



## **JALT SPONSOR**

### **Terms of Agreement 2025**

**Effective from April 1, 2025 to March 31, 2026**

### **1) MISSION OF JALT**

The Japan Association for Language Teaching (JALT) promotes excellence in language learning, teaching, and research by providing opportunities for those involved in language education to meet, share, and collaborate.

### **2) SPONSORSHIP IN JALT**

- a) Sponsorship in JALT is open to any organization that supports the aforementioned mission and is involved in the production of quality products or provides services in or directly related to the language education field or the membership. Any sponsor company, organization, or consortium wishing to display must take out individual sponsorship. Furthermore, JALT Sponsors (JS) cannot represent or display for another company or organization unless the JS has prior approval from JALT.
- b) JALT affirms that the relationship between the organization as a whole and a JS remains one of mutual interest and cooperation. JALT recognizes the role played by JSs in providing a wide range of services to JALT members within the parameters of JALT's mission. Such services include but are not limited to, bringing speakers to the JALT annual international conferences, giving professional workshops at annual international conferences, regional and local Chapter and SIG meetings, sponsoring services and events, and advertising in JALT publications.

### **3) SPONSORSHIP APPLICATIONS**

- a) Applications for sponsorship will be approved by the directors of program and treasury, and the business manager. They have the right to refuse applications.
- b) By submitting an application form by email, the applicant is deemed to have signed the application form.
- c) After applications are approved, the applicant's email contact(s) are added to the JS Mailing List.

### **4) SPONSORSHIP PAYMENTS, RENEWALS, AND CANCELLATIONS**

- a) Sponsorship is fixed for a period of one calendar year starting from the first day of the month. Sponsorship will be activated after payment is received.
- b) JALT is a tax-exempt organization.
- c) Payment can be made by bank transfer or credit card. The JS must cover the bank transfer fees including any intermediate bank commission. JALT cannot assume responsibility for any bank charges the transaction might incur. JALT is unable to accept checks for any payments.
- d) JALT will send a renewal notice and invoice to the sponsor one and a half months before the

sponsorship expires. If a JS wishes to continue the sponsorship, it will be activated with the payment. If a JS wishes to discontinue the sponsorship, JALT requests that the renewal notice be returned. Sponsorship payments not received within three months after the sponsorship expires will result in the sponsorship being discontinued and all services suspended.

- e) Sponsorship payments are non-refundable. JALT is a non-profit institution that is funded by membership dues. Sponsorship dues are considered donations and are not refundable once paid.

## **5) SPONSORSHIP CATEGORIES AND DUES**

A two (2) year contract with a 20% discount on dues is available. This fee can be billed once per 2 years or once a year for 2 years.

### **Supporting: ¥84,000 per year**

Supporting Sponsorship includes all JALT publications with an extra copy of *The Language Teacher*, and includes advertising rights in these publications at member rates (see item 6 for details and the chart below). Supporting Sponsors have the right to receive one (1) JALT membership mailing list (see item 7 for details). Sponsors receive two (2) full complimentary passes for the annual international conference, two (2) displaying personnel, one (1) unvetted presentation slot (effective from JALT2022), and displaying rights at the EME.

### **Displaying: ¥105,000 per year**

Includes all Supporting Sponsorship privileges. Displaying Sponsors have the right to receive the JALT membership mailing list two (2) times per year (see item 7 for details). Displaying Sponsors are provided three (3) annual international conference passes free of charge. Display personnel are free of charge, and there is no limit to the number of personnel. Display personnel, however, may not attend presentations. Sponsors receive unlimited displaying personnel, two (2) unvetted presentation slots (effective from JALT2022), and displaying rights at the EME. Displaying Sponsors have the right to participate and present in regional and local meetings and conferences organized by JALT chapters and special interest groups (SIGs).

### **Presenting: ¥126,000 per year**

Includes all Displaying Sponsorship privileges. Presenting Sponsors have the right to receive unlimited access to the JALT membership mailing list (see item 7 for details). Presenting Sponsors are provided four (4) annual international conference passes free of charge. Display personnel are free of charge, and there is no limit to the number of personnel. Displaying personnel, however, may not attend presentations. Sponsors receive unlimited displaying personnel, three (3) unvetted presentation slots (effective from JALT2022), and displaying rights at the EME.

### **Lifestyle: ¥53,000 per year**

The Lifestyle category is for non-education-related companies providing services to the JALT members. This category includes all JALT publications and has advertising rights in these publications at member rates (see item 6 for details). Lifestyle Sponsors have the right to purchase one JALT membership mailing list (see item 7 for details).

