

# MENTAL HEALTH WEEK 2017

SPONSORSHIP  
PROSPECTUS  
#MHW2017



**WAAMH**

Western Australian Association  
for Mental Health



**Mental Health  
Commission**

## FOR MORE INFORMATION

[mhw.waamh.org.au](http://mhw.waamh.org.au) | #MHW2017

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 @MentalHealthWeekWA

 @mentalhealthweekwa

 @TheWAAMH

2017



**MENTAL HEALTH WEEK**  
1967-2017  
CELEBRATING 50 YEARS

# Mental Health Week 2017

With 1 in 5 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.

Instead of ignoring the problem - let's talk about.

Now in its 50th year, Mental Health Week is one of the longest running and most recognised health promotion and illness prevention campaigns in Western Australia.

Mental Health Week aims to educate the community about how to protect their mental health, connect the people with mental health services and reduce the stigma surrounding mental illness.

In 2017, there will be a range of high profile, free community events during 8 –14 October, as part of a larger campaign in the lead up to Mental Health Week, engaging a broad range of the public.



Photo credit: John Nettleton

## About Mental Health Week

Mental Health Week engages with around 30,000 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 an international and annual event, held in October to coincide with World Mental Health Day (10 October). WA's peak body for community mental health, the Western Australian Association for Mental Health (WAAMH) hosts Mental Health Week in partnership with the WA Mental Health Commission.

## Mental Health Week 2017 Theme

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

The theme will be announced soon, here: [mhw.waamh.org.au](http://mhw.waamh.org.au)

## Invitation to Partner

You are invited to be part of the action. Our exciting schedule of events, materials and activities during 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. Mental Health Week 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. Logo placement on marketing collateral, and other sponsorship benefits such as signage, naming rights and stall opportunities at events, will ensure brand alignments with Mental Health Week are recognised.

Three levels of sponsorship opportunities are available – see overleaf.

## 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.

- Mental Health Week lift-out in H+M, published by The West Australian (251,000 Wednesday readers)
- Mental Health Week promoted on prominent Perth radio station (approx. 500,000 listeners)
- Mental Health Week resources packs (ordered by approximately 400 organisations around WA)
- Flyers displayed at other expos, stalls and events that WAAMH hosts / attends / sponsors (reaching hundreds of people)
- Displayed in our training material hand-outs (approx. 500 participants per annum)
- WAAMH website (average 1500 page views daily) [waamh.org.au](http://waamh.org.au)
- Mental Health Week website (average of 8000 page views per week) [mhw.waamh.org.au](http://mhw.waamh.org.au)
- WAAMH's members updates and monthly eNewsletter (approx. 5000 subscribers)
- Through WAAMH's Twitter feed to more than 1000 followers and WAAMH's Facebook page to more than 1400 followers.
- Through Mental Health Week's Facebook to more than 1600 followers, and Instagram, LinkedIn, YouTube and Flickr feeds.
- WAAMH has around 100 organisational members to cross promote through their online and physical networks
- Professional distribution of flyers and posters to local libraries, cafes and community centres
- Mental Health Week is promoted on various local government websites displaying community events.
- Mental Health Commission's expansive network, including newsletter, email, social media and state government networks.

# GOLD SPONSORS

## \$15k

- Recognised as a Gold Sponsor of WA Mental Health Week 2017
- Acknowledgment at the Opening and Closing Ceremonies as a Gold Sponsor
- Sponsor logo to appear on Mental Health Week program
- Sponsor logo and acknowledgement on all event promotional material
- Sponsor logo on event title slides where relevant
- Sponsor logo featured on official Mental Health Week poster
- Acknowledgment and logo on the Mental Health Week and WAAMH website home pages with click through
- Acknowledgement and logo on Mental Health Week Events pages
- Acknowledgement and logo in all relevant email marketing campaigns with click through
- Promotion of sponsorship on Mental Health Week's social media networks (Facebook, Twitter, Instagram)
- Acknowledgement in all media releases relating to Mental Health Week
- Acknowledgment and logo on Mental Health Week and WAAMH website sponsors pages
- Up to three (3) electronic promotional insert/s in the digital Mental Health Week sample packs
- Sponsor featured in Mental Health Week's advertisement in *The West Australian Health + Medicine* lift-out
- Sponsor's promotional flyer distributed and displayed at all key Mental Health Week events
- Prominent display of signage at all key Mental Health Week events (one freestanding pull up banner or tear drop flag)
- Prominent display of one (1) sign / banner and trade display at Opening and Closing Ceremonies
- Largest sized sponsor logo to appear on collective sponsor banner to be displayed at all key Mental Health Week events
- Trade display at one (1) Mental Health Week event
- Free entry for three (3) people to all key Mental Health Week events including Opening and Closing Ceremonies
- Speaking opportunities available at Opening Ceremony.

