

MENTAL HEALTH WEEK

SPONSORSHIP
PROSPECTUS

#mentalhealthstartshere

2018



WAAMH

Western Australian Association
for Mental Health



**Mental Health
Commission**

FOR MORE INFORMATION

mhw.waamh.org.au | #mentalhealthstartshere

Western Australian Association for Mental Health

Email soliver@waamh.org.au | Telephone 08 6246 3000



Mental Health Week 2018

With one in five Australians experiencing mental health problems last year and the annual cost of mental illness reaching \$10.9 billion, mental health is becoming a defining issue for the Australian community.

So instead of ignoring the problem - let's talk about it.

Now in its 51st year, Mental Health Week is one of the most recognised and longest running community health campaigns in Western Australia.

The State's peak body for mental health, the WA Association for Mental Health, hosts Mental Health Week in Western Australia in partnership with the WA Mental Health Commission.

In 2018, we are supporting a range of targeted events engaging a broad dissection of the public during 7 -14 October 2018.

About Mental Health Week

Mental Health Week engages with around 250,000 Western Australians 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).

2018 Theme

Each year Mental Health Week adopts a particular theme with specific key messages around which the week's events will focus.

This year the theme is **'Mental health starts where we live learn, work and play'** in recognition that everyone in the community can play a part in supporting positive mental wellbeing.

#mentalhealthstartshere

Invitation to partner

You are invited to be part of the action. In 2018, we are looking to partner with several organisations who wish to align their business with those in a large (and growing) mental health sector.

Mental Health Week provides sponsors with an opportunity to promote their products, services and brand through cause-related marketing to a large portion of the WA community and offers a socially responsible brand alignment that directly supports better mental health outcomes in the community.

In the lead up to the week, strategically planned activities will be undertaken to ensure events and promotions are targeted at the right audience, ensuring sponsor organisations gain their desired brand exposure.

Distribution and reach

Promotional material will be distributed via a number of channels in the lead up to Mental Health Week, ensuring high attendance at events and maximum exposure of sponsor brands in support of the cause.

- Extensive social media campaign, which reached 160,000 views in 2017 and has 2500 Facebook followers, 1400 Twitter followers and 500 Instagram followers
- Mental Health Week partnership with a Media Partner will ensure comprehensive media coverage in the lead-up to and during the week
- Mental Health Week resources packs (distributed to approximately 30,000 people and organisations around WA, including event activators at 130 community events)
- Flyers displayed at other expos, stalls and events that WAAMH attends / sponsors
- Displayed in our training material hand-outs (approx. 3100 participants per annum)
- Mental Health Week website (average of 8,000 page views/week) mhw.waamh.org.au
- Promotion in WAAMH's monthly eNewsletter (approx. 5,000 subscribers) and Mental Health Week eNews updates (approx 1600 subscribers)
- WAAMH has over 200 members to cross promote through their online and physical networks, including all large mental health providers in WA
- Professional distribution of flyers and posters to local libraries, cafes and community centres
- Mental Health Week promoted on various Government websites displaying community events.

World Mental Health Day

SPREADING THE WORD ONE COMMUTER AT A TIME!

In 2018, the flagship event of Mental Health Week in WA will happen on World Mental Health Day (October 10) and involve an army of volunteers at Perth transport hubs during the morning peak period engaging with commuters and handing out free resource packs with information to promote positive mental wellbeing, and information on what to do if someone tells you "they're not OK."

In addition to this, more than 130 events will be held in the community throughout the week and promoted via the Mental Health Week website.

Principal Partner

Be recognised front and centre

By becoming the Principal Partner of Mental Health Week 2018, your organisation has the premium and exclusive opportunity to align its brand and social responsibility directly with the peak body's proactive health messages and reap the enormous reach this well-established state wide campaign has to offer.

Benefits include:

- Recognition as Principal Partner
- Logos on all Mental Health Week 2018 collateral (if received by 30 August 2018)
- Acknowledgement at all events, including the Closing Ceremony, Stand Up! for Comedy
- Acknowledgement in all Media Releases relating to Mental Health Week 2018
- Acknowledgement in all digital marketing campaigns related to Mental Health Week 2018
- Acknowledgement on all social media channels, including Instagram, Facebook and Twitter
- Banner at events
- Pop up display at events
- Logo on slide presentations as relevant
- Logo with click through on Mental Health Week website and WAAMH websites
- Logo on staff and volunteer uniforms
- Logo on downloadable resources
- Free tickets and VIP access to all events
- Opportunity to volunteer and communicate directly with the public at events
- Promotional material / insert in Mental Health Week packs
- Other benefits can be tailored to suit your business needs - talk to us!

\$20k



Closing Ceremony

'STAND UP! FOR COMEDY' - 13 OCTOBER - STATE THEATRE CENTRE

Presented in partnership with the Perth Theatre Trust, this annual event will deliver a night of laughs and light entertainment featuring a range of talented and popular comedians from around Australia. This event has been a sell-out for four years now and continues to be a highlight of the Mental Health Week calendar.

World Mental Health Day

Be part of the most internationally recognised day of Mental Health Week - World Mental Health Day on 10 October! Get amongst the hustle at Perth's busiest morning commute public transport hubs. Your brand is sure to be noticed as we spread the word on looking after mental health and also includes a unique opportunity to be involved in corporate volunteering on the day, putting you in direct view of thousands of members of the public.

