



2023 Queensland Mental Health Week Sponsorship Prospectus

Saturday 7 October – Sunday 15 October 2023

www.qldmentalhealthweek.org.au

Funded by



Queensland
Mental Health
Commission

Coordinated by



CHECKUP

Help increase awareness, belonging and connection for positive community mental health outcomes

Welcome to the Queensland Mental Health Week Sponsorship Prospectus for 2023!

Queensland Mental Health Week is an annual awareness initiative that aims to promote positive mental health and wellbeing, reduce the stigma associated with mental health challenges and celebrate the contribution of the mental health and community sectors.

As we prepare for this year's Queensland Mental Health Week, we are excited to invite you to partner with us in making this initiative a success. Through sponsorship, your organisation can help us increase mental health awareness, bolster belonging and provide opportunities for connection in communities right across Queensland.

This prospectus provides an overview of the sponsorship opportunities available for 2023. We offer a range of packages designed to suit different budgets and objectives. Our team is also happy to work with you to customise a package that meets your specific needs and goals.

We invite you to join us in making a positive difference in the lives of Queenslanders. By partnering with us, you can make a meaningful contribution to mental health awareness, while also aligning yourselves with a highly recognised and celebrated mental health initiative and showcasing your commitment to social responsibility.

Thank you for your interest in supporting Queensland Mental Health Week. We look forward to hearing from you soon.



7–15 October 2023



Awareness



Belonging



Connection

Acknowledgements

The Queensland Mental Health Commission and CheckUP Australia respectfully acknowledge the Traditional Custodians of the land on which we work and live and recognise their continuing connection to the land, water, and community. We pay respect to Elders past and present and future leaders.

We also acknowledge people living with mental health challenges, problematic alcohol and other drugs use, as well as those impacted by suicide, their families, carers and support people.

Featured within this prospectus is the artwork 'Stronger connection creates strong health' by proud Mayi woman Leah Cummins, which was commissioned by CheckUP for Queensland Mental Health Week.

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About Queensland Mental Health Week

Queensland Mental Health Week has established a strong presence in Queensland communities for decades and continues to gain momentum each year. The week-long initiative brings together individuals, community groups, and organisations to promote positive mental health and wellbeing through hundreds of local events, as well as activities and conversations.

An initiative of the Queensland Mental Health Commission, Queensland Mental Health Week's success can be attributed to a robust governance structure and strong-cross sector collaboration. The Commission provides funding to CheckUP, the designated coordinator of Queensland Mental Health Week, to oversee the planning, promotion, and execution of the week's campaign. CheckUP also administers the Queensland Mental Health Week Community Events Grant Program on behalf of the Commission, which is aimed at enhancing the capacity of local communities to host events during the week. As part of this Grant Program, organisations can apply for either **\$500, \$1000, or \$3000** (ex GST) and there is a total funding pool of approximately \$100,000 (ex GST) per annum.

In 2023, Queensland Mental Health Week will take place between Saturday 7 October to Sunday 15 October, encompassing World Mental Health Day (Monday 10 October).

This year's theme 'Awareness, Belonging, Connection' reflects the important factors that help people maintain their mental health and wellbeing. It is all about connecting with the people in our lives and creating space for conversations about mental health and wellbeing.

- **Awareness** is about understanding the things we need to maintain and boost our mental wellbeing, and knowing when we need to reach out for help and where to get it.
- **Belonging** is about looking out for each other, ensuring we feel safe and supported, and understanding that however we feel, we're not alone, and that there are others going through the same thing.
- **Connection** is about our relationships with our friends, families, and those that we care about, as well as the groups, clubs, and networks around us that we rely on to help keep us happy and healthy, wherever we live, work, or play.



Awareness



Belonging



Connection



Partner with us

Looking to maximise your brand exposure while making a meaningful impact on the community? Sponsoring Queensland Mental Health Week is the perfect opportunity to do both!

With almost half of all Australians experiencing a mental health condition at some time in their life, by partnering with this important initiative, you'll be demonstrating your company's commitment to supporting mental health and wellbeing, which is more important now than ever before. As a sponsor, your organisation will be aligned with the health sector and will be showcased to a diverse audience, including mental health professionals and advocates, individuals seeking support and resources, community group volunteers, teachers, as well as professionals from a wide range of sectors.

Your sponsorship will enable the reach and impact of Queensland Mental Health Week to grow, enabling mental health messages to reach more Queenslanders. Major Sponsors will also be able to show demonstrable financial support to vulnerable and at-risk communities through their contribution to the Grant Program.

Not only will you be making a positive impact, but you'll also be maximising your brand's exposure through various marketing channels, including social media, print and online advertising, and email newsletters. You'll have the opportunity to collaborate with Queensland Mental Health Week organisers to develop tailored content and initiatives that align with your company's values and mission.

So why wait? Join us in supporting this important cause and showcase your brand's commitment to corporate social responsibility.

Why you should become a sponsor?

