

Sponsorship, Advertising and Promotion Policy

The History Teachers' Association of Victoria (HTAV) Sponsorship, Advertising and Promotion Policy is to be used in conjunction with the existing Office Procedures regarding Advertising, and the Trading Terms and Conditions relevant to each department.

1. Sponsorship, advertising and promotional material

HTAV accepts limited sponsorship, advertising and promotional material, within the following parameters:

- the strategic direction of the association;
- priority areas of work;
- established policy positions;
- current project work;
- budgetary constraints;
- acknowledge the range of members' views;
- recognition of HTAV as an independent organisation.

HTAV recognises the role that sponsorship, advertising and promotional material can play positively in supporting its activities:

- sponsorship is generally limited to the sponsor being acknowledged by name and bound to the conditions negotiated in the agreement;
- advertising provides organisations with the ability to reach individuals, schools and other organisations that are members of the association with products or services which support History educators, in accordance to specifications made on the Advertising Booking Form;
- promotional material informs HTAV members of social, educational or other events and services relevant to the teaching of History. This includes reciprocal agreements with certain organisations.

2. Responsibility/Delegation

- Sponsorship: The HTAV Executive Officer has authority to recommend proposals for sponsorship to the Executive and/or Board, for sign off.
- Advertising: The HTAV Executive Officer and/or an appointed HTAV staff member from a relevant department has the responsibility to accept small advertising applications. Larger advertising arrangements should be recommended to the Executive and/or Board, for sign off.

- Promotional Material: The HTAV Executive Officer and/or an appointed HTAV staff member from a relevant department has authority to accept and/or address matters regarding promotional material and may make recommendations to or seek advice from the Executive and/or Board, for sign off.

3. Implementation

Sponsorship, advertising and promotional activities shall operate within the following guidelines:

- HTAV has been provided with a suitable timeframe to allow for review of appropriateness to the mission of the association;
- products or services shall only be provided when they are History-education focused, and do not expose HTAV or its members to legal, ethical or financial responsibility or risk;
- all advertisements must meet the requirements of the appropriate department, also outlined in the relevant Advertising Booking Form;
- HTAV accepts a limited amount of advertising;
- when sponsorship, advertising or promotional material will relate to or impact on a funding organisation such as a government body, but not exclusively, consideration should be given to the potential impact and, where appropriate, the need to provide the funding organisation with information regarding the sponsorship, advertising or promotional agreement;
- the company, organisation or individual seeking sponsorship, advertising or providing promotional material, ensures that quality parameters of its own making are in place for the specified term of any agreement;
- the full nature of the sponsorship, advertising or promotional material is specified in writing;
- HTAV reserves the right to withdraw sponsorship, advertising or promotional material at any time;
- HTAV reserves the right to charge a fee for sponsorship, advertising and promotional material;
- the advertisers or providers of promotional material do not exert any influence on the editorial content, selection of content or presentation of material.

The HTAV does not necessarily endorse the product, the company supporting the product, or the service being advertised or promoted.

To identify sponsorship, advertising and/or promotional opportunities, please contact the HTAV office.