

mentalhealthweek.org.au

f @MentalHealthWeekWA

#mhw2024



OCTOBER 5TH-12TH 2024

SPONSORSHIP PROSPECTUS

Mental Health Week is a national week celebrated each year in October scheduled around World Mental Health Day on 10 October.

Coordinated by the peak body for community mental health, the Western Australian Association for Mental Health (WAAMH), with support from the WA Mental Health Commission, Mental Health Week (MHW) provides a prime opportunity to address and highlight the important connection between social determinants and mental health; and promote effective prevention strategies to keep people mentally healthy.

2024 Mental Health Week in WA will be held from 5-12 October with the theme:

Empowering communities, thriving workforces: a journey towards investing in our mental health.

This year, the focus is on power.

We're exploring the supports in our communities that help people who've experienced mental ill-health to empower themselves to take charge of their mental health within their everyday lives. How? By shining a light on real stories of lived experience, recovery and life beyond mental ill-health, diagnoses and labels.

We'll celebrate stories of people with lived experience, help communities empower themselves, and show that mental health is about thriving, not just surviving! We'll also pay particular attention to the role of employment as mental health promotion and its role in recovery.

By partnering with Mental Health Week, extensive profiling opportunities are on offer to strengthen your organisation's brand alignment with the importance of protecting our mental health.

We will work with you to ensure all partnership benefits are delivered and ensure your organisation achieves targeted and far reaching exposure in the WA community. Promotional material will be distributed via a number of digital and physical channels in the lead up to, and during, WA Mental Health Week 2024, ensuring maximum exposure of our partners in support of this important cause.

Opportunities for Partnership



MAJOR PARTNER

This landmark sponsorship opportunity will support us to deliver our five decade-strong community campaign around Western Australia and spread joy and support to those who need it most. You will not regret coming on this amazing journey. This is an investment you will not regret and the attractive chance to align your brand and cause with a truly positive, uplifting initiative to benefit people experiencing disadvantage in our community and improve wellbeing around the whole State - especially in the regions.

\$20K

Benefits include:

- Feature prominently across flagship opening and closing events plus up to 100 smaller events Statewide
- Align with our positive theme this year of the important connection between body, mind and environment
- Strong brand exposure, acknowledgement, recognition and speaking opportunities where possible
- Partnership benefits will be discussed in a face-to-face meeting and tailored to suit your business needs. (This could include naming rights to some events / activities at your discretion.)
- Banner placement at physical events
- Logo and click through on Mental Health Week website on home, grants and partners pages
- Logo recognition and acknowledgement on all Media Releases and Electronic Marketing relating to Mental Health Week
- Acknowledgement with your input on messaging via our social media channels with link to your website
- Acknowledgment at flagship events and community grants events, plus and opportunity to volunteer
- Free Mental Health Awareness ribbons and pens for staff, volunteers and clients

INDUSTRY PARTNER

Make your organisation's social cause stand out and become an industry partner.

Benefits include:

- Logo and click through on Mental Health Week website home and partners pages
- Logo recognition on all Media Releases and Electronic Marketing relating to the week
- Acknowledgement with your input on messaging via our social media channels with link to your website
- Acknowledgment at our events and opportunity to volunteer
- Free Mental Health Awareness ribbons and pens for staff, volunteers and clients to demonstrate your commitment in this space.

\$10K

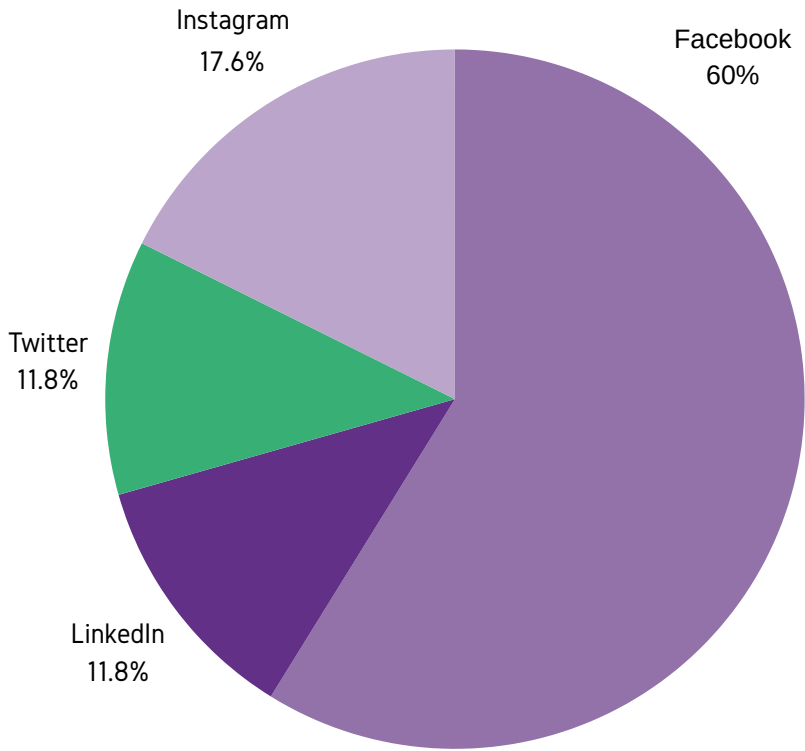
SUPPORTER

Align your brand by showing support for mental health awareness. Benefits include:

- Logo on Mental Health Week website home landing page and partners page
- Logo on all electronic marketing relating to the week
- Acknowledgement through our social media channels

\$5K

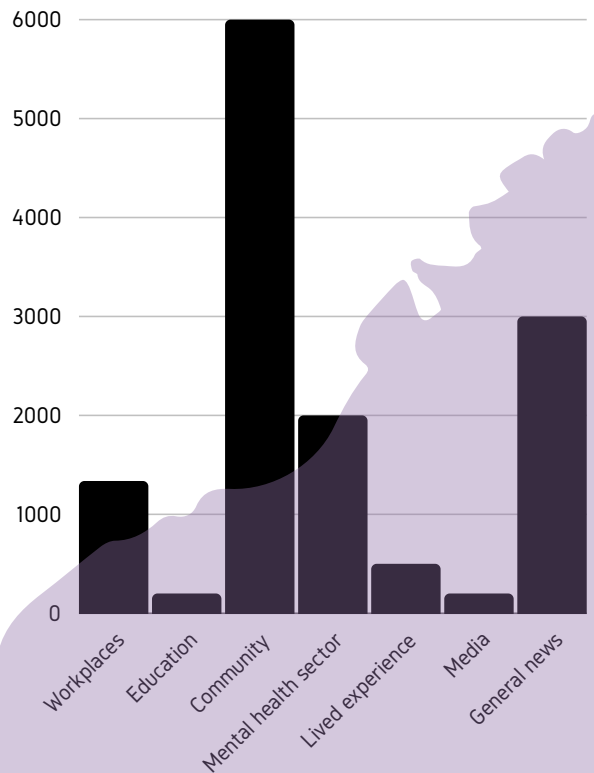
REACH, ENGAGEMENT & IMPACT



SOCIAL MEDIA ENGAGEMENT

Mental Health Week always garners an extensive and ever-expanding social media campaign, which in 2023, engaged <number> people in WA. Our social media posts collectively reached 160,000 views, which after sharing each post on average engages 1000 new people.

MHW has 5600 Facebook followers, 1800 Instagram followers and WAAMH has approx. 7000 followers. The MHW hashtag last year was used 2000 times across all listed social media channels.



SUBSCRIBER MAILING LISTS

Mental Health Week direct subscriptions reach more than 2000 people and the organiser WAAMH connects with approx. 12,000 subscribers across multiple channels.

Our database includes around 6000 general community members and professionals interested in or working in mental health; including workplaces, educational institutions.

MHW content is also cross-promoted through the Mental Health Commission's and member's lists.

WEBSITE VIEWS

The Mental Health Week website - mentalhealthweek.org.au - receives an average of 8,000 page views per week over the course of the year and peaks throughout September and October with roughly 40,000 views a week.

Website traffic in the big week itself will reach daily heights of 100,000 hits.

Promotion of Mental Health Week is also actively included on various Government websites and major corporation's social media feeds pointing to the site

EVENT EXPOSURE & DISTRIBUTION

Last year we administered \$50,000 worth of grants to support 90 organisations in Perth and regional WA to get events and activities started. In addition to another 100 events hosted independently around WA in support of Mental Health Week. These events bring people together for connection, knowledge sharing, and access to support in their local communities. This collaborative effort reaches up to 100,000 people physically Statewide.

Digital downloads of posters and social media tiles are available for maximum ease of reach empowering organisations and people to share mental health resources, messages and the MHW's momentum far and wide.

In 2023, we distributed more than 10,000 green mental health awareness ribbons to build stronger, supportive communities.

We look forward to working with you!

To confirm your paid partnership, please complete, sign and save down or print, then scan or photograph, and email back to mentalhealthpromotions@waamh.org.au

Once confirmation is received, a tax invoice will be issued by WA Association for Mental Health.

Payment terms are 14 days.

PLEASE SELECT ONE OF THE FOLLOWING PARTNERSHIP OPTIONS:

- Major Partner - \$20,000 + GST
- Industry Partner - \$10,000 + GST
- Mental Health Week Supporter - \$5000 + 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

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