Greater recognition of the value of mental health to everyone, in every community

Showcase your commitment to corporate social responsibility

Maximise your exposure by supporting a high-profile, Queensland-wide community initiative

Strengthen your alignment to the health sector

Increase brand recognition amongst non-profits and schools

Mental health facts

1 in 7 Australians will experience depression in their lifetime

1/4 of Australians will experience an anxiety condition in their lifetime

91% of employees believe mental health in the workplace is important. However, only **52%** of employees believe their workplace is mentally healthy.

Suicide is the 2nd leading cause of premature death in Australia

Sourced from AIHW 'Suicide and intentional self-harm' 2021 dataset



Reach and impact

Queensland Mental Health Week has an extensive and ever-expanding social media reach. There is also a substantial mailing list for the initiative with the monthly eNews sent to over **8,500** subscribers. The initiative's content is also cross-promoted through CheckUP and the Queensland Mental Health Commission's social media channels and subscriber lists.

Last year the Queensland Mental Health Week website received over **136,700** page views. There were almost **30,000** homepage visits and over **15,000** downloads. Queensland Mental Health Week is also actively promoted on various Queensland Government websites.



QMHW – 7,926
CheckUP – 1,011
QMHC – 4,741



QMHW – 2,432
CheckUP – 307
QMHC – 2,316



QMHW – 3,848
CheckUP – 1,462
QMHC – 2,267



CheckUP – 850
QMHC – 3,928



QMHW eNews – 8,520
CheckUP's CheckIn – 866
CheckUP's Reaching Out – 770

Event exposure

Last year we administered **\$130,000** worth of grants to support organisations across Queensland to host **117** events. Many of the funded events took either a whole of population approach or targeted vulnerable populations. Of note, there were **39** youth-focused events supported. Activities that took place included wellbeing expos, art exhibitions and workshops.

In addition, there were hundreds of other events and initiatives that took place during the week. There were an incredible, record-breaking **450** registered events on the Queensland Mental Health Week website. These events bring people together for connection, knowledge sharing and access to support in their local communities.





Overview of opportunities

Please note that the Queensland Mental Health Commission is the Principal Sponsor of Queensland Mental Health Week.



Major Sponsor

Investment: \$20,000 per annum (ex GST)

Only three packages are available

Becoming a Major Sponsor of Queensland Mental Health Week provides a distinctive and high-value opportunity for your organisation to demonstrate your support for positive mental health and wellbeing. Your investment will help raise the profile of Queensland Mental Health Week and enable increased educational messaging to occur, as well as directly improve connections and help-seeking opportunities in communities across Queensland.

Half of your contribution will be distributed in grant funding through the QMHW Community Events Grant Program, supporting events to be held throughout Queensland. We know community demand for grant funding outnumbers available funding (68% of eligible applications were able to be funded in 2022), so your financial support will be highly valued by recipient organisations.

Mental Health Week Supporter

Investment: \$5,000 per annum (ex GST)

Only five packages are available

Show your support for mental health awareness by becoming an official Mental Health Week Supporter. Your sponsorship will enable educational and encouraging messages and help-seeking information to be distributed across the state.

Prize Sponsor

Investment: \$1,000 per annum (ex GST) or in-kind support (product donation)

Only five packages are available

To encourage people to organise events and activities that generate awareness and promote activities that boost mental wellbeing, we would like to offer a series of incentive prizes. Depending on the level of corporate support shown, there will be an early bird registration prize, a general registration prize, a poster competition prize, a colouring-in competition prize and a social media challenge prize.



Major Sponsor



Benefits

- ✓ Logo to appear on all promotional posters and advertisements.
- ✓ Logo to appear on the QMHW homepage.
- ✓ Logo with URL click-through will feature on the QMHW website partner web page.
- ✓ Article published on the QMHW website acknowledging your organisation coming on board as a Major Sponsor.
- ✓ Dedicated social media posts acknowledging your organisation as a Major Sponsor on the official QMHW Facebook, Instagram and Twitter pages in the lead-up to, and during QMHW.
- ✓ Dedicated social media posts acknowledging your sponsorship of QMHW on CheckUP's Facebook, Instagram, Twitter and LinkedIn pages.
- ✓ Recognition as a Major Sponsor in all QMHW newsletters, inclusive of all monthly newsletters and stand-alone eBlasts.
- ✓ Recognition of your sponsorship support in all media releases and verbal acknowledgment by the CheckUP CEO during any press calls.
- ✓ Invitation for a representative from your organisation to attend any media launches and PR activations.
- ✓ Logo placed prominently on postcards and brochures to be distributed across the state (approximately 5,000 in total).
- ✓ Full page A4 advertisement in the Event Starter Kit.
- ✓ Recognition of financial contribution to QMHW Community Events Grant Program across all marketing materials and media releases.
- ✓ Grant report provided outlining where funds have gone and impact achieved.
- ✓ Inclusion of 1 x A4 flyer or DL brochure in Event Host Kit (mailed to first 100+ event organisers to register their event on the QMHW website).
- ✓ Opportunity to have naming rights to an event or high-traffic activation organised in conjunction with CheckUP, with recognition of support across all promotions.
- ✓ 300 mental health awareness lapel ribbons to distribute to your staff and clients.
- ✓ Opportunity to use the initiative's branding, including the QMHW logo with the title 'Proud Major Sponsor', on marketing material (image to be supplied by CheckUP).
- ✓ Partnership benefits can be discussed in a face-to-face meeting and tailored to suit your business needs.

