



Western Australian
Mental Health
Conference 2022



Sponsorship Prospectus



Western Australian Association
for Mental Health



Government of Western Australia
Mental Health Commission

08 6246 3000

conference@waamh.org.au

waamh.org.au/conference

[@TheWAAMH](https://twitter.com/TheWAAMH)

Working together: a shared purpose

We looking forward to inviting you to partner at the State's flagship mental health conference, the fourth Western Australian Mental Health Conference in 2022, brought to you by WA community mental health peak body, the Western Australian Association for Mental Health, with support from the WA Mental Health Commission. Our conference aims to develop, strengthen and support WA's mental health sector, professionals whose work relates to mental health, and our lived experience community so we can all work better together to improve wellbeing and quality of life outcomes for all.

This event will provide collaborative opportunities for people with lived experience, clinical staff and non-clinical mental health workers; offering the chance to share resources, perspectives and best practices. We collectively have an opportunity to harness the new practices and technologies implemented through the COVID-19 pandemic to take us forward into the future. We recognise a combination of factors, including roles, strengths, and supports within the mental health workforce and community contribute to a person's overall mental wellbeing and recovery journey. Therefore it's vital they all complement each other for this shared purpose.

About the Conference

The Western Australian Mental Health Conference will take place on 7-8 November 2022, at Optus Stadium. This major event will appeal to a broad range of delegates, including people with lived experience as a consumer, carer or family member; professionals from primary health, the public and private sectors, non-government services, community organisations, mental health educators; and people whose work relates to mental health.

The conference provides a dynamic space to enhance the mental health workforce through considered conversations, group participation, drawing on expertise, evidence, experiences and best practice. The content will showcase recovery-focused, trauma-informed, consumer-centred, and strengths-based models of care.

Conference streams will be underpinned by the six trauma-informed principles:

'Safety, Trust, Choice, Collaboration, Empowerment, Respect' relevant to multiple sectors and industries to address current mental health challenges:

- Stigma and discrimination
- Co-occurring issues, including alcohol / drugs, neurodevelopmental disorders and psychosocial NDIS
- Peer workers and building the lived experience workforce of the future
- Looking after our workforce: recruitment, retention and skills development
- Supporting and empowering those who care for others
- Equipping community and workplaces with mental health practice skills and strategies for all
- Utilising technology to offer long distance, remote, and efficient support

Invitation to Partner

We expect to attract approximately 400-600 delegates attending the Conference, in addition to around 1000 members on the CARE Hub online platform for conference networking, 20,000 newsletter subscribers and 20,000 social media followers. Play a bigger part in the conference by becoming an event partner and showcasing your business or group as a community-minded organisation committed to building a more mentally connected state. Extensive profiling, exposure, networking and engagement opportunities exist to strengthen your profile, highlight your brand, services and role in the mental health sector. By joining us a partner of the conference, you will help to make this event as inclusive, broad-reaching and collaborative as possible, in addition to expanding your sphere of influence, exposure and reach. Explore our range of partnership options or contact conference@waamh.org.au to discuss tailoring opportunities to you.

Partnership Packages

A variety of packages are available to suit your business needs. By partnering with our conference you are demonstrating your public commitment to improving mental health outcomes in WA whilst highlighting your important services to a targeted market segment invested in community wellbeing.

DIAMOND PARTNER \$12,500

Only four of these top-level packages on offer – and two left! Benefits include:

- Prime placement in all marketing and venue layouts
- Choice of three potential high traffic display and networking zones for your exhibitor booth (staffed by your team)
- Banner placement and signage in main plenary and registration area
- Mentioned in opening speech and during partner acknowledgements
- Pride of place logo on printed and digital program and venue map
- Logo on delegate's tote bags (sponsorship locked in by June 30 2022 to secure this benefit for production purposes)
- Logo featured on plenary screen and multiple other screens throughout the conference venue breakout zones
- Logo on WAAMH's conference webpages and throughout virtual hybrid platform Delegate Connect and under live streamed sessions with click through to your virtual booth
- Logo included in WAAMH's electronic direct mail campaigns related to the event with click through to Partners webpage
- Acknowledgement on media releases where applicable to the conference
- Four complimentary tickets to the social sundowner and networking event
- Two complimentary tickets to the conference
- VIP reserved seating at one of the front tables in plenary
- Two acknowledgments or posts on WAAMH's social media platforms
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Delegates can book one-on-one video call meetings with you with ability to share screen
- Virtual lead generation via "Connect with" button – receive direct message from delegate with their profile details and add fields to customised form to narrow down enquiry
- Reporting data available on partnership page visits, downloaded resources, sessions and more

