LAURA HOW

COUNSELLING & GUIDANCE

SPONSORSHIP GUIDELINES

I value partnerships that align with my audience and mission: helping couples and individuals improve intimacy, wellbeing, and relationships. These guidelines are designed to keep collaborations clear, smooth, and successful for both sides.

DISCLOSURE & COMPLIANCE

- All sponsored segments include clear disclosure in line with ASA/CMA guidelines and YouTube's advertising rules.
- Your brand will be represented positively, but always with honesty and transparency.

DELIVERABLES

- Deliverables (placement, length, format, and talking points) will be confirmed by email before payment.
- Any extras (e.g., additional assets, follow-up posts, or extended ad spots) must be agreed in writing before recording.

REVISIONS

- One round of factual or brand-safety edits is included.
- Substantial rewrites or new talking points after delivery will incur an additional fee.

SCHEDULING & PUBLICATION

- Publication dates will be agreed in advance.
- If YouTube demonetization, platform issues, or illness causes a delay, I will reschedule the delivery as soon as possible.

CANCELLATIONS

- Cancellation before scripting starts: no charge.
- Cancellation after scripting: 50% fee.
- Cancellation after filming has begun: 80% fee.

REFUNDS

- Refunds are only offered if I cancel delivery.
- If you cancel once work has started, payments are non-refundable (subject to the cancellation fees above).

USAGE RIGHTS

- You are welcome to share or embed the final video organically.
- Paid amplification (ads, boosting, or republishing) requires written permission.

PAYMENT TERMS

- Payment is due upfront via the secure form (Stripe/PayPal) or via direct bank transfer.
- Once payment clears, you will receive a confirmation email and receipt.
- Invoices include my business details and VAT number (if registered).

COMMUNICATION

- Please provide a single point of contact for approvals and edits.
- Prompt feedback helps keep delivery on schedule.