

SPONSORSHIP PACKAGES OVERVIEW

	Bluebird \$1000	Dove \$2500	Swan \$5000	Pheasant \$7500	Peacock \$12000	Stork \$20000
Logo displayed at the Atlanta event	✓	✗	✓	✓	✗	✓
Logo on BrandAction.org website	✓	✗	✓	✓	✗	✓
Link to your firm/company on BrandAction.org website		✗	✓	✓	✗	✓
Firm Description on BrandAction.org Website			25 words	50 words	50 words	75 words
Customized graphics you can use to highlight your sponsorship	✓	✗	✓	✓	✗	✓
Social media coverage on Brand Action's accounts	✓	✗	✓	✓	✗	✓
Exclusive Brand Action sponsor bracelets	✓	✗	✓	✓	✗	✓
Complimentary tickets for the Atlanta event	1	2	3	4	6	10
Lanyard Sponsorship (Sponsor logo on cards included with lanyards)		✗				
Raffle Sponsorship (Logo included in prize solicitations, and sponsor may announce winners)			✓			
Silent Auction Sponsorship (Logo displayed near auction, and sponsor may announce winners)				✓		
Extended social media coverage on Brand Action's accounts				✓	✗	✓
Drink Sponsorship (Signage at bar and option to lead a toast)					✗	
Option to say some words to commemorate the event						✓
Headline Sponsorship (Signage with your logo displayed throughout the venue)					✗	✓
Option to provide attendees with branded swag						✓
IP industry media coverage of sponsorship	*For full details, see package descriptions on the following pages					✓
Exclusive World Trademark Review banner advertising package						✓

Your donation will make a meaningful impact for the people who need it most. You are a hero!



BLUEBIRD LEVEL

\$1000

WHO IT'S BEST FOR:

Individuals and small firms looking to do some good and to be part of a bigger philanthropic initiative

BENEFITS INCLUDE:

- One event ticket to the 2024 event in Atlanta
- Your logo displayed on the 2024 Atlanta event page at Brandaction.org
- Your logo displayed in the Bluebird sponsor group during the event in Atlanta
- Exclusive Brand Action sponsor bracelets: you can wear during the event and the Annual Meeting
- Customized graphics for sponsor promotion: We provide eye-catching, tailor-made graphics you can use in your email signature, website, LinkedIn, Instagram and other media to promote your sponsorship.
- Social media coverage: Benefit from extensive social media coverage across our Brand Action networks (IG/LinkedIn), reaching a wide and engaged industry audience

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BLUEBIRD PLEDGE**



DOVE LEVEL

\$2500

WHO IT'S BEST FOR:

Individuals and small to mid-size firms looking for an easy opportunity to use their businesses to do some good in the world

BENEFITS INCLUDE:

- Two event tickets for members of you organization and/or clients, employees, or guests
- Sponsorship of the official Brand Action lanyard, displaying your firm's logo on a card attached to each lanyard (logos are not displayed on the lanyards themselves)
- Your logo displayed on the 2024 Atlanta event page at Brandaction.org with a link to your website. giving you a continuous online presence with our engaged audience
- Your logo displayed during the event in Atlanta on a rolling PowerPoint, ensuring maximum visibility and brand exposure
- Exclusive Brand Action sponsor bracelets you can wear during the event and the Annual Meeting
- Customized graphics for sponsor promotion: We provide eye-catching, tailor-made graphics you can use in your email signature, website, LinkedIn, Instagram and other media to promote your sponsorship.
- Social media coverage: Benefit from extensive social media coverage across our Brand Action networks (IG/Linkedin), reaching a wide and engaged industry audience

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SWAN LEVEL

\$5000

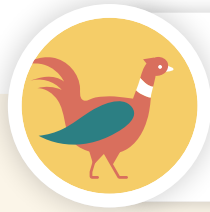
WHO IT'S BEST FOR:

Any size firm that will benefit from more prominent exposure, especially to in-house counsel, and want to make a more significant social impact

BENEFITS INCLUDE:

- Three event tickets for members of you organization and/or clients, employees, or guests
- Raffle sponsorship - Gain visibility as the sponsor of our raffle, ensuring prime brand recognition among participants.
 - When Brand Action solicits raffle prizes from in-house teams, we prominently acknowledge our sponsors
 - Swan sponsors will draw and announce the lucky raffle winners during the event
- Your logo, plus a detailed 25-word sponsor description on the BrandAction.org webpage: Showcase your firm's mission and values with a detailed sponsor description or message on our webpage, helping you connect with our audience on a deeper level
- Your logo displayed during the event in Atlanta on a rolling PowerPoint and other signage, ensuring maximum visibility and brand exposure
- Exclusive Brand Action sponsor bracelets you can wear during the event and the Annual Meeting
- Customized graphics for sponsor promotion: We provide eye-catching, tailor-made graphics you can use in your email signature, website, LinkedIn, Instagram and other media to promote your sponsorship.
- Social media coverage: Benefit from extensive social media coverage across our Brand Action networks (IG/Linkedin), reaching a wide and engaged industry audience

