



## TRACIT ALLIANCE PARTNERS

A Global Network United Against Illicit Trade

### ABOUT TRACIT

The Transnational Alliance to Combat Illicit Trade (TRACIT) is an independent, international, pro-business organization that mobilizes global action to mitigate illicit trade. We strengthen regulatory frameworks, promote responsible business practices, and support coordinated public-private responses to illicit market activity.

### ALLIANCE PARTNERS

The TRACIT *Alliance Partners* form an international network of businesses, and trade organizations committed to defending legitimate markets from illicit trade and otherwise unfair competition.

By joining, the partners gain access to trusted expertise, a global advocacy platform, and a collaborative community working to protect consumers, economies, and fair competition worldwide.

Who are our Partners?

- National and regional business associations and chambers that support fair market conditions.
- Sector-specific trade associations representing industries vulnerable to illicit trade.
- Policy institutes and non-governmental organizations that influence public opinion.
- Specialized law firms with expertise in IPR protection, enforcement, and trade law.

### ALLIANCE PARTNERSHIP OBJECTIVES

Together, Alliance Partners:

- Present a unified, cross-sector, private sector voice to stand against illicit trade.
- Share knowledge, research, and best practices to strengthen the private sector's response to illicit trade.
- Provide leverage to national groups through joint events, publications, and coordinated advocacy.

- Deliver credible, collective, and more compelling messages to governments that leverage sector-specific advocacy efforts.

## BENEFITS OF BECOMING AN ALLIANCE PARTNER

Alliance Partners gain access to TRACIT’s global platform, expertise, and advocacy tools.

### Core Benefits

- Invited to contribute your priorities and information into TRACIT reports and events which include the opportunity for co-branding and contributor acknowledgment.
- Participation and invitation to participate in TRACIT’s global events as a VIP or panelist. Discounts for Alliance Partners are offered.
- Access to TRACIT communications materials for republishing or distribution. This includes press releases, news alerts, and social media posts.
- Recognition as part of an elite set of private sector voices providing real-world experience and insights to mitigate illicit trade of products.

### Brand Affiliation

- Use of the TRACIT logo on partner websites and materials.
- Partner logo placement on TRACIT’s website and selected TRACIT publications.

## ALLIANCE PARTNER MEMBERSHIP

Membership is open to eligible organizations committed to combating illicit trade. Partners may join at a suggested level based on annual revenue – or choose the level aligned with their desired engagement.

Membership Level	Suggested by Annual Revenue	Contribution	Highlights
Core Partner	Under 50K (or entry-level by choice)	850	Access to resources, events, working groups, and visibility
Strategic Partner	50k – 100k (or mid-tier by choice)	1,000	All Core benefits and co-branding, joint events, and policy collaboration.
Global Partner	Over 100k (or premium by choice)	1,500	Premium recognition.

TRACIT also welcomes additional non-monetary contributions such as data sharing, regional coordination, or technical expertise.