

**Contemporary Designers in Luxury Markets
BUF 3310
The New York City College of Technology**

Professor Jackson

Midterm Exam DUE Tuesday, 11/9:

Chapter 4: Understanding Brand Partnerships

Directions: Review the FOUR types of brand partnerships discussed in *Chapter 4*. Provide one example for EACH partnership listed below:

Examples should include the following details of the following:

- Identify the type of partnership
- List all brands involved
- Duration of partnership (beginning date/product release date)
- What products were being promoted

Critical Thinking

1. Co-Branding:

Definition:

Example 6-8 sentences:

2. Sponsorships:

Definition:

Example 6-8 sentences:

3. Licensing:

Definition:

Example 6-8 sentences:

4. Influencer Marketing:

Definition:

Example 6-8 sentences:
