FRIEND OF HAT



History of **Advertising Trust**

Preserving the past | Capturing the present | Inspiring the future

BENEFITS

Standard benefits (F)





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.

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).

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.



Adopt an Ad (F)







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.

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.

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.

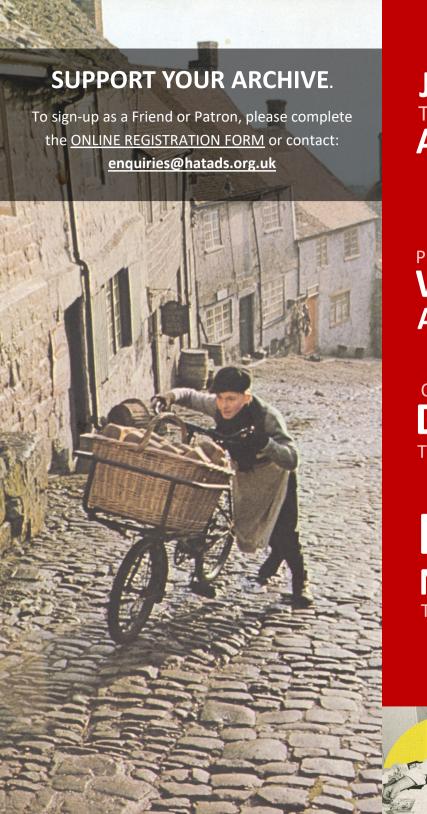
FRIENDS



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



JOIN A MOVEMENT THAT PROMOTES ADVERTISING AS A FORCE FOR GOOD

and support our mission to...

WORLD'S LARGEST ADVERTISING ARCHIVE

DEMENTIA CARE

THROUGH OUR AD-MEMOIRE PROJECT

INSPIRE THE NEXT GENERATION

THROUGH OUR EDUCATION PROJECTS