

Western Australian  
**Mental Health**  
Conference & Awards

[waamh.org.au/conference](http://waamh.org.au/conference)

SPECIAL AWARDS EDITION  
**SPONSORSHIP  
UPDATE**

13 & 14 JULY 2017  
PERTH CONCERT HALL

**INTEGRATED LIVES**



**Mental Health  
Commission**



**WAAMH**

Western Australian Association  
for Mental Health



Western Australian  
**Mental Health**  
Conference & Awards **2017**

# Launch of the WA Mental Health Awards

With thanks to the support of the Mental Health Commission, WA Association for Mental Health (WAAMH) is delighted to announce that the WA Mental Health Conference 2017 will also see the launch of the brand new **WA Mental Health Awards**.

Since the discontinuation of the Mental Health Commission's Good Outcomes Awards after 2015, the mental health sector has had no formal awards of this nature.

The new WA Mental Health Awards will fill the gap, recognising innovation and excellence in mental health practice and culminating in the **Awards Ceremony and our Gala Cocktail Dinner, on Thursday evening 13 July** at the Conference venue.

The new awards will be owned and driven by the mental health community, with guidance from our reference group of 17 stakeholders including people with lived experience and government, service provider, education and business representatives.

By integrating the Awards into the conference event, presented in the iconic Perth Concert Hall, we are anticipating a very high profile, and well attended gala event which will inspire excellence and lift the visibility of mental health issues.

The initial Conference Sponsorship Prospectus has already been distributed and we sincerely thank the **36 sponsors and contributors** who have already shown their support.

This updated package includes the **newly released Awards packages**, along with the remaining conference sponsorship opportunities and our other just revealed event – **Frame of Mind**: An evening of stories and laughter with Good News Week's **Mikey Robins**, supporting mental health awareness and suicide prevention in WA.

#### Target audience

The conference expects to attract more than **500 delegates** over the two-day conference, and tickets to the Awards Ceremony and Gala Cocktail Dinner are:

- included in the registration package
- available separately to the wider community
- provided for free to 74 key stakeholders such as nominees, sponsors and judges.

We expect strong engagement from the mental health sector, but mental health is about everyone and the Awards recognise excellence across many spheres of our community.

In addition to attendance at the finale event, our six-month community engagement program expects to reach thousands of Western Australians and hopes to attract hundreds of nominees.

# 13 & 14 JULY 2017

PERTH CONCERT HALL | 5 ST GEORGES TERRACE, PERTH

**7 JULY**

Multicultural Mental Health Forum  
(pre-conference)

**13-14 JULY**

**13 JULY (EVENING)**

WA Mental Health Conference

WA Mental Health Awards  
and Gala Cocktail Dinner

**14 JULY (EVENING)**

Frame of Mind: Comedy  
with Mikey Robins

NEW

WA MENTAL HEALTH  
AWARDS OPPORTUNITIES

**\$10k**

## WA MENTAL HEALTH AWARDS PREMIER SPONSOR (EXCLUSIVE)

AS THE PREMIER SPONSOR OF THE AWARDS  
YOU WILL HAVE:

- "Presented by..." naming rights to the full six-month Awards community engagement program and Gala Cocktail Dinner
- #### Engagement Program:
- Acknowledgement and logo on the WA Mental Health Awards webpage with click through
  - Logo and acknowledgement as Premier Sponsor on Awards print and electronic materials (priority size and placement) including:
    - information packages and entry forms
    - Terms and Conditions and Judging Guidelines
    - Awards promotional flyer
  - Acknowledgement in all media releases and social media networks (Facebook, Twitter) relating to the Awards
  - Acknowledgement at our series of free Awards engagement events, supporting the Awards, including opportunity to do any or all of the following:
    - speak at each event
    - display a pop-up banner
    - supply a brochure or flyer for the participant pack
  - If applicable, a free live Awards engagement event, for your organisation, hosted at the location of your choice
  - Opportunity to have one representative or nominee on the judging panel (optional)

Conference, Awards Ceremony  
and Gala Cocktail Dinner:

- Opportunity to speak at opening of the Awards Ceremony
- Acknowledgement on conference materials as WA Mental Health Awards Premier Sponsor
- Sponsor logo to appear on title slides and holding slides (pre/post breaks)
- Recognition with logo in conference program
- Choice of one promotional insert (one page up to A4) OR one branded "gift", at sponsor's expense, eg. pen/pad (first in takes priority) in conference delegate satchels
- Sponsor banner displayed onstage in the auditorium and at entrance to auditorium during the Awards Ceremony (2 x freestanding pull-up banner, maximum 850mm x 2000mm - "standard pull-up banner")
- Additional sponsor banner displayed in dining area during the cocktail dinner service (1 x standard pull-up banner)
- Opportunity to display promotional materials on tables during the Gala Cocktail Dinner
- Free entry to WA Mental Health Awards and Gala Cocktail Dinner for two guests who are not already attending as conference delegates

**\$3K**

(ONE AWARD)

**\$5K**

(TWO AWARDS)

## AWARD CATEGORY SPONSOR

You can show your support for outstanding contributions to mental health by sponsoring one of the eight awards to be presented at the Awards ceremony:

