



## **Event Sponsorship and Promotion Guidelines**

ASLIA and the State associations host numerous types of events, including local, national and international conferences, professional development events and seminars. This document provides guidelines for members seeking sponsors (individuals or organisations) and how sponsors should be engaged, the responsibilities of parties involved including marketing, resource provision, interpreters, catering, venue, insurance and payment for services. Other relevant policies include Event Sponsorship and Promotion Policy, Professional Development Event Policy, Communication Policy, Communication Guidelines and Procedures.

Sponsors are defined here as the individual or organisation engaged to support, or provide a service for, any event hosted by ASLIA.

Templates of an agreement and event organising checklists are included in this policy for members to use and tailor for their specific purpose.

### **Seeking Sponsors**

When seeking potential sponsors for an event members should be mindful of and identify any actual, perceived or potential conflicts of interest with a sponsor. Conflicts of interest can include existing or previous professional or personal relationships, funding.

When approaching potential sponsors, all communication must be through official ASLIA channels (email address, email signature), clearly outline proposed sponsorship arrangements. Before finalising any sponsorship arrangement, the details should be discussed and approved by the relevant (sub)committee. The arrangements must have mutual and equitable benefit for the sponsor and ASLIA. Benefit can be financial or in-kind. Sponsorship should only be sought from professional and reputable individuals/organisations, with applicable and valid qualifications and credentials.

## **Discussing Roles and Responsibilities**

When making sponsorship arrangements the following provides a useful guide for items that need to be discussed and agreed upon.

### **Marketing.**

- ASLIA can offer to advertise the sponsor/guest in PowerPoints, social media platforms, professional display materials (pamphlets), trade stands.
- Identify the appropriate audience for the event.
- It is important to discuss a potential schedule that effectively promotes the sponsor without being perceived as a nuisance to members.
- Where applicable, prior consent from the sponsor is needed for photos and videos to be taken of the event for advertising and reporting purposes.
- ASLIA strongly encourages State branches, where appropriate and feasible, to promote professional development events to a national audience first via the ASLIA website and then via State marketing platforms.

### **Resource provision.**

- Identify what technology, furniture (table, chairs), printed materials, stationery, whiteboards, projectors, software, cords is required.
- Timeline for the provision of source materials prior to the event.
- Intellectual property must be discussed and agreed upon.

### **Interpreters.**

- Preferences.
- Credentials, experience.
- Payments or pro bono.

### **Catering.**

- Dietary requirements

- Costs of catering commensurate with the scale of the event (local versus an international event).
- Sustainable sourcing.
- Storage (fridge).

### **Venue.**

- Venues must be commensurate with the scale and nature of the event.
- Accessibility of the venue must be considered, including mobility, visual and audio access.
- Cost.
- Suitability (room size, PowerPoints, chairs, lectern, audio equipment, microphones, recording equipment, lighting, wifi).

### **Insurance.**

ASLIA will provide public liability insurance covering all participants, presenters and guests at the P.D, with the exception of staff elsewhere covered.

### **Payment for services.**

- Payment can be financial or goods.
- Where goods are being exchanged (e.g. complimentary registration for the event) this should be of equal financial value.
- Appropriate goods can include event registration, advertising (online or during the event).

### **International sponsors.**

- Accommodation and travel needs (mobility, financial contribution, availability).
- Event registration, social events.

### **Promoting Events to Members**

Priority is be given to events hosted by ASLIA, sponsors that ASLIA has an existing memorandum of understanding with, reputable Sign Language Interpreting Organisations and Associations, including international organisations and events that

are directly relevant to Sign Language Interpreting. ASLIA events need to provide content and skills that are relevant to the profession of Sign Language Interpreting. Where appropriate ASLIA will determine and advertise the NAATI recertification points.

All promotional materials shall be provided in Auslan, and English where appropriate. Possible promotional channels include:

- ASLIA Facebook pages
- Twitter
- ASLIA newsletter
- ASLIA website
- Banners
- Flyers
- Pamphlets
- Announcements during events
- PowerPoint slides

Promotional materials should have ASLIA branding, include the date, time, location, cost, accessibility (mobility, language, visual, auditory), purpose, RSVP contact details. The ASLIA website should be regularly updated to remove any events that have already occurred.

**Externally hosted events.** When promoting externally hosted events, it should be clear that ASLIA is not responsible for the running or content of the event. The promotional communication should include relevant and valid contact information for where the ASLIA community can find additional information.

Organisations or Sponsors who approach ASLIA to promote their for-profit event will be considered. The relevant State associations will review the event and determine the value for the ASLIA community and make a decision whether to promote the event.

Organisations or Sponsors wishing to promote their event through ASLIA need to contact the relevant State association or contact the ASLIA chairperson on [chairperson@aslia.com.au](mailto:chairperson@aslia.com.au). Messages should include the details of the event, purpose, why ASLIA members will be interested and benefit from the event.



Dear [presenter name]

Thank you for agreeing to participate in the ASLIA [branch] [title] [year].

