Mental Health Week Sponsorship

Now in its 48th year, Mental Health Week is one of the most recognised and longest running community health campaigns in Western Australia. In 2015, we are hosting a range of targeted events engaging a broad dissection of the public during 2 – 10 October 2015. This year, we’re hosting a Comedy Night in partnership with His Majesty’s Theatre featuring a popular, young and dynamic comedian as part of the Opening Ceremony; a Sunday beach sports day; film shows, and youth-focused activities, plus seminars aimed at parents and workplaces.

You are invited to be part of the action. Our exciting range of events, materials and activities during Mental Health Week provides sponsors with an excellent opportunity to promote their products and services to a large portion of the community and directly engage with the public. You’ll also be aligning your brand with good social responsibility and supporting better mental health outcomes in the community.

In the lead up to the week, strategically planned activities will be undertaken to ensure our events and promotions are targeted at the right audience. These activities will give your organisation exposure to thousands of Western Australians.

Logo placement on all marketing collateral, including invitations and other sponsorship benefits such as signage, naming rights and stall opportunities at events, will ensure your business receives high exposure and can market directly to your consumers. **Four levels of sponsorship opportunities available.**

**About Mental Health Week**

Mental Health Week engages with around 10,000 people in WA, and aims to promote social and emotional wellbeing, encourage people to maximise their health potential, enhance the coping capacity of communities, families, individuals, and increase mental health recovery. It’s a national and annual event, held in October to coincide with World Mental Health Day (10 October). Peak body for mental health, the WA Association for Mental Health, hosts Mental Health Week in partnership with the WA Mental Health Commission.

**Distribution and Reach**

Promotional material will be distributed via a number of vital mediums in the lead up to the week, ensuring both high attendance at events and maximum exposure of your organisation’s brand in support of the cause.

- Mental Health Week lift-out in H +M, published by *The West Australian* (651,000 Wednesday readers)
- Mental Health Week promoted on prominent Perth radio station (approx. 500,000 listeners)
- Free Mental Health Week resources sample packs (distributed to approx. 2000 people around WA)
- Paid Mental Health Week workplace and school resource packs (average order of 200 per annum)
- Flyers displayed at other expos, stalls and events that WAAMH attends / sponsors
- Displayed in our training material hand-outs (approx. 500 participants per annum)
- WAAMH website (1000 page views daily) [waamh.org.au](http://waamh.org.au)
- Mental Health Week website (Average of 8000 page views/week) [mhw.waamh.org.au](http://mhw.waamh.org.au)
- WAAMH’s monthly eNewsletter (5,000 subscribers)
- Through WAAMH’s Twitter feed to 400 followers
- Through our Facebook, LinkedIn, You Tube and Flickr social media pages
- WAAMH has 200 organisation members, to cross promote through their online and physical networks
- Professional distribution of flyers and posters to local libraries, cafes and community centres
- WAAMH is part of Australia’s only mental health promotion group which plan activities for National Mental Health Week, enabling us to cross-promote across the country
- Distribution and exposure through Mentally Healthy WA’s Act-Belong-Commit campaign
- Mental Health Week promoted on various other government websites displaying community events.
# Mental Health Week Sponsorship Packages

<table>
<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
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<tbody>
<tr>
<td>$20,000</td>
<td>$10,000</td>
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## Recognition & Branding Opportunities

- Sponsor logo featured on official Mental Health Week poster
- Company logo on all event posters and brochures (Gold, Silver, Bronze)
- Naming rights to one component of a key event (Gold, Silver, Bronze)
- Company logo to appear on title slides where relevant (Gold, Silver, Bronze)
- Primary exposure on all MHW 2015 collateral and publications (Gold, Silver, Bronze)
- Acknowledgment at opening and closing ceremonies, and key events (Gold, Silver, Bronze)

## Website, Media & Social Media Exposure

- Advertisement banner on home page of MHW and WAAMH websites
- Company acknowledgement / logo on WAAMH and MHW homepages (With click through)
- Company acknowledgement / logo on WAAMH and MHW websites’ Partners pages (With click through)
- Acknowledgement of company in all HTML email marketing campaigns and event listings on WAAMH website (Prime logo placement plus link, Logo and link, Link to website)
- Promotion of sponsorship of MHW on social media networks
- Acknowledgement in all Media Releases relating to MHW