INDUSTRY PARTNER \$6,000

Only six of these packages on offer – and four left! Benefits include:

- Exhibitor display in conference networking area (to be staffed by your team)
- Mentioned in opening and sponsors mentions
- Banners and signage display in main plenary
- Logo on sponsor slide on main plenary screen
- Logo on screens throughout conference venue
- Logo on WAAMH's electronic marketing related to event and WAAMH conference webpage with click throughs
- One acknowledgment or post across WAAMH's social media platforms
- Logo on program and map print outs and digital pages
- One complimentary ticket to the conference
- Two tickets to the social sundowner event
- Logo on webpages throughout the virtual hybrid platform, Delegate Connect and under live streaming sessions with click through to your virtual booth
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Delegates can book one-on-one video call meetings with you with ability to share screen on the virtual platform
- Virtual lead generation via "Connect with" button – receive direct message from delegates with their profile details and add fields to customised form to narrow down enquiry
- Reporting data available on partnership page visits, downloaded resources, sessions and more



**Western Australian Association
for Mental Health**



**Government of Western Australia
Mental Health Commission**



Western Australian
Mental Health
Conference 2022

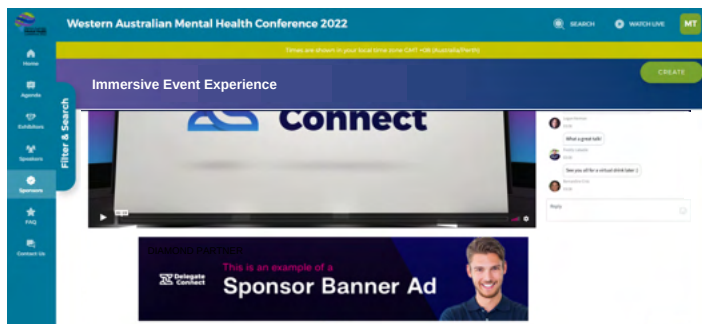
VIRTUAL CONFERENCE PARTNER \$5,000

In addition to our physical event, we are utilising cutting edge virtual conference technology, from hybrid platform specialists, Delegate Connect, to livestream all keynote presentations and break-out sessions to provide an inclusive, accessible space for delegates to share, learn and discuss, around the country. This is a prime opportunity for organisations (outside of the physical room) to appeal directly to interested participants; position your brand at the flagship mental health conference; and prominently feature your services.

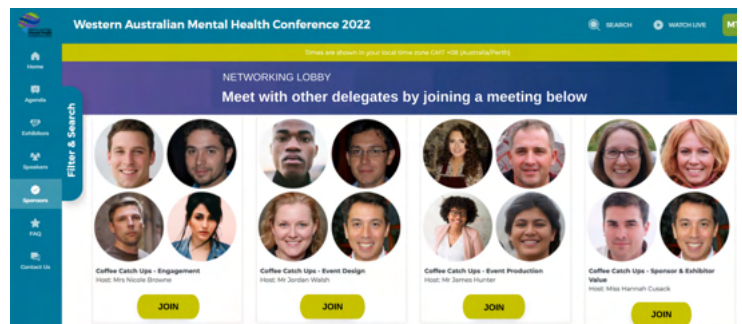
Connect with conference delegates and the content for up to 12 months after the event.

Key benefits include:

- One video advertisement up to one minute between streamed sessions on platform only
- Advertisement (image supplied by you) featured under live stream with click through for up to 10 minutes
- Logo on WAAMH and Delegate Connect webpages – with click through to your virtual booth
- Logo with click through on under live stream
- Featured video you can upload at your virtual booth to introduce delegates to your services
- Delegates can book one-on-one video call meetings with you with ability to share screen
- Host session/workshop/demonstration with up to 16 people and share screen
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Lead generation via "Connect with" button – receive direct message from delegate with their profile details and add fields to customised form to narrow down enquiry.
- Reporting data available on partnership page visits, downloaded resources, sessions and more



Feature your logo and/or an advert under live stream



Host a group session and engage your audience



Western Australian Association
for Mental Health



Government of Western Australia
Mental Health Commission

CONFERENCE ~~SOLD~~ SUPPORTER \$3,500

- Logo on partner's digital slide display throughout venue
- Pop-up display in conference networking area (to be staffed by your team)
- Logo on WAAMH's electronic direct mail communications related to the event
- Logo on WAAMH's conference webpage
- Logo on virtual platform webpages – with click through to your virtual booth
- Logo under live stream with click through to your booth

Only six of these packages available. Benefits include:

