

WA Mental Health 2019 Awards

Sponsorship Prospectus



WAAMH

Western Australian Association
for Mental Health



Government of Western Australia
Mental Health Commission



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 eight award categories, including the brand new mentally healthy education field in an effort to inspire our teachers, educators and students. 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 2019 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 2019 will be held on the 18 November at the Pan Pacific in Perth. Hosted by the Western Australian Association for Mental Health (WAAMH) with the support from the WA Mental Health Commission, the Mental Health Awards will celebrate individuals, corporates, organisations and groups that have made an outstanding contribution to mental health in Western Australia throughout the 2018 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 eight 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 \$5000 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 250 people 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 (select a category that aligns best with you over the page).
- ◆ 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 on 18 November 2019.
- ◆ 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
- ◆ Volunteering opportunities available for your staff
- ◆ Company logo and name featured in event program and 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 2019. 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, VIP invitations, 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.

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Categories

MENTAL HEALTH EMPLOYEE EXCELLENCE AWARD

For outstanding contribution to mental health in WA by an individual employed within the sector.

Who can nominate:

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

PROMOTION OR PREVENTION AWARD

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

Who can nominate:

This award is open to any organisation group or project.

DIVERSITY AWARD

For an individual, organisation or group that embraces diversity and promotes inclusion.

Who can nominate:

This award is open to any individual, origination or group

CONSUMER IMPACT & INSPIRATION AWARDS

For outstanding contribution to mental health in Western Australia by an individual who identifies as having a lived experience.

Who can nominate:

This award is open to any individual who identifies as having personally experience mental ill health or is a family member, carer or support person to someone who does.

MENTALLY HEALTHY EDUCATION AWARD

For education institutions that encourage good mental health for its students, staff and volunteers.

Who can nominate:

This award is open to any education institution within Western Australia including schools, university, TAFE and Registered Training Organisations (RTO)

MENTALLY HEALTHY WORKPLACE AWARD

For a workplace that encourages good mental health for its staff.

Who can nominate:

This award is open to any organisation within Western Australia

INNOVATION FOR CHANGE AWARD

For outstanding innovation driving change for the better in mental health.

Who can nominate:

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

MENTAL HEALTH NEWS MEDIA AWARD

For excellence in journalism and reporting on mental health.

Who can nominate:

This award is open to any author of an article, report or series, published online, in print or a video or audio broadcast which contributes to a wider understanding of mental health and explores issues of importance. The publication must be a Western Australian media publication or written by a Western Australian journalist for a publication that is distributed within the state.

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 2019 Mental Health Awards or another WAAMH event?

Talk to us:



WAAMH

Western Australian Association
for Mental Health

Shendelle Oliver - Marketing and Events Manager



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