Attached to this document is a formal agreement (Memorandum of Understanding) that outlines the agreed participation in our workshops, ASLIA [branch] responsibilities, your responsibilities and payment for service arrangements. The document is quite lengthy, however please do not feel overwhelmed by the amount of text or the wording; this document is merely a way of ensuring that all parties understand the expectations of the partnership.

We would appreciate it if you could sign the attached file and return to us via email or post no later than [date]. If you would like to discuss the workshop or agreement in further detail, please contact me directly at [ASLIA email] or call [number].

Many thanks and we look forward to having you on board in 2018!

[name]

ASLIA [branch]



## Memorandum of Understanding (MOU)

Between.....

Australian Sign Language Interpreters Association [insert branch]

And..... [presenter name]

This is an agreement between “Australian Sign Language Interpreters Association of [branch]”, hereinafter called ASLIA [branch] Inc. and [Presenter Name]

### I. PURPOSE & SCOPE

The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to the development and presentation of [PD title].

To support this goal, ASLIA [branch] Inc. And [Presenter Name] will engage in program development activities to create content and program offerings.

### II. DETAILS OF THE [ACTIVITY] (hereinafter referred to as the P.D)

Title of Event: .....

Date & time: .....

Duration of your involvement: .....

Location: .....

Workshop summary: .....

Your role: Presenter.....

Co-presenters/panel members: .....

### III. LEGALITIES

Both ASLIA [branch] Inc. and [Presenter Name] should ensure that program activities are conducted in compliance with all applicable Australian laws, and regulations.

#### IV. ASLIA [branch] INC. RESPONSIBILITIES UNDER THIS MOU

ASLIA [branch] Inc. shall undertake the following activities:

- i. Market the P.D to stakeholders, members and other interested parties.
- ii. Print and collate any necessary resources (within environmentally acceptable limits and without breach of copyright legislation)
- iii. Liaise with booked interpreters prior to the P.D for the purpose of providing adequate preparation materials and information as deemed necessary by ASLIA [branch] Inc.
- iv. Provide Auslan<>English interpreters for the duration of the P.D (unless the purpose of the activity is Auslan language maintenance, in which case no interpreter will be provided)
- v. Arrange, provide and pay for catering suitable for the P.D ensuring dietary requirements are provided for all participants (unless no prior indication is made by said participants)
- vi. Arrange, provide and pay for an appropriate venue to host the P.D, including the provision of computer hardware, standard office software and technical support (in the form of an ASLIA [branch] Inc. committee member or venue staff, not professional IT support)
- vii. Provide public liability insurance covering all participants, presenters and guests at the P.D, with the exception of staff elsewhere covered.
- viii. Provide an ASLIA [branch] Inc. representative to host the P.D, provide on the day support services and a welcome message at the commencement of the P.D.
- ix. Liaise with sponsors and supporters regarding involvement and entitlements at professional development activities and their interaction with presenters
- x. Disseminate, collate and summarise participant feedback after the completion of the P.D.
- xi. Provide all presenters an electronic summary of feedback collected.

#### I. [presenter name] RESPONSIBILITIES UNDER THIS MOU

[presenter name] shall undertake the following activities:

- i. Provide ASLIA [branch] Inc. with a presenter biography, the P.D summary (where applicable) and a photo of themselves for publication FOUR (4) weeks prior to the P.D.
  - ii. Provide ASLIA [branch] Inc. all resources requiring printing and collating a minimum of TWO (2) weeks prior to the P.D. This includes, but is not limited to, handouts, readings, workbooks and journals (within environmentally acceptable limits and without breach of copyright legislation).
  - iii. Provide to ASLIA [branch] Inc. preparation materials for the interpreters a minimum of TWO (2) weeks prior to the P.D.
  - iv. Provide a face-to-face briefing with interpreters (on the day) prior to commencement of the P.D.
  - v. Indicate to ASLIA [branch] Inc. any personal dietary or other requirements a minimum of ONE week prior to the P.D
  - vi. Provide ASLIA [branch] Inc. an electronic copy of any presentation materials for technical testing TWO (2) business days prior to the P.D.
  - vii. Provide ASLIA [branch] Inc. an electronic copy of the final presentation material for dissemination via the ASLIA [branch] Inc. website a maximum of TWO (2) business days after the P.D.
  - viii. Adhere to any site-specific OHS regulations.
  - ix. Provide ASLIA [branch] Inc. with a maximum of eight specific feedback questions TWO (2) weeks prior to the P.D.
  - x. Undertake a suitable amount of preparation to ensure a successful P.D
- I. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:
- i. ASLIA [branch] Inc. will own and retain all content, intellectual property and packaged deliverables produced as a result of this engagement. It is also understood that any intellectual property of any third party will not be used without permission or acknowledgement.



- ii. Content will be made available to ASLIA [branch] Inc. members via the website [www.asliavic.com.au](http://www.asliavic.com.au)
- iii. Any videography or photography taken during an event remains the property of ASLIA [branch] Inc. and may be used for the purpose of DVD production, advertising, or other ASLIA [branch] Inc. related activities.

