



Stronger together

Mental Health Week is a national week celebrated each year around World Mental Health Day on October 10. The week aims to raise awareness about mental wellbeing and destigmatise mental health challenges. Mental Health Week (MHW) has been coordinated by the Western Australian Association for Mental Health (WAAMH) in WA for more than 50 years, and is supported by the Government of Western Australia, Mental Health Commission. In 2020, MHW will be on 10-17 October, with the theme, 'Strengthening our Community'.

Due to the current global pandemic, with social distancing and travel restrictions in place locally, some of the Mental Health Week events might be delivered a little differently, with more of a digital feel this year.

We all hope WA, and the rest of the world has recovered from the coronavirus pandemic by October, and that Mental Health Week might be a time for us to all come together in person again and embrace our loved ones, to rejoice, recover, reflect and re-connect. We'll know for sure closer to the time - we hope you can join this experience with us.

To build supportive communities, we must take a holistic look at mental health, as it's a variety of factors throughout our lives which impact on our overall sense of wellbeing. Current events have brought the ways we live, learn, work and play link to our mental health into sharp focus across all of our communities and it's important to bring attention to the need to safeguard people's social determinants of mental health during and after the COVID-19 crisis has passed.

MHW also aims to reveal pathways for people to mental wellbeing and community supports; encourage everyone to engage in preventative behaviours to protect our mental health; and to reach out starting lifesaving conversations. We hope you can partner with us in 2020!

SPONSORSHIP OPTIONS

POSTCARDS PARTNER - \$5000

Postcards with inspiring and encouraging messages will be sent to electoral offices and distributed to residents

- Logo placed prominently on 5000 postcards
- Acknowledgement and link on all electoral marketing and promotion of post cards

DIGITAL VIDEO PARTNER - \$5000

Show your support for our local community as we share stories to Strengthen our Community – Live, Learn, Work, Play

- Logo placement and sponsor thank you at conclusion of the video
- Potential to have someone in your organisation feature in the video
- Logo on Mental Health Week website
- Logo on all electronic marketing regarding the sharing of the video

ONLINE COMPETITION PARTNER - \$2000

These online competitions will provide connection for people across WA

- Logo and promotion on all marketing collateral for competition you sponsor
- Logo on Mental Health Week website and acknowledgement on social media
- Option to donate a prize

MENTAL HEALTH WEEK POST-OUT PACKS - \$10,000

We will continue to send support packs out across the State

- Logo featured on all MHW envelopes
- Full page ad in Mental Health Week booklets (15,000 copies)
- Logo with click through on MHW and WAAMH websites
- Acknowledgement via our social media channels with link to your site
- Logo recognition and acknowledgement on all Media Releases and Electronic Marketing Campaigns relating to MHW

INDUSTRY PARTNER - \$6000

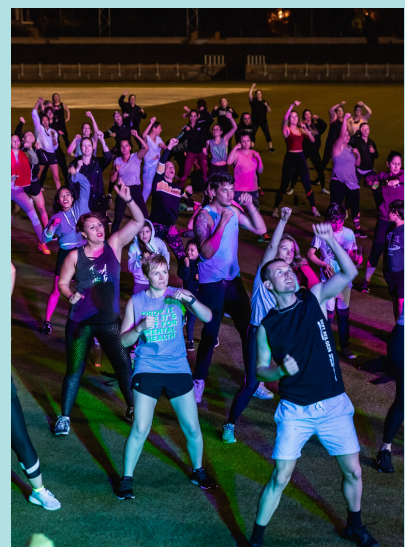
Make your brand and organisation stand out and become a premium partner

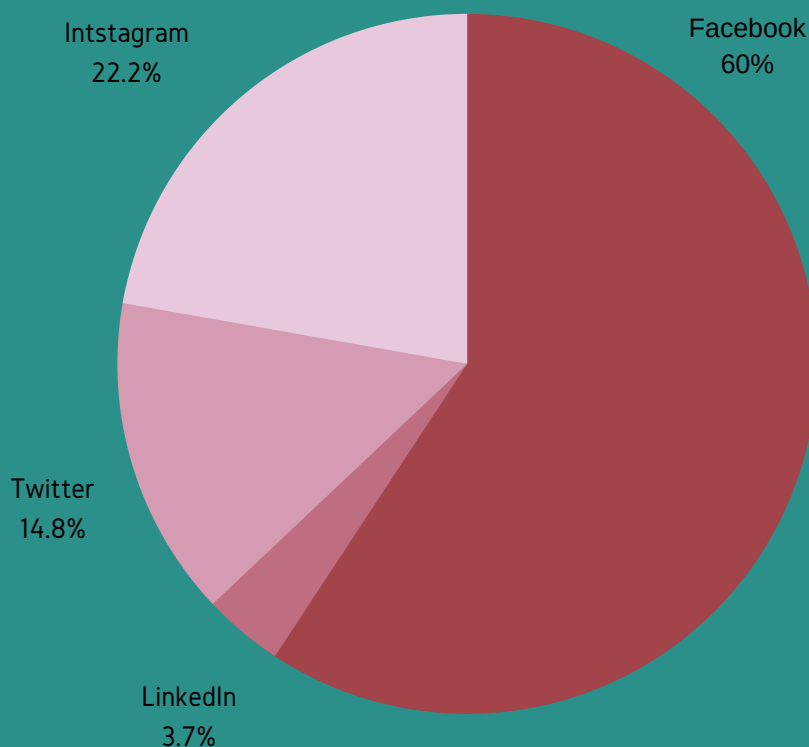
- Logo with click through on MHW and WAAMH websites
- Logo recognition and acknowledgement on all Media Releases and Electronic Marketing Campaigns relating to MHW
- Acknowledgement via our social media channels with link to your site
- Acknowledgement at all virtual events and opportunity to volunteer
- Half page ad in Mental Health Week A5 booklet
- Other benefits can be tailored
- 100 Awareness ribbons for staff, volunteers and clients

