

Partnerships, Advertising and Marketing Policy

HTAV welcomes partnerships, sponsorship, advertising, gifts and grants from people/organisations wishing to connect with and support history teachers and history education. All revenue from such sources is used to advance HTAV's goals of improving the quality of history education, supporting our members to flourish, increasing the number of students who choose to study history, and ensuring HTAV's financial sustainability.

HTAV can offer its partners:

- A conduit through which to communicate their message to history teachers
- Opportunity to increase brand recognition
- Opportunities for interaction with history teachers
- Customised partnership arrangements that serve the interests of both the partners and HTAV
- Regular feedback and advice regarding the needs of history teachers

This **guiding principles** of partnering with HTAV in this way are:

- All sponsorship, advertising, gifts and grants must ensure the privacy of HTAV records. HTAV will not sell or provide access to member or attendee data. This includes requests for clarification of member and/or attendee contact information.
- Sponsorship, advertising, gifts and grants do not confer influence over event or program design, publishing decisions, content and editorial choices or other HTAV activities.
- Sponsorship, advertising, gift and grant agreements will not require personal endorsement of the organisation, product or service from HTAV Directors or staff.
- HTAV's logo must never be used to endorse an organisation, product or service without written permission from the Executive Officer.
- HTAV's acceptance of sponsorship, advertising, gifts and grants must balance reputation management and service to members with revenue generation.
- The HTAV Board or Executive Officer can, at their absolute discretion, refuse sponsorship, advertising, gifts and grants from any person or organisation.

Responsibility/Delegation

- The HTAV Executive Officer and/or an appointed HTAV staff member have the authority to approach potential partners and enter into agreements.
- The HTAV Executive Officer will seek the approval of the HTAV Board before entering into large or non-standard sponsorship agreements, including exclusive access or use of the HTAV logo to endorse an organisation, service or product.

- Partnering, sponsoring, exhibiting or advertising with HTAV does not confer the right to use the HTAV name or logo in promotional materials, or to imply that the organisation's products or services are endorsed by HTAV, unless this is included in a written agreement between HTAV and the partner.

Implementation

- Partnerships may be in the form of in-kind or financial support, or a combination of both. This includes reciprocal agreements.
- HTAV is unable to guarantee the number of people who will attend an event or access a publication.
- A booking form will include access to current HTAV trading terms and conditions and advertising policy.
- A booking form, once completed and submitted to HTAV, represents an agreement. The booking organisation or person is then liable for full payment in a timely manner.
- Cancellation must be advised in writing. Cancellations are not refundable once promotion of a sponsorship has commenced or within 20 days prior to an event or the scheduled publication of a journal or newsletter.
- The nature of any acknowledgement of sponsorship, advertising, gifts and grants will form part of the written agreement with partners.
- Partners must ensure that advertisements and exhibition materials comply with this policy and specifications provided by HTAV.
- HTAV reserves the right to withdraw partnerships, advertising or promotional material without refund if the agreement is not adhered to.
- HTAV shall not be liable to the partner or any other person, for any loss, damage or injury sustained at or in connection with their partnership.
- Please note that HTAV's event insurance and the venue's public liability insurance may not extend to negligence on the part of an exhibitor.
- HTAV is committed to promoting and protecting the privacy and safety of children and asks that partners obtain appropriate permissions and consent from parents or guardians before publishing promotional materials containing images of children.

For more information on partnerships, advertising and/or promotional opportunities, please contact Kristen Skinner at K.skinner@htav.asn.au.