- Delegates can book one-on-one video call meetings with you with ability to share screen
- Virtual lead generation via "Connect with" button – receive direct message from delegate with their profile details and add fields to customised form to narrow down enquiry.
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Reporting data available on partnership page visits, downloaded resources, sessions and more
- One complimentary ticket to the Conference

WELLBEING ZONE ~~SOLD~~ \$6,000

Exclusive offer designed for ONLY ONE mental health service provider. Benefits include:

- Sole naming rights to the room e.g. '[Organisation Name] Wellbeing Zone'
- Set up the Wellbeing Zone with your supportive features and calming flair
- Fantastic opportunity to staff the space, showcasing your skills, strengths and services
- Logo on screen in wellbeing room and use of screens for showing your own suitable content
- Logo on sponsor slide of main plenary screen
- Pop-up display information in the Wellbeing Zone including organisation's banner
- One ticket to the conference
- Logo on WAAMH's electronic direct mail pieces related to the event
- Logo on WAAMH's Conference webpage with click-through to your website
- Logo on virtual platform webpages – with click through to your virtual booth
- Delegates can book one-on-one video call meetings with you with ability to share screen
- Virtual lead generation via "Connect with" button – receive direct message from delegate with their profile details and add fields to customised form to narrow down enquiry.
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Reporting data available on partnership page visits, downloaded resources, sessions and more

SOCIAL ~~SOLD~~ SUNDOWNER \$5,000

Exclusive offer designed for ONE sponsor on first evening of the conference. Benefits:

- Exclusive naming rights to the social sundowner event e.g. '[Company Name] Conference Sundowner'
- Prime placement of banners, signage, and display material in the networking sundowner area
- Pop-up display for your business
- Mentioned in opening speech and during sundowner address
- Opportunity to make announcement to sundowner delegates or be interviewed
- Logo on WAAMH Conference webpage with click through
- One complimentary ticket to the Conference
- Four complimentary tickets to the sundowner
- Logo on virtual platform webpages – with click through to your virtual booth
- Logo under live stream with click through to your booth
- Delegates can book one-on-one video call meetings with you with ability to share screen
- Virtual lead generation via "Connect with" button – receive direct message from delegate with their profile details and add fields to customised form to narrow down enquiry.
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Reporting data available on partnership page visits, downloaded resources, sessions and more



Western Australian Association
for Mental Health



Government of Western Australia
Mental Health Commission

ADDITIONAL OPTIONS

You have the option to generate further brand exposure by donating any of the following from your business as part of your sponsorship package

- Pens for delegates
- Notepads for delegates
- Gifts for speakers
- Door prize(s)
- Coffee Cart

Please note general marketing collateral will not be pre-packed into delegate bags as we aim to reduce waste by allowing delegates to select information specifically from the pop-up booth displays. This also fosters meaningful conversation between delegates and providers.

COVID CANCELLATION CLAUSE

Should the Government enforce a lockdown within three days out from the event, the conference will be postponed and re-scheduled for a later date. All benefits in the partnership agreement will be honoured and no refunds will be offered.

The conference will offer a hybrid model incorporating face-to-face experiences at the venue combined with an interactive, virtual online experience. This sophisticated technological platform will enhance both the user experience and sponsorship engagement and visibility.

Now you've learned a more about the WA Mental Health Conference 2022 and how to raise your business profile, we look forward to talking to you about partnering with us for this event.

Want to tailor something more specific for your business or bundle a package? No problem! Talk to us – we are always open to new ideas!



**Western Australian Association
for Mental Health**



**Government of Western Australia
Mental Health Commission**

Sponsorship Agreement

To confirm your sponsorship of the 2022 Western Australian Mental Health Conference, please complete the below agreement, sign and return this document via email to: conference@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 or Mollie Tracey on (61) 08 6246 3000

SPONSOR DETAILS

Organisation Name

Contact Name

Position

Mailing Address

Website

Phone

Email

SPONSORSHIPS (please select)

Diamond Partner	\$12,500 + GST	SOLD Wellbeing Zone	\$6000 + GST
Industry Partner	\$6000 + GST	SOLD Social Sundowner	\$5000 + GST
Virtual Partner	\$4000 + GST	SOLD Coffee Cart Partner	\$5000 + GST
SOLD Conference Supporter	\$3500 + GST		

TERMS AND CONDITIONS

All prices are quoted in Australian Dollars and exclude GST. Confirmation of sponsorship and exhibition space 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 exhibitors contractual obligations all of which I/we acknowledge, have read and understand.

Sign: _____

Date: _____



Western Australian Association
for Mental Health



Government of Western Australia
Mental Health Commission

