



Sponsorship Prospectus

2018 QUEENSLAND MENTAL HEALTH
WEEK ACHIEVEMENT AWARDS



Achievement Awards
2018

#QMHW #MENTALHEALTHHEROES



ABOUT THE AWARDS

The 2018 Queensland Mental Health Week Achievement Awards recognise and celebrate the achievements of individuals, groups and organisations working tirelessly to reduce stigma and support and empower those living with mental illness.

The Achievement Awards are presented during an Awards ceremony over breakfast on Friday, 13 October 2018 in the Ithaca Room of Brisbane City Hall. Nominations open for the Achievement Awards on 17 July 2018.

Expected Attendance and Audience

The Achievement Awards are a premier event held during Queensland Mental Health Week. The event brings together over 200 industry and community sector leaders from across Queensland.

How your Sponsorship supports our winners

Your sponsorship supports Open Minds to both promote and continue to grow the Achievement Awards and reach more people in the community. The Awards celebrate outstanding achievement in the mental health sector, whilst contributing to reducing social stigma around mental health.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are now available for organisations and individuals to partner with Open Minds in the 2018 Queensland Mental Health Week Achievements Awards, by exclusively aligning with one of the following Award categories. Sponsorship Investment is \$3000 and benefits are listed overleaf.

INDIVIDUAL AWARD

This category is open to any individual who has made an outstanding contribution to mental health and wellbeing in Queensland through their commitment to improving the quality of life of Queenslanders living with mental illness and by promoting their inclusion in the broader community.

MEDIA AWARD

This category is open to print, radio, broadcast or online media who have produced thoughtful, interesting and responsibly written mental health related media in Queensland. This category recognizes excellence in positive portrayal and awareness of mental illness. The aim of the Media Award is to encourage positive, accurate and sensitive media coverage about mental illness, wellbeing and recovery.

YOUTH AWARD (UNDER 25)

This category is open to any individual (25 years and under) who has made an outstanding contribution to mental health in Queensland through their commitment to improving the quality of life of Queenslanders living with mental illness and by promoting their inclusion in the broader community.

JUDE BUJEJA - PEER EXPERIENCE AWARD

This category is open to any individual or group who through their direct experience with mental illness, demonstrates a significant contribution to improving the lives of people with mental illness and their families and/or carers.

NOT-FOR-PROFIT ORGANISATION AWARD (SME 1-100 Staff)

This category is open to smaller organisations that through the provision of mental health related services, programs, projects or initiatives demonstrate a commitment to improving the quality of life of Queenslanders living with mental illness and by promoting their inclusion in the broader community.

NOT-FOR-PROFIT ORGANISATION AWARD (Large 101+ Staff)

This category is open to larger organisations that through the provision of mental health related services, programs, projects or initiatives demonstrate a commitment to improving the quality of life of Queenslanders living with mental illness and by promoting their inclusion in the broader community.

WORKPLACE AWARD – SME (1-200 Staff)

This category is open to any SME Employer (1-200 staff) who through the implementation of innovative practices or initiatives demonstrates excellence in the promotion of positive mental health and wellbeing to all employees and supports the inclusion of employees living with mental health issues.

WORKPLACE AWARD – Large Business (201+ Staff)

This category is open to any large Employer (201+staff) who through the implementation of innovative practices or initiatives demonstrates excellence in the promotion of positive mental health and wellbeing to all employees and supports the inclusion of employees living with mental health issues.

ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AWARD

This new category for 2018, is open to any individual or organisation that through the provision of mental health related services, programs, projects or initiatives demonstrates a commitment to improving the life of Queenslanders who are Aboriginal and Torres Strait Islander and living with mental illness, and by promoting their inclusion in the community.

LGBTI AWARD

This new category for 2018, is open to any individual or organisation that through the provision of mental health related services, programs, projects or initiatives demonstrates a commitment to improving the life of Queenslanders who are LGBTI and living with mental illness, and by promoting their inclusion in the community.

SPONSORSHIP BENEFITS

- + Networking
- + Demonstrate Corporate Social Responsibility
- + Company profile and brand awareness
- + Alignment to the sector
- + Exposure to industry leaders
- + Support to a credible event

- + Exclusive rights to one Award category of choice (subject to availability)
- + 2 complimentary tickets to the Awards Presentation Ceremony and Breakfast on Friday 13 October 2018 at Brisbane City Hall
- + Display your organisation's pull up banner and materials in prominent location during Awards breakfast (Banner supplied by organisation)
- + Sponsor representative on stage to present your category winner with their trophy at the Achievement Awards
- + Photo opportunity at the Awards event with the winner of your sponsored category
- + Your logo to appear as a sponsor on all printed marketing materials, invitations, programs and promotional posters relating to the Awards*
- + Your logo to appear on Open Minds' Achievement Awards webpage
- + Dedicated Open Minds social media posts acknowledging your sponsorship throughout the nomination and announcement period
- + Your logo displayed on AV screens throughout the event
- + Verbal recognition of your sponsorship support by the Awards MC during the event and before your sponsored award category

Sponsorship investment
is **\$3,000** (excluding GST)

PLEASE NOTE:

Each award category is open to one sponsor only and is subject to availability.

*Company logo to appear on printed marketing materials printed after the date of sponsorship agreement. Open Minds makes no agreement to re-print materials if not required.





THANK YOU

Thank you for considering this proposal to sponsor one of the 2018 Queensland Mental Health Week Achievement Award categories.

If you would like to register your interest to sponsor one of the 2018 Queensland Mental Health Week Achievement Awards, please contact the Marketing Team at Open Minds.

Marketing Team

Open Minds

2018 Queensland Mental Health Week Achievement Awards

T 07 3896 4222

E events@openminds.org.au