

BECOME A  
**FRIEND  
OF HAT**



**History** *of* **Advertising Trust**

Preserving the past | Capturing the present | Inspiring the future

# BENEFITS



## Standard benefits



Receive a Welcome Box from HAT on joining the scheme, keep up to date with our quarterly newsletter and enjoy free access to our digital resources. All supporters will be thanked and named in our Annual Review, and Patrons will be highlighted with an image and short bio.

## Adopt an Ad



Sponsor the conservation of an iconic or favourite ad of your choosing. All adopted ads will be digitised and featured in our online catalogue with acknowledgement paid to their sponsor.



## Guided tour



Visit the HAT archive, explore our collections and receive a group guided tour on set dates (Friends) or by arranged personal visit (Patrons).



## Desert Island Ads



Contribute to 'Desert Island Ads' and choose up to 5 iconic ads to be presented in your words to users of our catalogue including researchers, students, broadcasters and the general public.

## Ticket to Annual Dinner



Attend the annual 'Friends of HAT' dinner in London for a chance to connect with fellow supporters of HAT and old industry friends.

## Naming rights



Naming rights to an archive or area of HAT with media coverage and an enduring legacy of support at the world's largest advertising archive.



= *Benefits available  
with additional  
donation*



### FRIENDS

For an annual donation of £100 a year, Friends receive standard benefits and extras with additional donations



### PATRONS

For an annual donation of £1000 a year, Patrons receive all benefits and the possibility of Naming Rights

## SUPPORT YOUR ARCHIVE.

To sign-up as a Friend or Patron, please complete the ONLINE REGISTRATION FORM or contact:

[enquiries@hatads.org.uk](mailto:enquiries@hatads.org.uk)

## JOIN A MOVEMENT THAT PROMOTES ADVERTISING AS A FORCE FOR GOOD

*and support our mission to...*

### PRESERVE THE INDUSTRY'S PAST IN THE **WORLD'S LARGEST ADVERTISING ARCHIVE**

### CAPTURE THE PRESENT AND SUPPORT **DEMENTIA CARE** THROUGH OUR AD-MEMOIRE PROJECT

### **INSPIRE THE NEXT GENERATION** THROUGH OUR EDUCATION PROJECTS