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PHEASANT LEVEL

\$7500

WHO IT'S BEST FOR:

Mid-size firms or companies looking for extra social media exposure and a reputation for stepping up to help people in times of crisis

BENEFITS INCLUDE:

- Four event tickets for members of you organization and/or clients, employees, or guests
- Silent Auction sponsor -
 - Prominent sponsor mentions when Brand Action requests items via social media
 - Announce the silent auction winners during the event
- Your logo, plus a detailed, 50-word sponsor description on the BrandAction.org webpage: Showcase your firm/company's mission and values with a detailed sponsor description or message on our webpage, helping you connect with our audience on a deeper level
- Your logo displayed during the event in Atlanta on a rolling PowerPoint plus other signage, ensuring maximum visibility and brand exposure,
- Exclusive Brand Action sponsor bracelets you can wear during the event and the Annual Meeting
- Customized graphics for sponsor promotion: We provide eye-catching, tailor-made graphics you can use in your email signature, website, LinkedIn, Instagram and other media to promote your sponsorship.
- Extended social media coverage across our Brand Action networks (IG/LinkedIn): We will deliver multiple thank you posts to our wide and engaged industry audience

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PHEASANT PLEDGE**



PEACOCK LEVEL

The "Drinks" Sponsor

\$12000 EXCLUSIVE

WHO IT'S BEST FOR:

Who doesn't want the acclaim of buying a round of drinks for the entire party? The Drinks Sponsor will have signage on the bar and be given the chance to raise a toast during the short, fun, and highly engaging presentation at the event.

BENEFITS INCLUDE:

- Six event tickets for members of your organization and/or clients, employees, or guests, so you can have your own small gathering at the event
- Sponsorship of the first round of drinks with bar signage, making a memorable and generous gesture to all attendees
- The chance to lead a toast and thank the audience for their contributions and attendance
- Your logo, plus a detailed, 50-word sponsor description on the BrandAction.org webpage: Showcase your firm/company's mission and values with a detailed sponsor description or message on our webpage, helping you connect with our audience on a deeper level
- Prime position logo with a link to your website prominently displayed on the event page
- Your logo displayed during the event in Atlanta on a rolling PowerPoint plus other signage, ensuring maximum visibility and brand exposure,
- Exclusive Brand Action sponsor bracelets you can wear during the event and the Annual Meeting
- Customized graphics for sponsor promotion: We provide eye-catching, tailor-made graphics you can use in your email signature, website, LinkedIn, Instagram and other media to promote your sponsorship.
- Extended social media coverage across our Brand Action networks (IG/LinkedIn): We will deliver multiple thank you posts to our wide and engaged industry audience
- Our official media partners, World Trademark Review and Managing IP magazine, will highlight peacock and stork sponsors within their coverage of the event

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PEACOCK PLEDGE](#)



STORK LEVEL

The "Event" Sponsor

\$20000 EXCLUSIVE

WHO IT'S BEST FOR:

Mid- to large-size firms and service providers with deep enough pockets, and large enough hearts, to help us underwrite this entire operation. We're kind of in love with the Event Sponsor, so you will receive mentions here, there, and everywhere. Plus, you'll have prime branding on the BrandAction.org website and some banner advertising, kindly donated by World Trademark Review, worth more than half the cost of the sponsorship itself!

BENEFITS INCLUDE:

- Ten event tickets for members of you organization and/or clients, employees, or guests, so you can have your own small gathering at the event
- Exclusive media coverage of the headline sponsorship by our official media partners, World Trademark Review and Managing IP magazine, to provide valuable media exposure and help you reach a wider audience beyond the event itself
- Banner advertising package on Worldtrademarkreview.com and WTR's weekly Thursday email sent out to tens of thousands of recipients (valued at over \$12,000). Display your brand through WTR banner advertising, increasing visibility and recognition (to be used any time up to 6 months after the event)
- Option to say some words to commemorate the event
- Exclusive headline sponsor signage - Your brand will take the spotlight as the headline sponsor with signage throughout the event, creating a lasting impression on all attendees
- Option to provide custom firm-branded giveaways: Distribute custom giveaways to all event attendees, further strengthening your brand's presence and leaving a lasting impression
- Extended social media coverage across our Brand Action networks (IG/Linkedin): We will deliver multiple thank you posts to our wide and engaged industry audience
- Our official media partners, World Trademark Review and Managing IP magazine, will highlight sponsors within their coverage of the event
- Detailed, 75-word sponsor description on the BrandAction.org webpage: Showcase your firm's mission and values with a detailed sponsor description or message of gratitude on our webpage, helping you connect with our audience on a deeper level
- Prime position logo with a link to your website prominently displayed on the event page
- Exclusive Brand Action sponsor bracelets you can wear during the event and the Annual Meeting
- Customized graphics for sponsor promotion: We provide eye-catching, tailor-made graphics you can use in your email signature, website, LinkedIn, Instagram and other media to promote your sponsorship

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STORK PLEDGE](#)