



CONFERENCE SPONSORSHIP/ PARTNERSHIP OPPORTUNITIES

A BRAND'S NEW WORLD, LATIN AMERICA

JUNE 15-17, 2021



Center for Anti-Counterfeiting
and Product Protection
MICHIGAN STATE UNIVERSITY

For more information, contact
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SPONSORSHIP OPPORTUNITIES

Note: The A-CAPP Center reserves the right to decline any partnership or sponsorship at its discretion.

INCLUDED: Sponsorship includes tier specific recognition on all event marketing materials, such as agenda, emails, social media, event website, BPP, and materials during event and recordings for all sessions.

TIER	AMOUNT	WHAT IS INCLUDED
DIAMOND SPONSOR	\$15,000	Tier and sponsorship type recognition as described above, 1 BPP sidebar ad in September 2021 edition, 1 push notification, 2 live polls
PLATINUM SPONSOR	\$10,000	Tier and sponsorship type recognition as described above, 1 BPP bottom ad in December 2021 edition, 1 live poll
GOLD SPONSOR	\$5,000	Tier and sponsorship type recognition as described above, 2 BPP Hub Classified ads in December 2021 and March 2022 editions, 1 registration poll
SILVER SPONSOR	\$1,000	Tier and sponsorship type recognition as described above, 1 BPP Hub Classified ad in March 2022 edition
BRONZE SPONSOR	\$500	Tier/sponsorship type recognition during event and recordings

PARTNERSHIP OPPORTUNITIES

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OVERVIEW: Partnerships are open to non-profit organizations, academia, government and law enforcement. Partnering for the event would include sharing the event information with the partner's listserv, including your organization's logo on the event assets, including emails, website and platform.



SPONSORSHIP EXPECTATIONS

GENERAL

Our "A Brand's New World" conference series is offered at no cost to attendees. Therefore, sponsorships are vital to our ability to offer these. Our prior event attendees and partners come from a broad range of industries, government, law enforcement, and academia. While we typically do not make attendee contact information available, the value of your sponsorship is greater. Our attendees and partners recognize our sponsors as helping the greater good in the fight against counterfeits and protecting brands.

Additionally, unlike other entities, we do not offer pay-for-speaking opportunities. Sponsorship does not guarantee a speaking role in the event. We evaluate and determine speaking opportunities separate from funding.

MARKETING MATERIALS

Sponsorship will receive specific benefits and recognition as described for the sponsorship type and tier. To ensure your recognition is maximized the Center will include pre-event sponsorship recognition within 3-5 days of receiving:

- logo, full company name, and proper pronunciation
- invoice remittance and/or remittance initiation

Recognition during and after the event will utilize the same marketing materials initially submitted.

BPP ADS

The BPP is released 4 times per year-March, June, September, and December. If your sponsorship benefit includes advertisement, remittance must have been received and requirements below met for advertisement inclusion.

Advertisement deadlines:

- September 2021 edition: advertisement received by August 19, 2021
- December 2021 edition: advertisement received by November 19, 2021
- March 2022 edition: advertisement received by February 18, 2022

Advertisement requirements:

- Right side banner: 394 px X 750 px, high resolution JPEG or PNG, and URL to link your ad to.
- Bottom banner: 294px X 330px, high resolution JPEG or PNG, and URL to link your ad to.
- BP Hub Classified: Company/organization name, location, phone, email, website and 250 character limit description.

POLLING

Sponsorships that include either a poll to be included in registration materials or a live poll during a session must be on a brand protection related topic and cannot be specifically about the sale or use of a specific product. Poll content should be worked out with Kari Kammel in advance. Registration polls will be included in the next registration email following agreement to sponsorship. Live polls must be submitted by June 8, 2021.

PUSH NOTIFICATIONS

At the end of the session during the moderator's closing, a push notification link will pop up for viewers to link out to your choice of a virtual meeting room, website, or email link. Sponsor is responsible for coordination and execution of meeting room.

