



Sponsorship Prospectus 2026

WA Mental Health Week & WA Mental Health Awards

Western Australian
Association for Mental Health

www.waamh.org.au
(08) 9264 3000
mentalhealthpromotions@waamh.org.au



WAAMH

Building a mentally healthy WA

Since 1967, we've been bringing the community together to mark WA Mental Health Week for a simple but profound reason – to raise awareness, spark meaningful conversations, and break down the stigma of mental ill-health and recovery.

Centring around World Mental Health Day on 10 October, WA Mental Health Week has become an anticipated event in our state's calendar, helping to promote mental wellbeing for all Western Australians.



2025 HIGHLIGHTS...

WA Mental Health Week theme for 2026

Taking control in the face of change

This year, we're exploring the impact that our perception of control and our sense of optimism can have on our own wellbeing, as well as the support we provide to others.

In the face of societal change and rising levels of uncertainty, we want to empower Western Australians to reclaim control of their mental health and respond to life's challenges with optimism about the future.

From infancy through ageing – within homes, schools and workplaces – this theme is relevant to anyone who has experienced mental health challenges or supported someone in their recovery.

This WA Mental Health Week, let's take back control and build (or support) a mentally healthy WA!

Sub-themes to explore this Mental Health Week

- The power of resilience and optimism
- Taking control of our wellbeing
- Creating healthy boundaries for work and life
- Mentally healthy habits for every day
- Mentally healthy cultures at school or work
- Advocating for your mental health needs
- Employers' psychosocial duty of care
- Managing vicarious trauma at work



WA Mental Health Week opening and closing events

For the last four years we have partnered with a WAAMH member or local council from regional WA to host an official opening event, ensuring WA Mental Health Week is a truly statewide celebration.

The official closing event for WA Mental Health Week is the annual WA Mental Health Awards. This year, award winners will be announced at a celebratory luncheon on Friday 9 October.

By becoming a WA Mental Health Week or WA Mental Health Awards sponsor, you can help make these important events happen for WA.

WA Mental Health Awards

The WA Mental Health Awards celebrate outstanding contributions to mental health and wellbeing in Western Australia.

This annual event sees the community mental health sector, Western Australians with lived experience and government stakeholders come together in celebration.

This year, there are eight award categories recognising individuals, organisations and community initiatives.

- Minister's Mental Health Award
- Lived Experience Impact Award
- Innovation in Service Delivery Award
- Prevention or Promotion Award
- Diversity & Inclusion Award
- Mentally Healthy Employee or Volunteer Award
- Mentally Healthy Education Award
- Mentally Healthy Workplace Award



Measuring reach and ROI

REACH



EXPOSURE POTENTIAL TO THOUSANDS

With community events in every region across the state, WA Mental Health Week has become an anticipated event on the calendar. By sponsoring this event, you benefit from brand exposure to tens of thousands of potential customers via web and social content, and Electronic Direct Mail.

ALIGNMENT



BRAND ALIGNMENT WITH 60 YEARS EXPERIENCE

As we celebrate 60 years in 2026, it's the perfect time to align your brand with WA's peak body for community mental health and show your support for our vision of recovery and wellbeing for all Western Australians.

ENGAGEMENT



20K FOLLOWERS 71K IMPRESSIONS 5.3% CTR

With 20,000 followers across Facebook, LinkedIn and Instagram, the average event season sees more than 70,000 impressions and a huge 5.3% Click-Through-Rate on social content.

How we promote our events



SOCIAL STRATEGY

Using a combination of paid and free content, the event will be promoted to more than 20K followers across Facebook, Instagram and LinkedIn.



WEB & EDM CONTENT

Direct email marketing campaigns and event web content will be seen by up to 4K unique website visitors per month and 12K email subscribers.



TRADITIONAL MEDIA

Leveraging relationships with WA journalists and radio presenters, we will pitch to a number of state-based media outlets and radio stations.

Past sponsors

From government agencies and service providers to passionate individual supporters – we've been privileged to partner with a wide range of generous sponsors to deliver our major events.



Mental Health
Commission



Sponsorship packages

	INVESTMENT	AVAILABILITY	EXHIBITION STALL	AWARDS EVENT TICKETS
WA MENTAL HEALTH WEEK PARTNER	\$10,000	2	-	4
WA MENTAL HEALTH WEEK SUPPORTER	\$4,000	5	-	2
WA MENTAL HEALTH AWARDS EVENT PARTNER	\$7,000	2	-	4
WA MENTAL HEALTH AWARDS CATEGORY SPONSOR	\$5,000	8	✓	2
WA MENTAL HEALTH AWARDS TICKET SPONSOR	\$2,000	3	-	2

Have a budget or specific sponsorship target in mind? Talk to us about **custom sponsorships!**

WA Mental Health Week - Partner

\$10,000 (EX GST)

2 AVAILABLE

Become a major partner of WA Mental Health Week in 2026 and support mental wellbeing for all Western Australians, by helping to bring this anticipated event to life.

Package inclusions

- Acknowledged as a WA Mental Health Week Partner in all opening event collateral.
- Opportunity to promote your organisation at the opening event.
- Four (4) complimentary tickets to the official closing event - the WA Mental Health Awards on 9 October.
- Fifty (50) complimentary mental health awareness ribbons for staff, volunteers, clients or customers.
- Your logo displayed on the WA Mental Health Week website and WA Mental Health Week email marketing templates.
- Link to your website on the WA Mental Health Week website and WA Mental Health Week email marketing templates.
- Promotional post on Facebook, LinkedIn and Instagram.

WA Mental Health Week - Supporter

\$4,000 (EX GST)

5 AVAILABLE

Align your brand with a socially responsible cause and demonstrate your support for a mentally healthy Western Australia.

