



## **Event Sponsorship and Promotion Policy**

ASLIA and the State associations host numerous types of events, including local, national and international conferences, professional development events and seminars. This document outlines ASLIA's definition of appropriate, professional relationships with sponsors (individuals or organisations) and expectations for how sponsors should be engaged, the responsibilities of parties involved including marketing, resource provision, interpreters, catering, venue, insurance and payment for services. This document includes ASLIA's policy on promoting externally hosted events to members and stakeholders. Other relevant policies include Event Sponsorship and Promotion Guidelines, Professional Development Presenter 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.

### **Relationships with Sponsors**

It is ASLIA policy and that any actual, perceived or potential conflicts of interest with a sponsor are identified and reported. Conflicts of interest can include existing or previous professional or personal relationships or funding.

It is ASLIA policy that all sponsorship arrangements are transparent. Clear documentation of sponsorship arrangements must be kept. Sponsorship arrangements must have mutual and equitable benefit for the sponsor and ASLIA. Benefit can be financial or in-kind.

### **Seeking Sponsors**

It is ASLIA policy that all communication should occur through formal ASLIA channels and letter heads (email address, email signature). Sponsorship will be

sought from professional and reputable individuals/organisations, with applicable and valid qualifications and credentials.

### **Discussing Roles and Responsibilities**

**Marketing.** ASLIA can offer to advertise the sponsor/guest in PowerPoints, social media platforms, professional display materials (pamphlets), trade stands.

Marketing and advertising schedules shall be agreed upon and caution should be taken as sponsorships have the potential to be perceived by members as a nuisance or as a commercial venture.

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.

**Resource provision.** Where relevant, ASLIA can arrange to provide necessary technology and furniture (table, chairs) and resources such as printing of materials, stationary. These provisions need to be within reason and not excessive. Where materials need to be provided to delegates, the sponsor must provide the source materials at least 2 weeks prior to the event.

Intellectual property must be discussed and agreed upon.

**Interpreters.** Where appropriate, ASLIA can provide certified interpreters.

**Catering.** Catering can be offered. Any catering must include options for any dietary requirements. Costs of catering must be consistent with the scale of the event (local, versus an international event).

**Venue.** Venues must be consistent with the scale and nature of the event. The accessibility of the venue must be considered, including mobility, visual and audio access. It is ASLIA policy that wherever possible, ASLIA will not host or promote events at venues which are inaccessible to the diverse needs of the ASLIA community.

If the venue does not meet acceptable requirements, appropriate measures must be taken to increase the accessibility or an alternative venue should be sourced.

**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 before or during the event.

**International sponsors.** Where sponsors are travelling from overseas, ASLIA will provide limited funds towards the travel and accommodation costs for the sponsor. Accommodation must be within reasonable walking distance to the venue.

### **Promoting Events to Members**

Promotional priority will 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.

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

- |   |  |
|---|--|
| <input type="checkbox"/> ASLIA Facebook pages | <input type="checkbox"/> Flyers                      |
| <input type="checkbox"/> Twitter              | <input type="checkbox"/> Pamphlets                   |
| <input type="checkbox"/> ASLIA newsletter     | <input type="checkbox"/> Announcements during events |
| <input type="checkbox"/> ASLIA website        | <input type="checkbox"/> PowerPoint slides           |
| <input type="checkbox"/> Banners              |  |

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.

ASLIA will only promote events that 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.

**Externally hosted events.** It is ASLIA policy that decisions to promote externally hosted events through ASLIA communication channels will be made on a case by case basis.

Where externally hosted events are being promoted by ASLIA, it will be made clear that ASLIA is not responsible for the running or content of the event. The promotional communication will also 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.

## 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	Template, content edits, certification language