

WA Mental Health *Awards* 2024

Sponsorship Prospectus

 waamh.org.au/awards

It's time to shine

We extend a warm invitation for you to partner with the annual WA Mental Health Awards. These awards serve as a distinguished acknowledgment of the often unsung heroes within our society. These individuals and organisations form the very fabric of mental well-being in their workplaces, for their clients, or within their communities. It is high time to spotlight and commend their remarkable efforts.



This year, there are nine award categories, each reflecting our commitment to fostering a sustainable and responsive mental health community. By illuminating the endeavors of those who set exemplary standards and exhibit innovation and a recovery-focused approach within their spheres of influence, we aim to collectively contribute to building a resilient mental health community.

I look forward to your involvement and support of the WA Mental Health Awards 2024 and hope to see you at what should be an amazing evening at the celebration ceremony.

Taryn Harvey, Chief Executive Officer
Western Australian Association for Mental Health

About the Awards

The Western Australian Mental Health Awards 2024 will be held in November in Perth. Hosted by the Western Australian Association for Mental Health (WAAMH) with the support from the WA Mental Health Commission and Lotterywest, the WA Mental Health Awards will celebrate individuals, corporates, organisations and groups that have made an outstanding contribution to mental health in Western Australia throughout the 2023 calendar year.

Anyone can nominate an individual, organisation or group. However, should a business wish to sponsor a category, they are then not permitted to enter that particular category. Winners will be announced at an official ceremony, followed by a celebration and networking function, with guests, award nominees and winners, sponsors and VIPs.

The Awards aim to:

- ✦ Recognise and reward the achievements of those who demonstrate excellence, innovation and initiative in supporting carers and consumers of mental health or their local community (including workplaces).
- ✦ Showcases the achievements of the mental health sector in WA.
- ✦ Present an opportunity for organisations to show their support of mental health within the local community through sponsorship.
- ✦ Inspire others to strive for excellence.
- ✦ Promote positive messaging around mental health, breaking down stigma and starting conversations for healing and recovery.

This prospectus contains information about becoming the sole naming rights sponsor of an award category.

Invitation to Partner

You are invited to play a high profile role in the WA Mental Health Awards by becoming a naming rights sponsor of one of the nine award categories. This is a limited and fantastic opportunity to showcase your business and align your brand with a community-minded, prestigious event committed to building a more mentally health, connected State.

Organisations can select a WA Mental Health Award category to sponsor for the cost of \$4,000 excl. GST. There will be only one naming rights sponsor per category.

Opportunities to create a tailored sponsorship package to support other major events WAAMH is hosting, including the WA Mental Health Conference and Mental Health Week, are available.

Sponsorship Benefits

The Awards ceremony itself is expected to attract around 290 guests plus significant exposure opportunity will exist through online marketing and media opportunities in the lead up to the event, the call for nominations and announcement of finalists. By partnering with the Awards, extensive profiling opportunities will exist to strengthen your organisation's brand alignment and reach. A dedicated account manager will work with you to ensure all sponsorship benefits are delivered.

These sponsorship benefits include:

- ✦ Naming rights sponsor to the award category [e.g. Company Name Diversity Award]
- ✦ Company logo on the trophy and big screen at ceremony when presenting the award to category winner
- ✦ Opportunity for a company representative to present the award to the category winner on stage at the ceremony in November 2024
- ✦ Four complimentary tickets to the WA Mental Health Awards function
- ✦ Organisation verbally acknowledged at the event and mentioned in all references to the relevant award category
- ✦ Opportunity to nominate an executive level representative to act as a judge during the judging process
- ✦ Company logo, with click through to your website, applied to all digital marketing material throughout the awards campaign between now and December 2024. This includes but is not limited to: WA Mental Health Awards webpage, including the category information page, nomination guide and online nomination form, electronic newsletters and announcements, posters and flyers, digital advertising, sponsor loop on digital screen at ceremony event

Please note: Sponsors are welcome to purchase extra tickets to the Awards Ceremony and Celebration event additional to their sponsorship package.

WA Mental Health Awards 2024

Categories

★ MINISTER'S AWARD

This award is to celebrate an overall outstanding contribution to mental health in WA.

The Minister's Award recognises a person who has displayed best practice in the mental health sector in the 2023 calendar year. The nominee has had a positive impact working with people living with mental health challenges in our community, including their families and carers.

Nominations for this award are open to any employee, leader, volunteer, advocate or person with lived experience.