- **Diversity Award:** For an individual, organisation or group that embraces diversity and promotes inclusion.
- **Mental Health Employee Excellence Award:** For outstanding contribution to mental health by an individual employed within the sector.
- **Mentally Healthy Workplace Award:** For a workplace that encourages good mental health for its staff.
- **Mental Health News Media Award:** For excellence in journalism and reporting on mental health.
- **Impact & Inspiration Award:** TAKEN
- **Wellbeing Award:** TAKEN
- **Innovation Award:** TAKEN
- **Family-Centred Care Award:** TAKEN

### AS A SPONSOR OF AN AWARD YOU WILL HAVE:

- "Presented by..." naming rights to the award of your choice (first come, first served)

### Engagement Program:

- Acknowledgement and logo on the WA Mental Health Awards webpage
- Acknowledgement in WAAMH's eNewsletter (more than 4000 recipients) and conference updates when applicable
- Logo and acknowledgement as Category Sponsor on Awards print and electronic materials including:
  - information packages and entry forms
  - Awards promotional flyer
- Acknowledgement in all media releases and social media networks (Facebook, Twitter) relating to the Awards
- Verbal acknowledgement at our series of free Awards engagement events, supporting the Awards
- If applicable, a free live Awards engagement event, for your organisation, hosted at the location of your choice
- Opportunity to have one representative or nominee on the judging panel (optional)

### Conference, Awards Ceremony and Gala Cocktail Dinner:

- Opportunity to present your sponsored award at the Awards Ceremony
- Acknowledgement on conference materials as WA Mental Health Awards Category Sponsor
- Recognition with logo in conference program
- Sponsor banner displayed in or at entrance to dining area during the cocktail dinner service (1 x standard pull-up banner)
- Free entry to WA Mental Health Awards and Gala Cocktail Dinner for two guests who are not already attending as conference delegates



**NEW**

# FRAME of mind

**\$10k**

(EXCLUSIVE)

## FRAME OF MIND PREMIER SPONSOR

- Recognition as Premier Sponsor of the Frame of Mind event and exclusive "Supported by..." naming rights
- Prominently placed logo on the event flyer
- Acknowledgement by the MC onstage during the Frame of Mind event
- Naming rights to the audience door prize and opportunity to award it onstage during the night
- Acknowledgement as Premier Sponsor of the Frame of Mind event and sponsor logo in conference program
- Acknowledgement and logo on the conference webpage with click through
- Acknowledgement in WAAMH's eNewsletter (more than 4000 recipients) and conference updates with click through, when applicable
- Acknowledgement of sponsorship in all conference and event-specific social media networks (Facebook, Twitter)
- Acknowledgement in all media releases relating to the Frame of Mind event
- A5 size advertisement in Frame of Mind event program (free for all audience members)
- One promotional insert (one page up to A4) in conference delegate satchels
- Prominent display of sponsor signage in foyer or at entrance to auditorium, during the Frame of Mind event (2 x standard pull-up banners)
- Free entry to Frame of Mind event for ten people

**\$3k**

(NON-EXCLUSIVE)

## FRAME OF MIND GENERAL SPONSOR

- Logo on the event flyer
- Acknowledgement by the MC onstage during the Frame of Mind event
- Acknowledgement as Frame of Mind General Sponsor and sponsor logo in conference program
- Acknowledgement and logo on the conference webpage
- Acknowledgement of sponsorship in all conference and event-specific social media networks (Facebook, Twitter)
- Acknowledgement in all media releases relating to the Frame of Mind event
- A6 size advertisement in Frame of Mind event program (free for all audience members)
- Display of sponsor signage in foyer, during the Frame of Mind event (1 x standard pull-up banner)
- Free entry to Frame of Mind event for four people

## Live comedy performance for the general public

An evening of stories and laughter with TV/radio veteran acclaimed comedian **Mikey Robins** (Good News Week, Triple J, Spicks and Specs).

This event raises funds to support mental health awareness and suicide prevention in WA.

The whole WA community is invited to join us for an hilarious encounter with Mikey Robins: renowned comedian, author, television and radio presenter, and from his personal experience with a family member, proud advocate for mental health.

Mikey will (likely) be supported by:

- Perth's own comedy Godfather and self-proclaimed "Bi-Polar Bear" Werzel Montague
- Noongar sensation Ingrid Cummings

**"FRAME OF MIND" WILL FILL THE CONCERT HALL WITH AN UNMISSABLE NIGHT OF THOUGHT PROVOKING ENTERTAINMENT.**

# Conference Packages still available



**Mental Health Commission**

## Confirmation

To confirm your sponsorship and/or exhibition involvement, please complete, sign and email to: [conference@waamh.org.au](mailto:conference@waamh.org.au). Once confirmation is received, a tax invoice will be issued to you by WAAMH. Payment terms are 14 days.

