CONFERENCE SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

A BRAND’S NEW WORLD, LATIN AMERICA

JUNE 15-17, 2021
## 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.

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

## PARTNERSHIP OPPORTUNITIES

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

**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.

For more information, contact Kari Kammel at kkammel@msu.edu
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.

For more information, contact Kari Kammel at kkammel@msu.edu