- Branding on staff and volunteer uniforms
- Logo on World Mental Health Day event listing and Mental Health Week website
- Prominent banner display at nominated transport hub
- Logo recognition with click through on all relevant digital marketing campaigns, and on WAAMH and MHW websites
- Logo on downloadable resources
- Acknowledgement on our social media
- Acknowledgement in all relevant Media Releases
- Opportunity to volunteer at event
- Receive four free tickets to the Closing Ceremony
- Support clearly promoted in social media, on shirts and other signage where possible.
- Other benefits can be tailored to suit your business needs!

\$5k

Art Exhibition

Our continued support of the annual Arts and Mental Health Network's Art Exhibition displaying beautiful, original artworks created by people with lived experience of mental health issues in WA, speaks for itself. These stunning and inspired paintings are available for sale after the two week exhibition period, which attracts hundreds of people from all over Perth. You will not want to miss the opportunity to feature your brand and support alongside this fantastic community art exhibition.

- Naming rights to the event
- Logo prominently placed on promotional event flyer
- Logo recognition with click through on event registration page, WAAMH and MHW websites
- Acknowledgement in social media
- Acknowledgement in electronic marketing and media releases in relation to event
- Verbal acknowledgement at event
- Prominent banner display at event
- Pop up display at event
- Feature a guest speaker (3 mins)

\$5k

Closing Ceremony

Presented in partnership with the Perth Theatre Trust, the closing ceremony comedy night will have 500 members of the public roaring with laughter to wrap up Mental Health Week 2018. As sponsor to this event, you will have naming rights and a pop up display at the VIP pre-show function and receive prominent signage throughout the State Theatre Centre on the night, plus be part of all the hype leading up to the show!

- Naming rights to the VIP pre-show function event
- Logo on promotional event flyer and comedy program
- Logo recognition with click through on event registration page, WAAMH and MHW websites
- Acknowledgement at event
- Acknowledgement in social media, electronic marketing and media releases in relation to event
- Prominent banner display at event
- Pop up display at event
- Guest speaker (3 mins)
- Six free tickets to the event

\$10k

Parliament House

WAAMH Full Organisation Member Exclusive Offer!

Be part of our invitation-only luncheon function at Parliament House with your local members of parliament. As part of this special opportunity you can feature your organisation, mingle, and pitch your primary concerns in relation to mental health policy (please note some conditions may apply.)

- Logo featured at event
- Acknowledgement at event
- Prominent banner display at event (supplied by sponsor)
- Pop up display at event
- Logo on event program, slides, and material
- Logo with click through on WAAMH and MHW websites
- Acknowledgement in social media
- Guest Speaker (3 mins)
- Only one sponsorship space available.
- Plus six free tickets to Stand Up! for Comedy
- Other benefits can be tailored to suit your needs - talk to us!

\$10k

Key partnership opportunities

Mental Health Week Supporter

Align your brand with increased mental health awareness during Mental Health Week 2018.

- Logo on Mental Health Week website
- Logo on all electronic marketing relation to the week
- Acknowledgement through our social media channels
- Acknowledgement at major events

\$3k

Industry Partner

Make your brand and organisation stand out by becoming one of our premium partners during Mental Health Week 2018.

- Logo with click through on Mental Health Week and WAAMH websites including the 'What's On Events' webpage which receives the most visits
- Logo recognition and acknowledgement on all Media Releases and Electronic Marketing Campaigns relating to event
- Acknowledgement through our social media channels with hyperlink to your site
- Acknowledgement at all events
- Opportunity to volunteer
- Promotional material in MHW resource packs
- Free tickets to Stand Up! for Comedy
- Other benefits can be tailored to suit your business needs - talk to us!

\$5k



We look forward to working with you!



Confirmation

To confirm your sponsorship and / or involvement, please complete, sign and email to: soliver@waamh.org.au
 Once confirmation is received, a tax invoice will be issued to you by the Western Australian Association for Mental Health.
 Payment terms are 14 days.

SPONSOR DETAILS

Organisation Name	
Contact name	Position
Mailing Address	
State	Postcode
Email	
Telephone	Website

Sponsorship Opportunities (please select)

- | | |
|--|----------|
| <input type="checkbox"/> Principal Partner | \$20,000 |
| <input type="checkbox"/> World Mental Health Day Transport Hubs | \$10,000 |
| <input type="checkbox"/> Closing Ceremony - Stand Up! for Comedy | \$5,000 |
| <input type="checkbox"/> Art Exhibition | \$5,000 |
| <input type="checkbox"/> Industry Partner | \$5,000 |
| <input type="checkbox"/> Mental Health Week Supporter | \$3,000 |
| <input type="checkbox"/> Parliament House (Members only) | \$10,000 |

I have read and signed the *Terms and Conditions

TERMS AND CONDITIONS

Terms & Conditions: All prices quoted are in Australian Dollars and include GST. Confirmation of sponsorship and exhibition space is conditional upon this form being completed and full payment being received. A tax invoice will be issued for this amount and must be paid within 14 days.

Sponsorship applications are subject to approval, and at WAAMH's discretion to ensure its brand; community perception and values are not compromised.

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.

SPONSORSHIP ENQUIRIES

Shendelle Oliver, Marketing & Events Manager
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WAAMH is the peak body representing community mental health in Western Australia

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Sign _____ Date / /