
Buzzsprout)

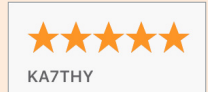
*"Favorite legal podcast"*



*"A Must Listen"*

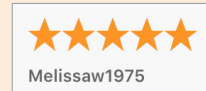


**4.8** Global Average Rating



*"Great show to learn from"*

*"Thoughtful & Smart"*



**Overall**  
**+65,000**  
listeners in more than  
**150 countries**  
(including +4,300 cities worldwide)

**Prominent guests**  
from around the world

**Large International Audience**  
(U.S. listeners <50%)

**Up to**  
**2,100**  
listeners per episode

Listen to recent episodes here: [inta.org/perspective/brand-new-podcast/](http://inta.org/perspective/brand-new-podcast/)



# **Brand & New Podcast** Sponsorship Benefits

## **Brand & New Podcast**

- Thirty-second sound clip at midpoint of podcast
- Mention of your brand by Audrey Dauvet (IP attorney, entrepreneur, and *Brand & New* host) at start and/or end of podcast
- Three-minute interview with sponsor at the end of the podcast

## **INTA Website**

- Your organization's logo featured on *Brand & New* episode landing page
- Prominent exposure (of episode and sponsor) on INTA website homepage
- Prominent exposure (of episode and sponsor) on Perspectives landing page

## **Social Media**

- Post promoting new episode and sponsor across INTA's major social media (Facebook, LinkedIn, Twitter)
- All posts to include affiliations and hashtags of podcast interviewee and the interviewee's organization as well as other relevant organizations
- First post to go out as episode is posted on INTA website, followed by posts on other social media platforms over subsequent few days
- Pre-prepared social media posts to be provided to interviewee to post, including thank you to sponsor
- *Brand & New* podcast host Audrey Dauvet to film short 30–60 video (to be posted on social media) announcing new episode and thanking sponsor

## **INTA Bulletin**

- Condensed written version of interview to appear in the *INTA Bulletin*. This will include sponsor logo and thank you note to the sponsor at the end of the interview
- Interview to be published in first available issue of *INTA Bulletin* following the posting of the *Brand & New* episode itself
- Interview and sponsor logo also featured in *INTA Bulletin* eblast (which is sent to INTA's entire mailing list)

## **INTA Events Email**

- Podcast and sponsor to be featured in INTA Events email (sent in third week of every month)

## **Cost: \$8,500 per Brand & New podcast episode**

Please contact [sponsorsandexhibitors@inta.org](mailto:sponsorsandexhibitors@inta.org) for more information on how your organization can reach a global audience!