## I. FINANCIAL ARRANGEMENTS

Although ASLIA [branch] Inc. is a not for profit association with limited funds, we do believe it is important to recognise skills, experience and expertise whenever working with professionals and community members. Whether this be by way of an exchange of services, a fee or a gift, we feel remuneration of some sort is appropriate for all who contribute to ASLIA [branch] events now and in the future.

- i. 'Pro bono contributions' are accepted and we respect the wishes of some members and stakeholders to generously participate in this way without payment. We are grateful also, to the external bodies that support and sponsor our events, as without these funds hosting such an array of talented presenters would not be possible
- ii. Payment of Fees: At the completion of the P.D you should invoice ASLIA [branch] Inc. for the sum negotiated and agreed upon and send the invoice to [info@asliavic.com.au](mailto:info@asliavic.com.au) Payment shall be made via bank transfer within 30 days of receipt of your invoice.

## II. EFFECTIVE DATE AND SIGNATURE

This MOU shall be effective upon the signature of an elected ASLIA [branch] Inc. Office Bearer and [presenter name]. It shall be in force for the calendar year of [year]. ASLIA [branch] Inc. And [presenter name] indicate agreement with this MOU by their signatures.

---

(Name of ASLIA [branch] Inc. representative)

---

Date

on behalf of ASLIA [branch] Inc.

---

(Signature Presenter)

---

Date



### Trybooking Flyer Briefing Form

<b>Workshop Title</b>	
<b>Date and Times</b>	
<b>Venue Name</b>	Full Address
<b>Cost</b>	Member \$                      Non-member \$
<b>Presenter/s Name</b>	
<b>Workshop Description</b>	Max. 200 words
<b>Presenter Bio</b>	Max. 100 words
<b>Catering Provided</b>	Details
<b>NAATI Points</b>	
<b>Live Streamed</b>	Yes No
<b>Interpreters Provided</b>	Yes No
<b>Auslan Students Welcome</b>	Yes No
<b>Additional Information Captured by Trybooking</b>	
<b>Sponsors</b>	Please attach logo to email

<b>Marketing</b>	Please send copy of flyer to <a href="mailto:chairperson@aslia.com.au">chairperson@aslia.com.au</a> and <a href="mailto:michelle@aslia.com.au">michelle@aslia.com.au</a> for sharing on National social media platforms
------------------	---

Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



## Before the Event Checklist

Task	Details	Responsible	Status
Budget	Keep all receipts		
Book venue	Organise key pickup		
	Security and cleaning instructions		
	Equipment testing		
Presenters	Travel booked		
	Accommodation booked		
	Per diems		
	Fee agreement		
	Bio and image		
	Gifts		
Trybooking link	Trybooking form sent to <a href="mailto:chairperson@aslia.com.au">chairperson@aslia.com.au</a>		
Promotional flyer	Sent to <a href="mailto:michelle@aslia.com.au">michelle@aslia.com.au</a>		

Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



Interpreters	Exec has booked		
	Confirmation received		

Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



## Venue and Logistics Checklist

Task	Details	Responsible	Status
Equipment	Projector and screen		
	Whiteboard and markers		
	Wifi		
	Microphones and speakers		
	Video camera and camera		
	Laptop and Mac connector		
Key Pickup			
Banner displays	ASLIA		
	Sponsors		
Furniture	Table, chairs		
	Stage		
	Registration desk		
	Refreshments desk		

Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



Workshop entrance signs			
Catering	Tea/coffee/water/milk		
	Cups, stirrers, sugar		
	Storage, platters, serviettes, bins		



Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



## Admin Checklist

Task	Details	Responsible	Status
Event materials	Presenter's PowerPoint		
	Handouts [emailed/printed]		
	Attendance sheet		
	Evaluation forms		
	Running sheet		
	Recertification certificates		
	Twitter Hashtag		
Forms	Talent Release Forms		
Equipment	Pens/highlighters		
	Paper		

Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



## During the Event Checklist

Task	Details	Responsible	Status
Set up furniture	Banners/flags		
	Room signage		
	Registration desk		
	Refreshments desk		
Set up materials	Presenter's PowerPoint		
	Handouts [emailed/printed]		
	Attendance sheet		
	Evaluation forms		
	Talent Release Forms		
Set up equipment	Video camera		
Recording	Photos during the event		

Event Coordinator/s [committee member name/s]

Dates [insert date/s]

Venue [insert venue and address]



### After the Event Checklist

<b>Task</b>	<b>Details</b>	<b>Responsible</b>	<b>Status</b>
Furniture	Banners/flags		
	Room signage		
	Registration desk		
	Refreshments desk		
Forms	Attendance sheet		
	Evaluation forms		
	Talent Release Forms		
Certificates	Email certificates		
Recording	Photos during the event		
	Upload and release recordings		

## Version History

<b><i>Version Date</i></b>	<b><i>Prepared by</i></b>	<b><i>Checked by</i></b>	<b><i>Approved by motion</i></b>	<b><i>Summary of updates</i></b>
V1.0 2018	Danielle Ferndale Alisa Blakeney	Amy Blaylock Sheree Murray	Approved	Formatting, content, templates