## Opening Ceremony

### KALGOORLIE

In 2017, the Mental Health Week Opening Ceremony will be heading to the regions! This flagship event will be held in Kalgoorlie, and will connect the community with a range of local mental health service providers in a fun and family-oriented environment.

There will be activities on offer for everyone to come and try, from a range of games to show off your sporting prowess to arts and crafts to unleash your creative flair. There will be live music, food stalls, entertainment and free giveaways to get the whole community involved!

Gold Sponsors will receive prominent signage, trade display, and a speaking opportunity at this event and feature on the official Opening Ceremony flyer. Separate event sponsor packages can be purchased for this event.

## Closing Ceremony

### STAND UP! FOR COMEDY

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 three years now and continues to be a highlight of the Mental Health Week calendar.

Only Gold Sponsors will receive prominent signage and trade display at this event. All sponsors' logos will feature on the official Stand Up! For Comedy flyer and program, sized according to sponsorship level.

# SILVER SPONSORS

## \$10k

- Recognised as a Silver Sponsor of WA Mental Health Week 2017
- Acknowledgment at the Opening and Closing Ceremonies as a Silver Sponsor
- Sponsor logo to appear on Mental Health Week program
- Sponsor logo on event title slides where relevant
- Acknowledgment and logo on the Mental Health Week and WAAMH website Partners pages with click through
- Acknowledgement and logo on Mental Health Week online events page
- Acknowledgement and logo in all relevant email marketing campaigns with click through
- Promotion of sponsor on Mental Health Week's social media networks (Facebook, Twitter, Instagram)
- Up to two (2) electronic promotional insert/s in the digital Mental Health Week sample packs
- Discounted advertising in *The West Australian Health + Medicine* lift-out
- Promotional flyer distributed and displayed at all key Mental Health Week events
- Second largest sponsor logo to appear on collective sponsor banner to be displayed at all key Mental Health Week events
- Free entry for two (2) people to all key Mental Health Week events including Opening and Closing Ceremonies

# BRONZE SPONSORS

## \$5k

- Recognised as a Bronze Sponsor of WA Mental Health Week 2017
- Acknowledgment at the Opening and Closing Ceremonies as a Bronze Sponsor
- Sponsor logo to appear on Mental Health Week program
- Acknowledgment and logo on the Mental Health Week and WAAMH website Partners pages
- Acknowledgement and logo on Mental Health Week online events page
- Acknowledgement and logo in all relevant email marketing campaigns
- Promotion of sponsorship on Mental Health Week's social media networks (Facebook, Twitter, Instagram)
- One (1) electronic promotional insert/s in the digital Mental Health Week sample packs
- Discounted advertising in *The West Australian Health + Medicine* lift-out
- Third largest sponsor logo to appear on collective sponsor banner to be displayed at all key Mental Health Week events
- Free entry for one (1) person to all key Mental Health Week events including Opening and Closing Ceremonies

# Key Events

**\$3k**  
EACH

## World Mental Health Day Celebration Stall

Set in Perth CBD's busiest shopping mall, this annual awareness stall connects thousands of people with a range of community mental health services. With a wealth of current information on offer, this stall is staffed by mental health sector professionals and includes a range of activities and give-aways, live music and a stack of other fun!

- Naming rights to the event
- Sponsor logo prominently placed on promotional event flyer
- 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
- Welcome and address guests (3 mins)

## Workplace Wellbeing Seminar

Workplace mental health and safety has been acknowledged as a growing and serious concern for employers. But how can it be managed properly in the workplace? Building on its huge popularity over the past four years, there will be another free lunchtime seminar held in the CBD. This event attracts around 150 CEOs, managers, OSH and HR professionals and is broadcast via weblink to multiple remote WA mining sites.

- Naming rights to the event
- Sponsor logo prominently placed on promotional event flyer
- 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
- Welcome and address guests (3 mins)

## Resilient Youth Forum

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.

- Naming rights to the event
- Sponsor logo prominently placed on promotional event flyer
- 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
- Welcome and address guests (3 mins)

## parkrun Fun

After the success of the Family Fun Day in 2016, this year we have stepped up this fun and social event. Embracing families and people of all ages, this year the Claisebrook Cove parkrun will be transformed in the City of Perth. There will be a range of exciting and challenging activities on offer to come and try including volleyball, hula hooping, bubble soccer, with free giveaways and much more!

