

CELEBRATING  
**25**  
YEARS

openminds

QUEENSLAND MENTAL HEALTH WEEK  
**ACHIEVEMENT AWARDS** 2021



# SPONSORSHIP PROSPECTUS

#QMHwtaketime



OPENMINDS.ORG.AU

# ABOUT THE AWARDS



## Why Sponsor the Queensland Mental Health Achievement Awards?

The 2021 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, 15 October 2021 at the Brisbane Convention & Exhibition Centre.

### 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 helps

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. The Awards continue to grow each year through new categories and sponsors.





# SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are now available for organisations and individuals to partner with Open Minds in the 2021 Queensland Mental Health Week Achievements Awards, by exclusively aligning with one of the following Award categories. Sponsorship investment is \$3,300 with inclusions and benefits listed overleaf.

## **EARLY YEARS AWARD**

This category is open to any organisation which focuses on supporting the best start for young Queenslanders (children and/or parents) from conception through to infancy (up to 4 years of age). Programs, workshops, peer supports or services should have a goal of reducing or eliminating the effects of mental illness and a commitment to improving the lives of young people through happier and healthier families.

## **JEFF CHEVERTON INDIVIDUAL AWARD**

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

## **JUDE BUGEJA - 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.

## **LGBTI AWARD**

This category 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.

## **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 category 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.

## **CALD AWARD**

This category is open to any individual or organisation that through the provision of culturally appropriate mental health related services, programs, projects or initiatives demonstrates a commitment to improving the life of Queenslanders who are Culturally and Linguistically Diverse (CALD) and living with mental illness, and by promoting social inclusion and participation.

## **SCHOOLS AWARD – Primary & Secondary**

This new category for 2021 is open to any school who demonstrates a whole-of-school approach to promoting the mental health and wellbeing of their students. Schools do this through creating safe, inclusive and supportive environments that nurture students to develop social and emotional capabilities and to promote positive mental health and wellbeing so they become confident and resilient young people.

# SPONSORSHIP BENEFITS

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

**Sponsorship investment  
is \$3,300 (including GST)**

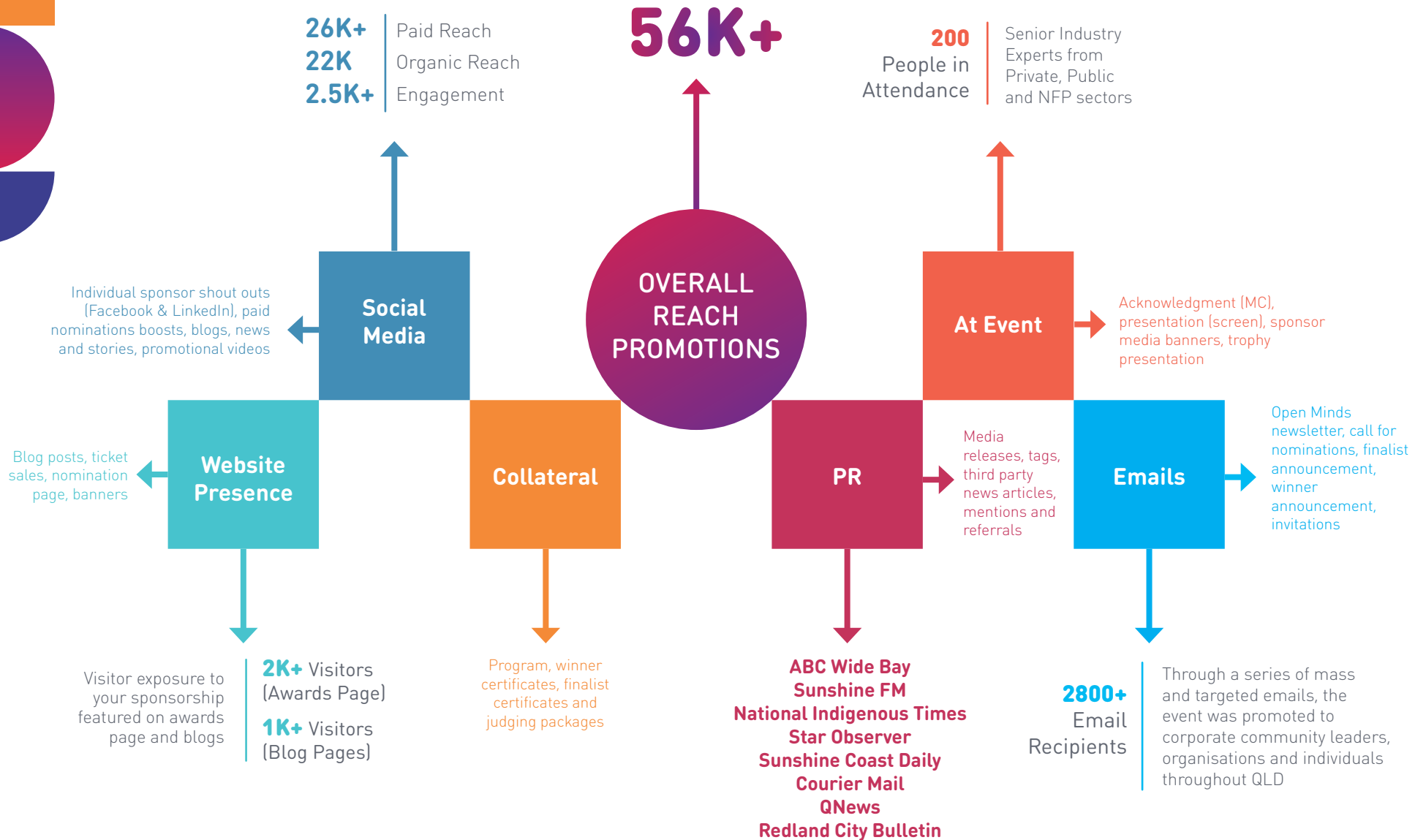
- + Exclusive rights to one Award category of choice (subject to availability)
- + 2 complimentary tickets to the Awards Presentation Ceremony and Breakfast on Friday 15 October 2021 at Brisbane Convention & Exhibition Centre
- + Display your organisation's pull up banner and materials in prominent location 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

## 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

# 2019 SPONSORSHIP EXPOSURE



# SPONSOR THE 2021 AWARDS!

## Thank you for considering this proposal to sponsor one of the 2021 Queensland Mental Health Week Achievement Award categories.

Each year, we endeavour to reach a wider audience and raise awareness of the innovators and change makers within the mental health sector. To continue the success of the Awards each year, relies on the support of our sponsors. We trust you will see the outstanding value for money obtained in 2019.

To support this auspicious event, we extend an invitation to commit your organisation's sponsorship allocation to the 2021 QLD Mental Health Week Achievement Awards.

Categories are offered on first-in basis, and invoices for sponsorship will be sent QTR 1 of the new financial year for 2021/22.

Please sign and return to [marketing@openminds.org.au](mailto:marketing@openminds.org.au) to commit your sponsorship for 2021.

Print Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Signature: \_\_\_\_\_

### Marketing Team

Open Minds  
2021 Queensland Mental Health Week  
Achievement Awards

T 07 3896 4222

E [marketing@openminds.org.au](mailto:marketing@openminds.org.au)

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