



# Unreal Campaign

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2023 SPONSORSHIP

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International  
Trademark  
Association



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/](http://www.inta.org/about/unreal-campaign/)





Professional Meetings and Conferences	PLATINUM+	PLATINUM	GOLD	SILVER	BRONZE
	Exclusive for 1 & 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 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 (4)	4 registrations	3 registrations	2 registrations	1 registration	-
Sponsor breakfast invitation for Annual Meeting	x	x	x	x	x
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, 2)	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, 3)	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 2023	5 days visibility	3 days visibility	1 day visibility	-	-

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 (5)	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. No posts will be made on the Unreal Campaign social media platforms. 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.



**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 Conference<sup>4</sup>
  - Sponsor breakfast invitation for the INTA Annual Meeting
  - Exclusive opportunity to develop a session on consumer awareness campaigns and present at the Annual Meeting<sup>1</sup>
  - 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](http://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](http://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<sup>1,2</sup>
  - 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](http://inta.org/about/unreal-campaign))<sup>1,3</sup>
  - Opportunity to submit two (2) by-lined articles to the INTA Bulletin (1 per 6 months)<sup>1</sup>
  - Five (5) days of visibility during the Unreal Campaign Week Fall 2023 (more information to follow)
- **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation<sup>6</sup>
  - Logo placement on the Unreal Campaign student presentation sponsor slide<sup>5</sup>
  - Logo placement on e-blasts relating to the Unreal Campaign

1. Subject to INTA review and approval. 2. No posts will be made on the Unreal Campaign social media platforms. 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.





## 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 Conference<sup>4</sup>
- Sponsor breakfast invitation for the INTA Annual Meeting

### • Online Visibility

- Logo placement on 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 INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign](http://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<sup>1,2</sup>
- 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](http://inta.org/about/unreal-campaign))<sup>1,3</sup>
- Opportunity to submit one (1) by-lined article to the INTA Bulletin<sup>1</sup>
- Three (3) days of visibility during the Unreal Campaign Week Fall 2023 (more information to follow)

### • Signage and Speaking Opportunities

- Opportunity to deliver the Unreal Campaign student presentation<sup>6</sup>
- Logo placement on the Unreal Campaign student presentation sponsor slide<sup>5</sup>
- Logo placement on e-blasts relating to the Unreal Campaign

1. Subject to INTA review and approval. 2. No posts will be made on the Unreal Campaign social media platforms. 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.



## 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 Conference<sup>4</sup>
- Sponsor breakfast invitation for the INTA Annual Meeting

### • Online Visibility

- Logo placement on INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign](http://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](http://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<sup>1,2</sup>
- Announcement of Unreal Campaign sponsor on INTA's social media platforms
- One (1) day of visibility during the Unreal Campaign Week Fall 2023 (more information to follow)

### • Signage and Speaking Opportunities

- Opportunity to deliver the Unreal Campaign student presentation<sup>6</sup>
- Logo placement on the Unreal Campaign student presentation sponsor slide<sup>5</sup>
- Logo placement on e-blasts relating to the Unreal Campaign

1. Subject to INTA review and approval. 2. No posts will be made on the Unreal Campaign social media platforms. 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.



## 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 Conference<sup>4</sup>
- Sponsor breakfast invitation for the INTA Annual Meeting

### • Online Visibility

- Logo placement on INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign](http://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](http://inta.org/about/unreal-campaign))
- Announcement of Unreal Campaign sponsor on INTA's social media platforms

### • Signage and Speaking Opportunities

- Opportunity to deliver the Unreal Campaign student presentation<sup>6</sup>
- Logo placement on the Unreal Campaign student presentation sponsor slide<sup>5</sup>
- Logo placement on e-blasts relating to the Unreal Campaign

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.







## 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
  - Sponsor breakfast invitation for the INTA Annual Meeting
- **Online Visibility**
  - Company or individual name displayed on INTA's Unreal Campaign landing page ([inta.org/about/unreal-campaign](http://inta.org/about/unreal-campaign))
  - Announcement of Unreal Campaign sponsor on INTA's social media platforms
- **Signage and Speaking Opportunities**
  - Opportunity to deliver the Unreal Campaign student presentation<sup>6</sup>
  - Logo placement on the Unreal Campaign student presentation sponsor slide<sup>5</sup>
  - Logo placement on e-blasts relating to the Unreal Campaign

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.

At Amazon, we are committed to creating a trustworthy shopping experience by fighting counterfeits and any other forms of abuse in our stores. We are proud to partner with INTA's Unreal Campaign in educating young consumers and entrepreneurs to help them make smart purchasing decisions and understand the value of IP rights.

**–Anna Dalla Val**  
Brand Protection at Amazon.com, Inc.

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 Platinum 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



*“At Mercado Libre, we believe that an early understanding of the importance of IP inevitably leads to respect of rights and raises awareness of how serious counterfeiting can be. Not only is this initiative important to the world of IP, but it is also a great contribution to society.”*

**–Paula Fernandez Pfizenmaier**  
Head of IP at Mercado Libre

2022 Silver Sponsor

# Thank you to our 2022 Sponsors

## PLATINUM

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## GOLD

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## SILVER

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## BRONZE

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Countercheck | PRAWIRANEGARA Intellectual Property | Dell | Puma SE | Western Digital





# 2023 Unreal Campaign Sponsorship Form

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 2023 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](mailto:sponsorsandexhibitors@inta.org)**



International  
Trademark  
Association