Package inclusions

- Acknowledged as a WA Mental Health Week Supporter in all opening event collateral.
- Opportunity to promote your organisation at the opening event.
- Two (2) complimentary tickets to the official closing event - the WA Mental Health Awards on 9 October.
- Ten (10) complimentary mental health awareness ribbons for staff, volunteers, clients or customers.
- Your logo displayed on WA Mental Health Week website and WA Mental Health Week email marketing templates.
- Link to your website on WA Mental Health Week website and WA Mental Health Week email marketing templates.
- Promotional post on Facebook, LinkedIn and Instagram.

WA Mental Health Awards - Event Partner

\$7,000 (EX GST)

2 AVAILABLE

Partner with us to deliver the WA Mental Health Awards, an event which brings the sector, government stakeholders and Western Australians together in celebration.

Package inclusions

- Acknowledged as a WA Mental Health Awards Event Partner in all awards event collateral.
- Opportunity to show a promotional video about your organisation during the awards presentation ceremony to more than 400 guests.
- Four (4) complimentary tickets to the WA Mental Health Awards on 9 October.
- Your logo displayed on the WA Mental Health Awards website and WA Mental Health Awards email marketing templates.
- Link to your website on the WA Mental Health Awards website and WA Mental Health Awards email marketing templates.
- Promotional post on Facebook, LinkedIn and Instagram.

WA Mental Health Awards - Category Sponsor

\$5,000 (EX GST)

8 AVAILABLE

Sponsor a WA Mental Health Awards category to align your organisation with a particular topic at this important sector event.

Package inclusions

- Acknowledged as a WA Mental Health Awards Category Sponsor in all awards event collateral.
- Two (2) complimentary tickets to the WA Mental Health Awards on 9 October.
- Allocation of an exhibition stall at the WA Mental Health Awards to promote your organisation to the sector.
- Opportunity to show a promotional video about your organisation during the awards presentation ceremony to more than 400 guests.
- Your logo displayed on the WA Mental Health Awards website and WA Mental Health Awards email marketing templates.
- Link to your website on the WA Mental Health Awards website and WA Mental Health Awards email marketing templates.
- Promotional post on Facebook, LinkedIn and Instagram.

WA Mental Health Awards - Ticket Sponsor

\$2,000 (EX GST)

3 AVAILABLE

Sponsor 10 complimentary tickets for event attendees with lived or living experience or Aboriginal and Torres Strait Islanders, helping to ensure an inclusive and accessible event for all Western Australians.

Package inclusions

- Acknowledged as a WA Mental Health Awards Ticket Sponsor in all awards event collateral.
- Two (2) complimentary tickets to the WA Mental Health Awards on 9 October.
- Opportunity to show a promotional video about your organisation during the awards presentation ceremony to more than 400 guests.
- Your logo displayed on the WA Mental Health Awards website and WA Mental Health Awards email marketing templates.
- Link to your website on the WA Mental Health Awards website and WA Mental Health Awards email marketing templates.
- Promotional post on Facebook, LinkedIn and Instagram.

Sponsorship terms

By returning a completed [sponsorship agreement form](#) to mentalhealthpromotions@waamh.org.au the sponsor accepts the following terms and conditions.

General

The WA Association for Mental Health (WAAMH) will do its utmost to fulfill all agreed sponsorship and exhibition commitments; however, it reserves the right to make amendments to the 2026 WA Mental Health Week itinerary and/or WA Mental Health Awards event program. Any changes will be communicated to sponsors with as much notice as is reasonably possible.

Cancellation or postponement of the opening or closing event may be necessary due to acts, events or causes beyond WAAMH's reasonable control. If one or both events are postponed, the terms and conditions of the sponsorship agreement will continue to apply. Any event cancellation or postponement will be communicated with as much notice as is reasonably possible.

Payments

Upon receipt of a sponsorship agreement form, a tax invoice will be issued by email to the contact who submitted the form. It is a condition of booking that full payment is received within fourteen (14) days of receipt of the tax invoice, with all payments finalised before the commencement of the opening event. Sponsors and/or exhibitors with outstanding payments will not be granted access to the event/s.

Insurance

All exhibitors must have adequate Public and Product Liability Insurance of AUD \$10,000,000 or above, to protect against damage or injury caused to third parties or attendees on or in the vicinity of an exhibition stand.

Exhibition

Exhibitors are responsible for providing all promotional materials necessary for their stall at the WA Mental Health Awards as well as staff to man the stall (if desired). Only a 2x2m table, tablecloth and chairs will be provided by the venue for use by exhibitors.

Equipment must be delivered to the venue in advance and set-up must occur as per the event bump-in pack which will be provided to exhibitors. WAAMH reserve the right to request removal of any items that may be deemed unacceptable or that may impact fellow exhibitors. All promotion must be conducted from the exhibitor's allocated stall.

Exhibition stands must be set-up prior to the commencement of the event and must not be packed down before the official close of the event. Exhibitors must take all reasonable care during set-up and pack-down, so as not to cause damage to the venue's equipment, carpet, walls, ceilings, fixtures and fittings. The exhibitor will be deemed liable for any necessary repairs.

Cancellation

All sponsorship cancellations must be submitted in writing to mentalhealthpromotions@waamh.org.au. The following cancellation charges apply upon receipt of written notice:

- Between booking and 60 days prior to the opening event for WA Mental Health Week – 50% of the invoice.
- Between 59 days and 29 days prior to the opening event for WA Mental Health Week – 75% of the invoice.
- Less than 30 days prior to the opening event for WA Mental Health Week – 100% of the invoice.



Ready to get involved?

Fill out the Sponsorship Agreement Form at the link below or get in touch!

[Sponsorship Agreement Form](#)

T: (08) 9264 3000

E: mentalhealthpromotions@waamh.org.au