

Does the program term have to align with the partnership term?

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HBA Corporate Partnership terms run for one year from the partnership start date. The HBA Ambassador Program is traditionally a 12-month program, but pre-launch work can often cause misalignment to the company's partnership term.

While it is ideal for the Ambassador Program's term to run parallel to the partnership, the HBA recognizes this is not always possible. The HBA recommends that the company's program(s) launch within the first 2-4 months of the partnership term whenever possible in case of partnership non-renewal and because designee membership terms coincide with the partnership term.

Please see our [GAP Program Policies and Eligibility](#) for additional details.
