2022 WORLD IP DAY Youth and Entrepreneurs

CONFERENCE SPONSORSHIP/ PARTNERSHIP OPPORTUNITIES

Center for Anti-Counterfeiting and Product Protection
MICHIGAN STATE UNIVERSITY
SPONSORSHIP OPPORTUNITIES

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>PLATINUM SPONSOR</td>
<td>$15,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
</tr>
<tr>
<td>GOLD SPONSOR</td>
<td>$10,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
</tr>
<tr>
<td>SILVER SPONSOR</td>
<td>$5,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
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<tr>
<td>BRONZE SPONSOR</td>
<td>$2,000</td>
<td>Tier and sponsorship type recognition as described above.</td>
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NOTE: THE A-CAPP CENTER RESERVES THE RIGHT TO DECLINE ANY PARTNERSHIP OR SPONSORSHIP AT ITS DISCRETION.

PARTNERSHIP OPPORTUNITIES

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.
GENERAL
World IP Day 2022 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 that are addressing counterfeiting and brand protection and understand this. 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.

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.