MHW SUPPORTER - \$3000

Align your brand with increased mental health awareness

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





SOCIAL MEDIA FOLLOWERS

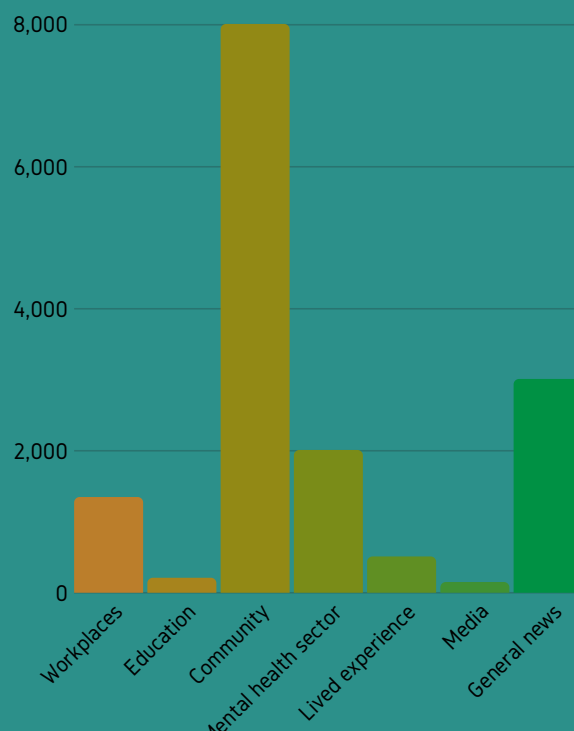
Mental Health Week always garners an extensive and ever-expanding social media campaign, which last year engaged more than 14,000 people in WA. Our posts on social media collectively reached 160,000 views.

MHW has 4000 Facebook followers, 1200 Instagram followers and WAAMH reaches approx. 7000 people across its social channels.

SUBSCRIBER MAILING LIST

Mental Health Week engages approx. 1800 subscribers and WAAMH connects with nearly 4000 newsletter subscribers and more than 200 organisational and individual members, including all large mental health providers in WA.

Our database includes around 8000 general community members and professionals interested in mental health; including workplaces, educational institutions and 140 media contacts. MHW content is also cross-promoted through the Mental Health Commission's newsletter contacts.



WEBSITE VIEWS

The Mental Health Week website - mentalhealthweek.org.au - receives an average of 8,000 page views per week and in the big week itself will reach hits of 100,000 daily.

Promotion of Mental Health Week is also actively included on various Government websites.

World Mental Health Health Day is endorsed consistently both nationally and globally by the World Health Organisation.

HARD COPY DISTRIBUTION

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

Mental Health Week resources packs and post cards are scheduled to be distributed to approximately 20,000 people and organisations around WA.

We look forward to working with you!

To confirm your sponsorship and / or involvement, please complete, sign, then scan or photograph, and email back to Shendelle Oliver at soliver@waamh.org.au

OR if you are missing key office equipment working from home, you may simply email your option to us.

Once confirmation is received, a tax invoice will be issued by WA Association for Mental Health. Payment terms are 14 days.

PLEASE SELECT ONE OR MORE OF THE FOLLOWING SPONSORSHIP OPTIONS:

- ☐ Exclusive Postcard Partner - \$5000 + GST
- ☐ Digital Video Partner - \$5000 + GST
- ☐ Online Competition Partner - \$2000 + GST
- ☐ Exclusive Mental Health Week Post-out Packs Partner - \$10,000 + GST
- ☐ Industry Partner - \$6000 + GST
- ☐ Mental Health Week Supporter - \$3000 + GST

PLEASE COMPLETE THE FOLLOWING DETAILS:

Organisation Name: _____

Contact name Position: _____

Mailing Address and postcode: _____

Email: _____

Telephone: _____

Website: _____

TERMS AND CONDITIONS

All prices quoted are in Australian Dollars and exclude GST; Confirmation of sponsorship 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.

Sign: _____

Date: _____

SPONSORSHIP ENQUIRIES

Shendelle Oliver

Marketing & Events Manager, Western Australian Association for Mental Health

T: (61) 08 6246 3000

E: soliver@waamh.org.au

W: mentalhealthweek.org.au



WAAMH

Western Australian Association
for Mental Health