The ATA's Mission and Values

The ATA is Australia's national peak body representing academic tutors. The ATA is a not-for-profit public company. Our mission is to represent the tutoring industry, act as a lobby group and raise the standard of tutoring in Australia and more broadly.

All ATA members are required to adhere to the ATA Code of Conduct. The Code emphasises professional ethics, commercial integrity, child safety and service quality. This commitment places the interests of children and their families foremost, balancing legitimate commercial returns with best practice and accountability.

Affiliate Partners/Sponsors

We seek Affiliate Partners who align with these values and wish to advance excellence in education. Our vision is for our Affiliates to become long term partners with the ATA and its members.

The Australian Tutoring Association (ATA) engages in regular communications with our members. We run regular webinars and also host annual conferences that bring together professionals and educators to share knowledge, drive innovation and raise the standard of tutoring. Our conferences centre around key themes:

- Best practice standards;
- Business development and growth; and
- Excellence and innovation in teaching and learning.

The Australian Tutoring Association (ATA) invites partnership from entities that share our commitment to quality education. By partnering with the ATA, partners will gain exposure to a focused audience of tutors and tutoring organisations while supporting the ATA's mission of ensuring high standards and accountability in the tutoring industry.

Purpose of Affiliate Partnerships

Affiliate partnerships provide vital support that helps the ATA facilitate high quality training and conferences for organisations and individuals affiliated with the tutoring community. In return, partners gain access to an influential and engaged audience to further their own goals. Partners will benefit from:

- Increased brand awareness.
- Lead generation opportunities.
- Speaking opportunities at the ATA conference.
- Exhibition space at the ATA conference
- Access to information regarding attendees to ATA events
- Invitation to webinars

Affiliate Partners will be able to:

- Showcase their products and services to tutoring professionals who are actively seeking innovative solutions to business problems.
- Build brand credibility by aligning their brand with ATA's reputation for encouraging best practice.
- Network and forge partnerships with tutoring centres, company directors, independent tutors, primary and high school representatives
- Support educational excellence as a part of a commitment to corporate social responsibility.

Affiliate Partner Benefits and Tiers

All Affiliate Partners are listed in a dedicated place on the ATA website. The website attracts significant traffic. Affiliate Partner logos are displayed with a link to the Partner's website. Contact information and a brief statement about the Partner's offer is listed alongside the logo and contact details.

The ATA offers four partner tiers: Bronze, Silver, Gold and Platinum**.** These tiers are detailed in the Table below. Each tier offers a range of indicative benefits. The benefits increase with each tier.

The Bronze entry level is ideal for organisations seeking a cost-effective way to connect with our community with a low-key presence.

The Platinum is a high profile means by which to place a business and its offer fully into the tutoring space.

In between there are various benefits.

At Gold and Platinum levels the ATA Board is open to negotiations for proposals that are consistent with this Prospectus and the Affiliate Partner Code. This means that depending on the circumstances there may be some nuance to the final arrangement.

There are 1-year and 2-year Partner terms available.

Bronze $2,000 per year	Silver $5,000 per year	Gold $10,000 per year	Platinum $20,000 per year
Bronze Sponsorship is our foundational offering. **Partner benefits** • Listing on the ATA Affiliate Partner webpage • A small size company logo displayed at the conference in marketing materials and on the ATA website. • A social media mention of your company, and one product/service offering.	Silver sponsors receive the following benefits and privileges. **Partner benefits** • Listing on the ATA Affiliate Partner webpage • Quarterly EDMs • A large table at our annual conference exhibition area; preferentially located. • A medium size logo displayed at the conference in marketing materials and on our website and in pre-event newsletters and emails. • The opportunity to offer a 20-minute presentation on a theme that aligns with our conference agenda. • A delegate packet insert – your flyer and marketing materials in our conference show-bag. • An affiliate collaboration meeting with the ATA whereby ATA members receive special discounts post conference via ATA communication channels • Up to 5 free tickets to the conference.	Gold sponsors are priority partners with the following privileges **Partner benefits** • Listing on the ATA Affiliate Partner webpage • Bimonthly EDMs • Two large tables at a prominent location in our annual conference exhibition area. • Medium size logo placement at the conference in marketing materials, on our website and in pre and post event newsletters and emails; a special acknowledgement on our website for 12 months post conference. • Attachment of your brand to a major conference segment. • Free attendance at all webinars over the life of the partnership • A keynote speaking opportunity with special acknowledgement. • An affiliate collaboration meeting with the ATA whereby ATA members receive special discounts post conference via ATA communication channels • Free entry to the post-conference Gala dinner and VIP networking opportunity at a post-conference Gala Dinner. • Up to 10 free tickets to the conference and the gala dinner.	Platinum sponsors are our premier partners and enjoy the following exclusive privileges with maximum exposure. **Partner benefits** • Priority listing on the ATA website Affiliate Partner page • Monthly EDMs • Two larger tables and first choice of the location(s) of your tables at the most prominent appropriate locations in our annual conference exhibition area. • Large logo placement at the conference in marketing materials, on our website and in pre and post event newsletters and emails; a special acknowledgement on our website for 12 months post conference. • Attachment of your brand to a major conference segment. • Free attendance at all webinars over the life of the partnership • A keynote speaking opportunity with special acknowledgement. • An affiliate collaboration meeting with the ATA whereby ATA members receive special discounts post conference via ATA communication channels • Free entry to the post-conference Gala dinner and VIP networking opportunity • Up to 20 free tickets to the conference and the gala dinner.