### **Sampler: ¥136,000 per year**

This is a one-off sponsorship that includes one unit of basic display space which includes one table and two chairs at the annual face-to-face international conference. The Sampler is limited to two display personnel at the annual international conference, one (1) unvetted presentation, and one-time access to the JALT membership list for direct mailing. This is available only for organizations applying for the first time.

| <b>Sponsor Type</b>   |                                  |                                  |                                  |                                     |                                  |
|---|----------------------------------|----------------------------------|----------------------------------|-------------------------------------|----------------------------------|
| Annual Sponsorship fee  | Presenting<br>¥126,000           | Displaying<br>¥105,000           | Supporting<br>¥84,000            | Sampler<br>(First time)<br>¥136,000 | Lifestyle<br>¥53,000             |
| <b>Print / Digital Access</b>   |                                  |                                  |                                  |                                     |                                  |
| <i>TLT and JALT Journal</i>   | Print and digital archive access    | Print and digital archive access |
| JALT Membership List/email (when available)                                     | One full year unlimited access   | Two times/year                   | One time/year                    | One time                            | For a fee, once a year           |
| <b>Annual / Regional Conferences</b>  |                                  |                                  |                                  |                                     |                                  |
| Registration Rate   | Pre registration rate            | Pre registration rate            | Pre registration rate            | Pre registration rate               | Pre registration rate            |
| Number of Free Full Conference Registrations                                    | 4                                | 3                                | 2                                | 2                                   | none                             |
| Unvetted Presentation Slot(s) (25-60 minutes) (Effective from JALT2022)         | 3                                | 2                                | 1                                | 1                                   | none                             |
| Display at EME<br>*Additional cost required                                     | OK                               | OK                               | OK                               | OK                                  | none                             |
| Display Personnel for EME   | Unlimited                        | Unlimited                        | 2                                | 2                                   | none                             |
| Regional Conferences and Chapter/SIG Events<br>*Additional cost may be required | Priority Access                  | Priority Access                  | Priority Access                  | No Priority                         | No Priority                      |

| Annual Sponsorship Category                                   | Presenting   | Displaying           | Supporting          | Sampler             | Lifestyle            |
|---|--|----------------------|---------------------|---------------------|----------------------|
| <b>EME Display Fees</b>                                       |  |                      |                     |                     |                      |
| Face-to-face Conference (only)                                | Fees will depend on space requested, priority for spaces will be determined by contributions to JALT from the previous fiscal year sponsorship ranking.  |                      |                     |                     | None                 |
| Online Conference (only)                                      | Sponsors will be placed at the top of the EME web page in relation to their sponsorship ranking. A one-time fee will be charged of JPY50,000. Extra advertisement product pages will be subject to a JPY25,000/product page. |                      |                     |                     | None                 |
| Online Product Pages Included in Basic Conference Fee         | 3 product pages free   | 2 product pages free | 1 product page free | 1 product page free | No free product page |
| JALT Local / SIG Conference Participation Fee Voucher         | JPY20,000  | JPY15,000            | JPY10,000           | none                | none                 |
| <b>Advertising Fee Structure</b>                              |  |                      |                     |                     |                      |
| Advertise in JALT Publications and Social Media Discount Rate | 25% discount   | 20% discount         | 15% discount        | 10% discount        | 10% discount         |

## 6) ADVERTISING

JALT Sponsors may advertise in JALT publications and/or social media. Annual advertising contracts with commensurate discounts (see above) are available in February for each fiscal year (1<sup>st</sup> of April to 31<sup>st</sup> of March). Electronic delivery of advertisements and invoicing follow regular publishing deadlines set by the JALT publication board.

## 7) JALT MEMBERSHIP LIST

- a) The JALT Membership List is a list of postal addresses and email addresses (when available) for JALT members who have agreed to receive direct mailings. Only a valid Sponsor will have the right to access the JALT Membership List. A JS has the right to access the JALT Membership List free based on their JS category (see above).
- b) When a Sponsor requests the list, it will be provided as a spreadsheet via email from the JS Liaison.
- c) The aforementioned list may not be sold or provided to any other company or organization. Each membership list may be used for only ONE mailing unless express written approval is given by the JALT Business Manager. The list is valid for 3 months from the date of issuance. A JS found to have violated this agreement will have their Sponsor privileges revoked immediately.
- d) The JALT acronym, logo, or full name cannot be displayed in any kind of promotional direct mailing without approval from the Director of Public Relations or Business Manager. For example, contact emails should not include JALT in them without approval from the Director of Public Relations or Business Manager; cover letters should not include any message that implies direct endorsement from JALT without approval from the Director of Public Relations or Business Manager. For inquiry into such matters please contact <sponsors@jalt.org>.
- e) Additional copies of the list are available but subject to a fee of JPY16,000 per list.

## 8) JALT ANNUAL INTERNATIONAL CONFERENCE

- a) JALT holds an annual international conference and educational materials exhibition (EME) concurrently. JSs at the membership level of Supporting, Displaying, Presenting, and Sampler have the right to exhibit, but the exhibiting fee is not included in the sponsorship fee, except for the Sampler Sponsorship. Once a JS decides to be an exhibitor, a Conference Terms of Agreement will be enacted for the relevant conference period.
- b) The number of unvetted presentation slot(s) in the aforementioned chart is given in addition to the number of slot(s) awarded based on annual contribution.
- c) If there is a hybrid conference, please refer to the Conference Terms of Agreement.
- d) Conference registrants' email address list. For the Sponsors participating in the annual international conference and conference registrants who have agreed to receive direct email, an email address registrant list will be available. This list will be available 1 month prior to the conference. The JS must request this list from the JS Liaison. Please contact <sponsors@jalt.org>. The email list is subject to the same rules as the above membership mailing list. Please contact the JS Liaison if you have any questions.

### Disclaimer

We do not make any terms, guarantees, warranties, representations, or conditions regarding our products and services, except as provided for pursuant to this Agreement.