## Advertising Opportunities

- Advertisement in A5 Opening Ceremony Comedy Night program (Inside cover, Full page, ½ page, ¼ page)
- Promotional insert/s in Mental Health Week Sample pack (Up to 4, Up to 3, Up to 2, 1 only)
- Promotional flyer distributed at events
- Logo appear in the Mental Health Week ad in *The West Australian*
- Discounted advertising in *The West Australian* MHW lift-out
- Editorial in Opening Ceremony Comedy Night program (Full page, Half page)
- Company description and logo in Opening Ceremony program

## Event Signage

- Prominent display of signage at opening event (2 banners, 1 banner)
- Prominent display of signage at all key MHW events
- Company logo included on door and venue signs

## Exhibition

- Trade display at key MHW events (except His Majesty’s Theatre)
- Trade display in prime location at key events
- Table with promotional materials at Opening Ceremony

## Event Entry, Parking & Seating

- Free entry at all key Mental Health Week events and Opening and Closing ceremonies (4 people, 2 people, 1 person, 1 person)
- VIP parking for one organisation representative at all events
- Reserved parking for one organisation representative at all events
- VIP seating for two organisation representatives
- Reserved seating for two organisation representatives
- Exclusive entry to VIP lounge at Opening Ceremony
MENTAL HEALTH WEEK 2015

KEY EVENTS

Comedy Night Opening Ceremony

The Opening Ceremony is the flagship event of MHW. This year we have teamed up with prestigious art house and State icon, His Majesty’s Theatre to deliver a night of laughs and light entertainment featuring a range of talented and popular comedians from around Australia. Last year, this event sold out within three weeks and more than 1000 people were in attendance.

- Friday, 2 October 2015 at 7pm
- Naming rights to the networking event in His Majesty's Comedy Lounge after show
- Logo on main event flyer and company description in program
- Full page ad in Comedy Night program
- Logo and click through on online registration page, MHW, WAAMH and His Majesty’s websites
- Placement of company signage at event
- Verbal acknowledgement at event
- Promotional insert in MHW resource packs
- Your promotional flyer distributed at event
- Acknowledgement in social media and media releases in relation to event
- Two reserved seats at comedy show and complementary entry to Dress Circle Bar

Beach Sports Day

This family and youth-focused event set outdoors at Scarborough Beach on the cusp of Summer could attract around 2000 people, seeking to try a new challenge and join the fun in the sun. Beach sports include Volleyball, Yoga, Cricket, Tennis and a fun run.

- Sunday, 4 October 2015 at 9am
- Sponsor logo prominently placed on promotional event flyer
- Naming rights to one of the sports competitions
- Logo recognition with click through on event registration page, WAAMH and MHW websites
- Verbal acknowledgement at event
- Prominent banner display at event
- Trade display at event
- Acknowledgement in social media and media releases in relation to event
- Promotional insert in Mental Health Week resource packs
- Welcome and address guests (3 mins)
Workplace Wellbeing

Workplace mental health and safety is proving to be a growing and serious concern for employers. This free lunchtime forum in the CBD is expected to attract around 500 managers, OSH and HR professionals.

- Wednesday 7 October 2015 at 12:30pm
- Naming rights to event
- Sponsor logo prominently placed on promotional flyer
- Company logo an click through on online event registration page, and WAAMH and MHW websites
- Verbal acknowledgement at the event
- Welcome and address guests (3 mins)
- Company logo displayed on the title slides of the session
- Prominent display of signage
- Flyer distributed throughout the session
- Acknowledgement in social media and media releases

Better Than OK:
Helping young people flourish

This free parent’s evening will be facilitated by Applied Social Psychologist and Educator Dr Helen Street—renowned for her highly successful Positive Schools national conferences and publications.

- Thursday, 8 October 2015 at 7pm
- Naming rights to event
- Aimed at parents to equip them with helpful skills for raising mentally health children
- Prominent banner placement at event
- Recognition with logo on online and event flyer
- Recognition with logo and click through on online registration page, WAAMH, and MHW websites
- Verbal acknowledgement at event
- Flyer distributed throughout the session
- Opportunity for short 3 minute presentation at event
- Acknowledgement in social media and media releases

Film Screening

This popular addition to the Mental Health Week calendar of events is back again and this year promises to be bigger and better. Attracting mainly adults and mental health professionals, the film night is open to all and showcases a highly anticipated feature length film or documentary about mental health and is complemented by guest speakers’ discussion after the screening.