ATA Affiliate Partner Code

To ensure that our Affiliate Partners reflect the ATA's mission, we ask that all Affiliate Partners agree to adhere to the following code:

- Alignment with ATA values of educational excellence, student wellbeing and ethical tutoring.
- Demonstrate professional conduct by behaving appropriately and ethically at all ATA events, including respecting all participants. High pressure sales tactics will not be tolerated by the ATA. Partner staff must wear identification and behave in a manner that offers a positive reflection of both the partner and ATA.
- Ensure that statements made about products/services are truthful and accurate. Affiliate Partners must understand that, in the education sector, honesty and integrity build trust.
- Presence at the ATA Annual Conference does not entitle the sponsor to have influence over the content, speaker selection or policies determined by the ATA. All conference content is curated by the ATA to ensure neutrality and value for attendees whilst avoiding conflicts of interest.
- Affiliate Partners must only use the ATA's name, logo and any other marks in an approved way.
- Affiliate Partners must respect the privacy and data of delegates and attendees. If partners receive access to such information, it must be handled appropriately and in compliance with privacy laws. Information should be used solely for follow-ups related to conference offerings.
- Affiliate Partners are to offer ATA members a minimum discount of 10% on standard priced services
- Affiliate Partners must sign a sponsorship agreement which details specific terms for each sponsor including payment, benefits, cancellation etc.
- If there is any breach of the ATA Affiliate Partner Code, the ATA reserves the right to revoke sponsorship privileges or cancel the Affiliate Partner Agreement with appropriate notice.

ATA Affiliate Partner Application Process

The Australian Tutoring Association welcomes applications from organisations that share our values. All sponsorship applications are reviewed in line with our ATA Affiliate Partner Code.

Step 1

Prospective sponsors should carefully review the *ATA Affiliate Partners Prospectus*, Affiliate Partner Code and Affiliate Partner Agreement, including all benefits across Bronze, Silver, Gold and Platinum tiers; the ATA Affiliate Partner Code, which outlines behavioural, ethical and compliance expectations for all partners.

Step 2

Partners must provide:

a. Organisational details (ABN, contact, address)
b. Preferred sponsorship tier (Bronze, Silver, Gold, Platinum)
c. Complete the Affiliate Partner Application Form
d. Read the Affiliate Partner Agreement

Step 3

Applications are reviewed by the ATA Affiliate Member Committee. Assessment includes:

e. Verification of business credentials
f. Sign the Affiliate Partner Agreement stating alignment with ATA's Code of Conduct and ethical standards

Step 4

If approved, ATA will issue a formal Affiliate Partner Agreement, outlining:

- Agreed tier and sponsorship benefits,
- Payment terms,
- Marketing deliverables and deadlines
- Conditions of termination, cancellation and code compliance.

Step 5

Once payment and signed documents are received, sponsors will:

- Receive the ATA Logo for use in accordance with the Partner Agreement Agreement
- Send the ATA its Logo and details for use on the ATA website and marketing materials
- Coordinate with the ATA team to finalise promotional assets and partner offers

Section 1	**Partner Details**	
Organisation Name		
ABN		
Website URL		
Primary Contact		
Position		
Phone number		
Email		
Business Address		
Section 2	**Sponsorship Tier and Term**	
	1 Year*	**2 Years***
☐ **Bronze**	**$2,000**	**$3,800**
☐ **Silver**	**$5,000**	**$9,200**
☐ **Gold**	**$10,000**	**$18,800**
☐ **Platinum**	**$20,000**	**$37,200**
Section 3	**Declaration**	
I confirm that I have reviewed the ATA Affiliate Partner Prospectus and Affiliate Partner Code. I am authorised to act on behalf (as an agent) of the Partner listed in this agreement. We agree to abide by the ATA Affiliate Partner Code. I understand that submission of this form does not guarantee Partner Affiliation will be granted by the ATA. ***ex-GST**		
Name		
Signature		
Date		
Section 4 Payment Details		
Name of Account	**Australian Tutoring Association Ltd**	
BSB	**112 879**	
Account Number	**002 633 469**	
International Payments	**Payment Options: Electronic Transfer** **Bank name: St. George** **SWIFT/BIC Code: SGBLAU2S** **Branch address: Burwood, NSW**	

Affiliate Partner Agreement

The Australian Tutoring Association (ATA) Ltd and _____
agree to formalise a partnership arrangement per the terms of this agreement.

- The Affiliate Partner agrees to abide by the ATA Affiliate Partner Code
- The Affiliate Partner agrees to make payment to the ATA for the tier agreed within 30 days of the signing of this agreement
- The Affiliate Partner agrees that the ATA can use the Affiliate Partner logo in order to promote the partnership.
- The ATA agrees that the Affiliate Partner can use the ATA logo in order to promote the partnership
- The ATA agrees to provide all of the benefits detailed in the Affiliate Partner Prospectus, relevant to, and characteristic of, the agreed tier, to the Affiliate Partner in a timely and professional manner
- Once the term of the agreement is complete, and/or if the partnership ends through mutual agreement, then each of the parties shall remove references to any ongoing partnership agreement within 14 days of the conclusion of the agreement.
- Each of the parties shall remove the other's logos from their website and marketing materials within 14 days of the conclusion of the agreement.
- Each party agrees to manage any disputes arising under this agreement in a professional manner
- Should a dispute between the parties lead to the cessation of the Agreement the Affiliate Partner agrees that the extent of the ATA's liability is limited to the direct monetary value of the unused portion of the tier. The Affiliate Partner's liability is also limited to the direct monetary value of the difference between the tier value and any payments made for the tier.
- The terms of this Agreement may be varied or amended from time to time by mutual agreement from each of the parties. Any changes shall be confirmed in writing by both parties prior to taking effect.
- The ATA takes NO responsibility for any conflict or liability arising from any relationship between the Affiliate Partner and any ATA member(s)

Signed: _____ _____

Name: _____ _____

Date: _____ _____

On behalf of the Australian Tutoring Association (ATA) Ltd

On behalf of _____

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