### SPONSOR DETAILS

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Position \_\_\_\_\_

Mailing Address \_\_\_\_\_

State \_\_\_\_\_ Postcode \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

Mobile \_\_\_\_\_ Website \_\_\_\_\_

### AWARDS SPONSORSHIP OPPORTUNITIES

- Awards Premier Sponsor \$10,000
- Awards - Two Categories Sponsor \$5000
- Awards - One Category Sponsor \$3000

Preferred categories: \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

- Gold \$15,000
- Silver \$10,000
- Bronze \$5000
- Networking Sundowner \$5000
- Poster Presentation Exhibition \$2000
- Aboriginal Yarning Circle \$1500
- Event Supporter \$500
- Frame of Mind Premier Sponsor \$10,000
- Frame of Mind General Sponsor \$3000

### ADVERTISING OPPORTUNITIES

- Conference Program (A4 size)
- Half Page \$950
  - Quarter Page \$650

### CONFERENCE EXHIBITION DISPLAYS (2 days)

- Premium terrace foyer space
- Corporate Rate \$1500
  - NFP Rate \$950
  - Silver sponsor 50% corp rate \$750
  - Silver sponsor 50% NFP rate \$475
  - Gold sponsor Free
- Discount ground floor foyer space
- NFP Rate \$500
  - Corporate Rate \$800

Total: \$ \_\_\_\_\_

I have read and signed the \*Terms and Conditions

### \*TERMS AND CONDITIONS

- All prices quoted in Australian Dollars & include GST.
- Publicity and benefits can only proceed when Confirmation of Sponsorship has been received, a tax invoice issued and payment received.
- Registration of company delegates will be done separately upon confirmation of your sponsorship and must be completed by 17 March 2017 to benefit from free places.
- All exhibition staff must be registered separately as stallholders.
- Exhibition space and sponsor packages will be allocated in order of receipt of application form and full payment received.
- You will be responsible for any reasonable costs of repairing or damage caused to the displays or premises.
- Exhibitors and sponsors are responsible for arranging appropriate insurance cover to cover all aspects of their attendance at the conference. WAAMH and Perth Concert Hall are not liable for any loss, liability, theft or damage to personal property.
- You must submit a current Broadform Liability insurance policy for a minimum of AUD\$10,000,000. Proof of current policy will be required with payment. Entry to venue will be denied if you have not provided this information. Please contact [conference@waamh.org.au](mailto:conference@waamh.org.au) if this cannot be obtained.
- Provision of all sponsorship benefits is subject to print deadlines. Late applications are possible, but choices may be limited and we cannot guarantee that you will receive all your sponsorship entitlements eg printed logos on materials.
- Sponsorship payments are non-refundable.

- Confirmation of sponsorship and exhibition space is conditional upon full payment received.
  - A tax invoice will be issued and must be paid within 14 days to secure the booking and/or sponsorship.
  - WAAMH has final jurisdiction as to how conference layout is organised.
- I/We agree to comply with the terms and conditions and all provisions of the sponsors and exhibitors' contractual obligations including the privacy statement all of which I/we acknowledge, have read and understood.

Sign \_\_\_\_\_ Date / /

### SPONSORSHIP/EXHIBITION ENQUIRIES

Catherine Harper – Events Officer  
 Western Australian Association for Mental Health  
 1 Nash, Perth WA 6000 T: (08) 6246 3020  
 E: [conference@waamh.org.au](mailto:conference@waamh.org.au) W: [waamh.org.au/conference](http://waamh.org.au/conference)  
**WAAMH is the peak body for the community mental health sector in Western Australia.**

The following sponsorship opportunities are still available - full details can be found in the Sponsorship Prospectus.

GOLD SPONSORS — \$15,000  
 SILVER SPONSORS — \$10,000  
 BRONZE SPONSORS \$5,000

**SOLD OUT**

CONFERENCE PROGRAM ADVERTISING FROM \$650-\$950

CONFERENCE EXHIBITION DISPLAYS (TWO DAYS)

PREMIUM — TERRACE LEVEL  
 — \$1500 — CORPORATE RATE  
 — \$950 — NFP RATE

**SOLD OUT**

GROUND FOYER ALTERNATIVE  
 \$500 - NFP RATE  
 \$800 - CORPORATE RATE

**NEW**

WORKPLACE WELLBEING NETWORKING SUNDOWNER  
 \$5000 (EXCLUSIVE: ONLY 1 AVAILABLE)

POSTER PRESENTATION EXHIBITION  
 \$2000 (ONLY 1 AVAILABLE)

EVENT SUPPORTER  
 \$500

## ABORIGINAL MENTAL HEALTH YARNING CIRCLE

**NEW**

**\$1,500**

(2 AVAILABLE)

Hosted by a panel of Aboriginal Elders, exploring mental health and suicide prevention. Following the huge response at the 2016 conference, this important forum is back for 2017.

Drawing together a diverse group of Aboriginal Elders and community leaders from WA, the Yarning Circle welcomes everyone interested in an Aboriginal-led yarn about mental health for Aboriginal peoples.

- "Supported by..." naming rights to Aboriginal Mental Health Yarning Circle space (shared if two sponsors)
- Recognition as sponsor and logo on conference sponsorship webpage
- Acknowledgement as sponsor and logo in conference program
- Prominent signage at Yarning Circle space (one standard pull-up banner)