- Tuesday, 6 October and Saturday, 10 October 2015
- Sponsor logo prominently placed on promotional flyer
- Naming rights to networking session in lounge after screening
- Logo recognition on event registration and website
- Acknowledgement at event
- Prominent display of signage in the room
- Flyer distributed throughout the session
- Acknowledgement in social media and media releases
- Promotional insert in Mental Health Week resource packs
- Welcome and address guests (3 mins)

Arts Exhibition

Our continued annual support of the Arts and Mental Health Network Exhibition displaying beautiful, original and inspired artworks from people in WA, speaks for itself. These stunning paintings are available for sale after the two week exhibition period at the YMCA in Leederville, which attracts hundreds of people from all over Perth.

- Exhibit dates 2 - 16 October 2015
- Prominent banner placement at event
- Recognition with logo on online event registration page and event flyer
- Recognition with logo and click through WAAMH website and MHW websites
- Verbal acknowledgement at event
- Flyer distributed throughout the session
- Opportunity for short 3 minute presentation at event
- Acknowledgement on the Arts and Mental Health Network’s Facebook page.
- Promotional insert in Mental Health Week resource packs
Mental Health Week 2015 theme

This year, the Western Australian Association for Mental Health is using the Act-Belong-Commit message, courtesy of Mentally Healthy WA, as the official theme for Mental Health Week 2015.

The Act-Belong-Commit message is well established, has a strong community presence and is relevant to the whole WA population in one way or another. It encourages individuals to take action to protect and promote their own mental wellbeing.

Being active, having a sense of belonging and having purpose in life all contribute to better mental health.

The A-B-C guidelines for positive mental health provide a simple approach that we can adopt to become more mentally healthy:

**Act:** Keep mentally, physically, socially and spiritually active, take a walk, read a book, play cards, stop for a chat, get creative, make plans....

**Belong:** Join a club, take a class, volunteer, stay connected, get involved in your community...

**Commit:** take up a cause, help a neighbour, learn something new, take on a challenge, find your passion...

As part of Mental Health Week 2015, we are encouraging everyone to adopt and promote the A-B-C way for better mental health and wellbeing. Many of our events and resources this year for Mental Health Week will centre on this theme.
Sponsorship & Exhibition Booking Form

To confirm your sponsorship and / or involvement, please complete and sign this document in the space provided and return by email to BJohns@waamh.org.au

Organisation name: ________________________________________________________________
Contact name: ___________________________________________________________________
Position: _________________________________________________________________________
Mailing Address: _________________________________________________________________
Telephone: _______________________________________________________________________
Email: ______________ ______________________________ _______________________________

SPONSORSHIP OPPORTUNITIES

☐ Platinum........................................ $20,000
☐ Gold........................................... $10,000
☐ Silver........................................... $5000
☐ Bronze........................................ $3000
☐ Opening Ceremony Comedy Show.... $3000
☐ Beach Sports.................................. $2000
☐ Workplace Wellbeing.................... $2000
☐ Better than OK: Parents Forum ....... $2000
☐ Film Screening.............................. $1500
☐ Arts Exhibition................................ $1500

ADVERTISING OPPORTUNITIES

☐ MHW Pack Insert.......................... $100
☐ Comedy Night Program A5
☐ Full Page.................................... $500
☐ Half Page.................................... $250
☐ Quarter Page............................... $125

EXHIBITION & TRADE DISPLAY

☐ Display Stall.............................. $1000

Event: ____________________________

Terms & Conditions: Conformation of sponsorship and exhibition space is conditional upon this for, being completed and 50% non-refundable deposit received. A tax invoice will be issued for this amount and must be paid within 14 days. The organisers reserve the right to reassign any trade displays to another exhibitor if these conditions are not fulfilled. Sponsorship applications are subject to approval, and at WAAMH’s discretion to ensure its brand; community perception and values are not compromised. Only one sponsor permitted per each key event listed and only one Platinum sponsorship position available.

I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors contractual obligations all of which I/we acknowledge, have read and understood.

Signature: ________________________________ Date: ____________________

Sponsorship enquiries:
Brooke Johns, Public Relations, WA Association for Mental Health, BJohns@waamh.org.au
WAAMH is the peak body representing community mental health in Western Australia
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