Please note: Sponsorship is not available for this category.

🏆 MENTAL HEALTH EMPLOYEE OR VOLUNTEER EXCELLENCE AWARD

An outstanding contribution to mental health in WA by an individual employed or volunteering within WA's mental health sector.

★ DIVERSITY & INCLUSION AWARD

This award is for an individual, organisation or group that embraces diversity and promotes inclusion, with an initiative that benefits a particular population group – including, but not limited to – culturally and linguistically diverse, age, ability, Aboriginal people and LGBTQIA+.

🧑 LIVED EXPERIENCE IMPACT & INSPIRATION AWARD

This award celebrates the outstanding contribution to mental health in WA that an individual who identifies as having a lived experience (consumer, carer or family member) has made to the community.

Judges are looking an individual has demonstrated how they have improved the lives and wellbeing of others in the community and/or raised awareness of mental health challenges in WA.

♥ PROMOTION OR PREVENTION AWARD

This award celebrates an outstanding contribution to prevention and/or promotion in mental health in WA for people with moderate, severe and persistent mental health challenges.

Nominations will have helped promote positive mental health or prevent/reduce the impact of mental health issues. They will have demonstrated strong engagement with mental health consumers or the sector and/or the wider WA community.

Nominations are open to any individual, organisation, group or project.

🎓 MENTAL HEATH EDUCATION AWARD

This award recognises an education institution that encourages positive mental health for students, staff and/or volunteers in the education system.

Nominations are open to education institutions within WA. Applicable education institutions can include early childhood learning centres, kindergarten, primary and high schools, universities, TAFE and registered training organisations (RTOs).

📁 MENTALLY HEALTHY WORKPLACE AWARD

This award recognises a WA workplace that encourages excellent mental health for its staff and volunteers through initiatives, programs, and/or organisational culture.

Judges are looking for employers/businesses who demonstrate excellence in mental health promotion within the workplace.

💡 INNOVATION IN SERVICE DELIVERY AWARD

This award recognises a person, team or organisation operating in the Mental Health Sector who has developed new or innovative approach to service delivery improving the lives of people with lived experience of mental health challenges.

The new approach has been trialled, tested and found to be a solution which has improved the outcomes from the perspective of people with lived experience of mental health challenges. The innovation may be in relation to an approach or process which may have been prompted by feedback from people with a mental health challenge, families or carers or be a result of co-design with people with a mental health challenge.

🏆 MENTAL HEALTH NEWS MEDIA AWARD

This award recognises excellence in journalism, reporting and media relating to mental health in WA. Nominations open to all mediums, including print, audio or video broadcast (including podcasts, documentaries etc.) and digital/online media.

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Now you've learned a little more about the WA Mental Health Awards and how you can raise your business profile we look forward to talking to you about partnering with us for this event.


Want to know more about becoming a sponsor for the 2024 Mental Health Awards or another WAAMH event?


Talk to us:



WAAMH

Western Australian Association
for Mental Health

 mentalhealthpromotions@waamh.org.au


 (08) 6246 3000




Government of Western Australia
Mental Health Commission



waamh.org.au/awards

 08 6246 3000

 awards@waamh.org.au

 @TheWAAMH



WA Mental Health *Awards* 2024

Sponsorship Agreement

November 2024

To confirm your sponsorship of the WA Mental Health Awards 2024 please complete the below agreement, sign and return this document via email to: mentalhealthpromotions@waamh.org.au Once this document has been received as confirmation of your sponsorship, an invoice will be issued to you by the Western Australian Association for Mental Health, payable within 14 days.

Sponsorship enquiries can be made to: Shendelle Oliver on (61) 08 6246 3000

SPONSOR DETAILS

Organisation Name

Contact Name

Position

Mailing Address

Website

Phone

Email

SPONSORSHIPS: \$4,000 + GST per category (please select)

Mental Health Employee or Volunteer Excellence Award

Mentally Healthy Education Award

Promotion or Prevention Award

Mentally Healthy Workplace Award

Diversity Award

Innovation for Change Award

Lived Experience Impact & Inspiration Award

Mental Health News Media Award

TERMS AND CONDITIONS

All prices are quoted in Australian Dollars and exclude GST. Confirmation of sponsorship is conditional upon this form being completed and full payment being received. An 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 contractual obligations all of which I/we acknowledge, have read and understand.

Sign: _____

Date: / /
