



SPONSORSHIP OPPORTUNITIES

MSU A-CAPP CENTER PODCAST

OVERVIEW

The MSU Center for Anti-Counterfeiting and Product Protection is proud to present, *Brand Protection Stories* — a monthly podcast focused on sharing the **“STRANGER THAN FICTION”** stories and experiences of our brand protection community hosted by Industry Fellow, Leah Evert-Burks.

PODCAST SPONSOR..... \$10,000

The A-CAPP Center reserves the right to decline any sponsorship or advertisements not aligned with the Center's guidelines and mission at its sole and absolute discretion. Acceptance of sponsorship or advertisement of Brand Protection Stories Podcast does not indicate any endorsement of contributing companies or products. Podcast sponsorships are applied to the A-CAPP general funding account and may be used to fund a variety of A-CAPP efforts..

- AD DETAILS: Exclusive sponsor for three, monthly podcast episodes. Sponsor will receive a 45 second ad to be read by host during each of the three podcast episodes, verbal recognition from host at beginning and end of episode, as well as recognition on social media as podcast sponsor.
- AD REQUIREMENTS: 45 second script for ad to be read during podcast.

Interested in sponsoring?

Contact Kari Kammel at kkammel@msu.edu

