

# WA Mental Health *Awards* 2023

## *Sponsorship Prospectus*



[waamh.org.au/awards](https://waamh.org.au/awards)

### *It's time to shine*

We invite you to join us in presenting the second WA Mental Health Awards. The Awards are a prestigious recognition of the often 'quiet' heroes in our society who make up the fabric of mental wellbeing in their workplaces, for their clients or in their communities and it's time to highlight their amazing efforts.



This year, there are nine award categories. Our goal is to help build a sustainable and responsive mental health community and by shining the light on the people and organisations setting the right example and being innovative and recovery-focused in their spheres of influence, we know we can achieve this goal together.

I look forward to your involvement and support of the WA Mental Health Awards 2023 and hope to meet 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 2023 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 2022 calendar year.

Anyone can nominate an individual, organisation or group and self-nominations are welcomed. 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 and other partnership opportunities available.

## 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 2023
- ✦ 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 and name featured on any relevant printed marketing collateral related to event
- ✦ Company logo, with click through to your website, applied to all digital marketing material throughout the awards campaign between now and December 2023. 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.*

## Categories

### ★ MINISTER'S AWARD

**This award is to celebrate an 'all star' and their overall outstanding contribution to mental health in WA. The Minister's Award recognises someone who has displayed best practice at every level, a true dedication to service in the mental health sector in the 2022 calendar year and has proven to hold an all-round skills set to benefit the outcomes for people living with mental health challenges in our community, including their families and carers.**

*Who can nominate:*

Nominations for this award are open to any employee, leader, volunteer, advocate, person with lived experience, or maybe all of the above!

**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.**

*Who can nominate:*

This award is open to any individual who is paid employee or volunteer (unpaid) within the mental health sector of WA.

### ★ DIVERSITY AWARD

**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 – youth, culturally and linguistically diverse, seniors, Aboriginal people, or LGBTQIA+.**

*Who can nominate:*

This award is open to any individual, organisation or group

### 👤 LIVED EXPERIENCE IMPACT & INSPIRATION AWARD

**This award recognises 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.**

*Who can nominate:*

Nominations are open to any individual who identifies as having personal experience of a mental health challenge, or is a family member, carer or support person to someone who does.

### ♥ PROMOTION OR PREVENTION AWARD

**An outstanding contribution to prevention and/or promotion in mental health.**

*Who can nominate:*

This award is open to any organisation group or project.

### 👤 MENTALLY HEALTHY EDUCATION AWARD

**This award recognises education institutions or individual educators that encourage positive mental health for students, staff and/or volunteers in WA.**

*Who can nominate:*

This award is open to education institutions within WA and educators working in the state at an education institution.

### 👤 MENTALLY HEALTHY WORKPLACE AWARD

**A WA workplace that encourages excellent mental health for its staff and volunteers through initiatives, programs, procedures, policies and/or organisational culture.**

*Who can nominate:*

This award is open to any organisation operating within WA.

### 💡 INNOVATION FOR CHANGE AWARD

**Outstanding innovation in driving change for better mental health in WA, through a specific initiative by an individual(s), organisation, group or project.**

*Who can nominate:*

This award is open to any organisation, group or project for a specific initiative.

### 👤 MENTAL HEALTH NEWS MEDIA AWARD

**This award recognises excellence in journalism and reporting on mental health in WA.**

*Who can nominate:*

Nominations for this award are open to a media professional (including freelancers) whose work was effective contributing to a wider understanding of mental health and explored issues of importance; while also exhibiting best practice journalism and use recovery-oriented language when reporting on sensitive topics around mental health.

Nominations can be based on a single piece of work or multiple related pieces forming a series, and is open to all mediums, including print, audio or video broadcast (including podcasts, documentaries etc.) and digital/online media. The nominated work must be written/produced by a WA-based media professional or WA media organisation, which was published/broadcast within the state or to a WA readership/audience.

# WA Mental Health *Awards* 2023

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 2023 Mental Health Awards or another WAAMH event?

Talk to us:



**WAAMH**

Western Australian Association  
for Mental Health



mentalhealthpromotions@waamh.org.au



(08) 6246 3000



**WAAMH**

Western Australian Association  
for Mental Health



Government of Western Australia  
Mental Health Commission



[waamh.org.au/awards](https://waamh.org.au/awards)



08 6246 3000



[awards@waamh.org.au](mailto:awards@waamh.org.au)



@TheWAAMH



# WA Mental Health *Awards* 2023

## Sponsorship Agreement

November  
2023

To confirm your sponsorship of the WA Mental Health Awards 2023 please complete the below agreement, sign and return this document via email to: [mtracey@waamh.org.au](mailto:mtracey@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

**SOLD** Mentally Healthy Education Award

**SOLD** Promotion or Prevention Award

Mentally Healthy Workplace Award

**SOLD** Diversity Award

**SOLD** Innovation for Change Award

**SOLD** Lived Experience Impact & Inspiration Award

**SOLD** 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:

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