- Sponsor logo prominently placed on promotional event flyer
- Naming rights to the event
- 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
- Welcome and address guests (3 mins)

## 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.

- Recognition with logo on online event registration page and event flyer
- Recognition with logo and click through on event registration page on MHW website
- Verbal acknowledgement at event opening night
- Prominent banner placement at exhibition
- Flyer displayed throughout the exhibition
- Opportunity for short 3 minute presentation at art opening night event
- Acknowledgement on the Arts and Mental Health Network's Facebook page
- Acknowledgement in Mental Health Week's social media sites and media releases in relation to event



# Sponsorship Packages

**GOLD** \$15,000    **SILVER** \$10,000    **BRONZE** \$5,000    **EVENT** \$3,000

## RECOGNITION & BRAND EXPOSURE

Recognition as a sponsor of WA Mental Health Week 2017	●	●	●	●
Acknowledgement at the Opening and Closing Ceremonies	●	●	●	
Acknowledgement, naming rights at event relevant to sponsorship category				●
Sponsor logo featured on official Mental Health Week poster	●			
Sponsor logo to appear on Mental Health Week program *Logo size will vary according to sponsorship level	●*	●*	●*	
Sponsor logo to appear on all relevant event promotional material *Logo size will vary according to sponsorship level	●			●
Sponsor logo to appear on event title slides where relevant	●	●	●	●

## MEDIA & E-EXPOSURE

Acknowledgment and logo on Mental Health Week and WAAMH website Home pages ^with click through	●^			
Acknowledgment and logo on the Mental Health Week and WAAMH website Partners page ^with click through *Size of logo will vary according to sponsorship level)	●^	●^*	●*	●*
Acknowledgement and logo on relevant website event listings	●	●	●	●
Acknowledgement and logo in all relevant email marketing campaigns ^with click through	●^	●^	●	
Logo and handle featured on social media (Facebook, Twitter, Instagram)	●	●	●	●
Acknowledgement in WAAMH media releases about Mental Health Week	●	●	●	

## ADVERTISING OPPORTUNITIES

Logo featured in Mental Health Week advertisement in The West Australian Health + Medicine lift-out (in October)	●			
Promotional flyer distributed and displayed at event/s	●	●		
Electronic promotional insert/s in digital Mental Health Week sample packs *Number of electronic inserts vary according to sponsorship level	●	●*	●*	

## EVENT SIGNAGE, EXHIBITION AND ENTRY

Prominent display of sponsor banner at Opening and Closing Ceremonies	●			
Sponsor logo on collective sponsor banner featured at all events	●	●	●	
Free entry to all key Mental Health Week events including Opening and Closing Ceremonies	3	2	1	
Trade display at Opening and Closing Ceremonies	●			
Trade display at one event relevant to sponsorship category				●

# Confirmation

To confirm your sponsorship and / or involvement, please complete, sign, scan and email to: [HCromie@waamh.org.au](mailto:HCromie@waamh.org.au)  
Once confirmation is received, a tax invoice will be issued to you by WAAMH. Payment terms are 14 days.

## SPONSOR DETAILS

Organisation Name \_\_\_\_\_

Contact name \_\_\_\_\_ Position \_\_\_\_\_

Mailing Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_

Telephone \_\_\_\_\_ Website \_\_\_\_\_

## SPONSORSHIP OPPORTUNITIES

- Gold \$15,000
- Silver \$10,000
- Bronze \$5,000
- Opening Ceremony - Kalgoorlie \$5,000
- parkrun Fun \$3,000
- Workplace Wellbeing \$3,000
- Resilient Youth Forum \$3,000
- Arts Exhibition \$3,000
- World Mental Health Day Celebration Stall \$3,000

## ADVERTISING OPPORTUNITIES

- Digital MHW Pack Electronic Insert \$100

## EXHIBITION & TRADE DISPLAY

- Display Stall \$500

Event (Closing Ceremony excluded)

I have read and signed the \*Terms and Conditions

## TERMS AND CONDITIONS

Terms & Conditions: All prices quoted are in Australian Dollars and exclude 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. 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. Unlimited Gold, Silver and Bronze sponsorship opportunities. Please note, due to circumstances out of all control, sometimes events and date may be subject to change. 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

**Helen Cromie**  
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Web: [mhw.waamh.org.au](http://mhw.waamh.org.au)

Sign: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_