



Western Australian **Mental Health** Conference 2024

Sponsorship Prospectus



Western Australian
Mental Health
Conference 2024

SOLUTIONS IN MOTION

PERTH CONVENTION & EXHIBITION CENTRE

26 & 27 NOVEMBER 2024



Government of Western Australia
Mental Health Commission



WAAMH
Western Australian Association
for Mental Health

Solutions in Motion

We looking forward to inviting you to partner at the State's flagship mental health conference, the fifth Western Australian Mental Health Conference in 2024, brought to you by the WA community mental health peak body, the Western Australian Association for Mental Health (WAAMH), 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, corporate, government, NGOs and the wider community; offering the chance to share resources, perspectives and best practices.

We collectively have an opportunity to harness the new practices and technologies 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 26 - 27 November 2024, at Perth Exhibition and Convention Centre (PCEC) with an expected attendance of 800+ delegates.

This major event will appeal to a broad range of visitors, 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.

The Conference theme: 'Solutions in Motion'

With a new WA mental health and Alcohol and Other Drug (AOD) strategy expected in 2024, the upcoming "Solutions in Motion" conference will be a catalyst for positive change. This year's theme will give practical expression to what we want the future mental health in WA to look like as we work towards recovery-oriented and community-focused system. Attendees can anticipate a dynamic conference program combining topical and timely conversations, and practical streams on things like integration, capacity building, and workforce. "Solutions in Motion" will highlight what's working well in our system that should be built upon as well as share new insights and ideas. Join us in this collective effort to create lasting impact, as we work together to build a better tomorrow."



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Invitation to Partner

We expect to attract approximately 800+ delegates to attend 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.

The Conference also coincides with the annual WA Mental Health Awards which will be hosted by WAAMH the evening before the Conference.

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 2024 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
- 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
- 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
- Opportunity to host a competition at your exhibitor display to further engage and collect data. Winners will be drawn on stage at the end of the Conference by someone from your team
- Reporting data available on partnership page visits, downloaded resources, sessions and more



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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
- Public chat access at your booth so people can ask questions and you can answer for all to see
- Opportunity to host a competition at your exhibitor display to further engage and collect data. Winners will be drawn on stage at the end of the Conference by someone from your team
- Reporting data available on partnership page visits, downloaded resources, sessions and more

CONFERENCE SUPPORTER \$3,500

Only six of these packages available. Benefits include:

- Logo on partners' 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
- Opportunity to host a competition at your exhibitor display to further engage and collect data. Winners will be drawn on stage at the end of the Conference by someone from your team
- 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 \$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 complimentary ticket to the conference
- Logo on WAAMH's Conference webpage with click-through to your website
- 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
- Logo on WAAMH's electronic direct mail pieces related to the event



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SOMETHING ELSE?

If you have any other ideas or initiatives you'd like to collaborate and partner with us on for the WA Mental Health Conference, we welcome your suggestions. Please don't hesitate to get in touch.

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)

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.

Now you've learned a more about the WA Mental Health Conference 2024 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!

 08 6246 3000

 mentalhealthpromotions@waamh.org.au

 waamh.org.au



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Sponsorship Agreement

To confirm your sponsorship of the 2024 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 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

Wellbeing Zone

\$6000 + GST

Industry Partner

\$6000 + GST

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: / /



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