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



Mental Health Week Supporter

Benefits

- ✓ Logo with URL click-through on the partners web page of the QMHW website.
- ✓ Dedicated social media posts acknowledging your sponsorship on the official QMHW Facebook, Instagram and Twitter pages in the lead-up to, and during QMHW.
- ✓ Dedicated social media posts acknowledging your sponsorship on CheckUP's Facebook, Instagram and LinkedIn pages.
- ✓ Logo included on postcards and brochures to be distributed across the state (approximately 5,000 in total).
- ✓ Quarter-page advertisement in the Event Starter Kit.
- ✓ Inclusion of 1 x A4 flyer or DL brochure in Event Host Kit (mailed to first 100+ event organisers to register their event on the QMHW website).
- ✓ 100 mental health awareness lapel ribbons to distribute to your staff and clients.
- ✓ Opportunity to use the initiative's branding, including the QMHW logo with the title 'Proud supporter', on marketing material (image to be supplied by CheckUP).

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

Prize Sponsor

Benefits

- ✓ Logo with URL click-through on the partners web page of the QMHW website.
- ✓ Acknowledgement of sponsorship on all electronic marketing of the prize, inclusive of email newsletter promotions and social media posts.
- ✓ 50 mental health awareness lapel ribbons to distribute to your staff and clients.

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



About us

CheckUP has coordinated Queensland Mental Health Week on behalf of the Queensland Mental Health Commission since 2018 with the support of a strong cross-sector collaboration. 2023 will mark the third year CheckUP has administered the QMHW Community Events Grant Program for the Queensland Mental Health Commission.

CheckUP



CheckUP is a not-for-profit organisation dedicated to better health for people and communities who need it most.

CheckUP works with partner organisations and health providers to create healthier communities and reduce health inequities through a range of initiatives.

CheckUP coordinates a suite of health service delivery programs to address health service needs and service gaps in locations across Queensland and the Northern Territory. Our range of healthcare services also recognise that there are other communities and populations who continue to experience poorer health outcomes and for whom access to quality healthcare is extremely limited. CheckUP is the jurisdictional fundholder for the Australian Government Department of Health's Outreach programs in Queensland. With the support of approximately 150 contracted health providers, we lead a strong, effective consortium that is committed to improving access to a wide range of healthcare services. Through our services, we have an established footprint in over 180 communities: delivering over 170,000 occasions of service per year to Aboriginal and Torres Strait Islander people and people living in rural and remote communities.

CheckUP also has a suite of health workforce programs that support the health sector in Queensland to plan for, build and develop a capable and sustainable local health workforce. We work with schools, small businesses, industry partners and government stakeholders to provide advice about industry directions, training solutions and employment opportunities.

www.checkup.org.au

Queensland Mental Health Commission



The Queensland Mental Health Commission drives reform of the mental health, alcohol and other drugs, and suicide prevention systems in Queensland.

The work of the Commission has a focus on improving the mental health and wellbeing of all Queenslanders, preventing and reducing the impact of mental illness, problematic alcohol and other drug use, and suicide.

The Commission actively seeks the perspectives of people with a lived experience to help shape the reform agenda, working across a broad range of portfolio areas including health, communities, education, child safety, employment, police, corrections, the economy and justice. The collective effort of all stakeholders and the community is essential to bring about reform and better outcomes for all Queenslanders.

www.qmhc.qld.gov.au

Booking form

Sponsorship type

- ☐ Major Sponsor
- ☐ Mental Health Week Supporter
- ☐ Prize Sponsor

If you would like to discuss alternative partnership options to suit your objectives that are not outlined in this prospectus, please reach out to CheckUP.

Contact details

Organisation:

Organisation website:

Main contact name:

Position:

Email:

Phone:

Any additional comments:

By submitting this booking form, you confirm that your sponsorship enquiry is a serious and genuine request for partnership and acknowledge that your personal details will be shared with CheckUP and the Queensland Mental Health Commission for review purposes.

Signature: Date:

Confirmation of sponsorship is conditional upon this form being completed and the sponsorship request being approved by CheckUP and the Queensland Mental Health Commission. Sponsorship requests will not be considered from alcohol, tobacco or gambling companies. Once sponsorship has been approved by CheckUP and the Queensland Mental Health Commission the organisation will be advised, and a tax invoice will be issued, as will a form to provide an organisational blurb and logo for promotional purposes. CheckUP has the right to release this booking, should the payment not be made within 14 days. All prices are in AU Dollars and exclusive of GST. Please refer to the prospectus for the inclusions of your sponsorship booking.

Save completed form and email to: lmaynard@checkup.org.au



Awareness



Belonging



Connection

Contact us

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Featured on this page is an abridged version of the artwork 'Stronger connection creates strong health' by proud Mayi woman Leah Cummins.

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