



**Partnering with
Mental Illness Education ACT**
Sponsorship Packages

*Fundraising Gala
13 October 2023*

mieact

A safe space for
mental health education

MENTAL ILLNESS

*Save
the
date!*

EDUCATION ACT

The logo for mieact, featuring a white plus sign above the word 'mieact' in a blue and yellow sans-serif font.

Gala

13 October 2023

National Arboretum Canberra

For sponsorship opportunities, contact admin@mieact.org.au

Why partner with Mental Illness Education ACT?

Mental Illness Education ACT (MIEACT) is a Canberra-based not-for-profit organisation working to reduce stigma and increase literacy around mental health across the Canberra community.

In any one year, 20 per cent of Australians aged 16-85 will experience a mental illness.

Young people have the highest prevalence of mental illness than any other age group in Australia, and suicide is the main cause of death among Australians aged 15-24.

As the primary local mental health and well-being education provider in the ACT, MIEACT provides mental health education for primary and secondary schools free of charge, as well as programs to workplaces and community groups across Canberra and the surrounding region.

For more than two decades, MIEACT has delivered evidence-informed programs. Through partnering with people with lived experience of mental illness, we share stories that increase mental health literacy, promote early intervention, reduce stigma, and emphasise recovery across the community.

Our Vision

People are empowered through education to sustain mental health and wellbeing.

Our Mission

As a recovery driven organisation we embrace the lived experience to provide mental health education awareness programs in schools and the wider community to address stigma, increase knowledge and promote help seeking.



Our impact in 2022 looked like...



TOTAL REACH
18,577
PARTICIPANTS



DELIVERED
630
SESSIONS

12 NEW VOLUNTEER EDUCATORS
this financial year



164 YOUTH SESSIONS

REACHING **92%** OF ACT SECONDARY SCHOOLS



142 ADULT SESSIONS
REACHING **48 NEW** ORGANISATIONS



435 YAM SESSIONS

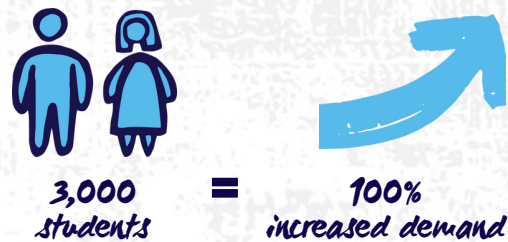


Why now?

In 2023, Mental Illness Education ACT has experienced a truly unprecedented level of demand for our school programs.

Booking requests from schools already exceeding our delivery capacity for the first six months of 2023 by 119 sessions.

This unmet demand is equivalent to:



Supporting us to meet this increased demand across Canberra's community will ensure that MIEACT can seize and transform a unique moment into a deeper and more permanent engagement.

This allows us to facilitate a deeper and more permanent opportunity to raise student mental health literacy, achieving effective self-care, symptom recognition positive help-seeking, stigma reduction, and good mental health for our children and young people.

MIEACT historically has been heavily reliant on local Government funding, which we understand cannot be increased at this time.



*We're calling on
ACT business leaders
to help us meet
demand for a
healthier, happier
Canberra.*





About the MIEACT Gala Ball ✦

At MIEACT, we do our events a little differently...

In 2022, we held our Inaugural Gala Ball at the National Museum of Australia, bringing together over 300 business leaders, politicians, and members of the Canberra community as well as our staff, and amazing Volunteer Educators who have lived experiences of mental illness.

Together, we participated in a **live fundraising pledge** for our Thriving Minds: Empowered Futures primary school program, which is now up and running, and undertaking a two-year evaluation by the Australian National University.

We ate delicious food, danced to good tunes, and importantly, had poignant conversations about breaking down stigma, and changing the trajectory for young people facing mental illness.

This year, we will be encouraging businesses to purchase a table of ten, with two reserved spaces for our incredible Volunteer Educators to join you on the evening.

At MIEACT, we are truly proud to be a safe space for mental health education. Our events are inclusive places for people of diverse cultures, abilities and experiences of mental illness. This means we do things a little differently with additional considerations to ensure our attendees' wellbeing.

Our events include all the fun, and no hangover! As we host dry events, we work with local companies to provide delicious, alcohol-free options everyone can enjoy.

Details of our 2023 event

WHEN: Friday, 13 October 2023

WHERE: National Arboretum, Canberra

DRESSCODE: Black Tie - OR Donate \$150 to "Come as You Are"



MIEACT Gala 2023 Pricing Guide

It costs \$50 for one child to access our programs.
Your tax-deductible donation as a MIEACT Gala sponsor allows us to
continue the delivery of our sessions, free of charge, to ACT kids.

 PLATINUM	 GOLD	 SILVER	 BRONZE
\$30,000 = 10-12 schools reached 1 available	\$15,000 <i>2 left!</i> = 5-6 schools reached 3 available	\$10,000 = 3-4 schools reached 5 available	\$5,000 <i>3 left!</i> = 2 schools reached 5 available



Please select your preferred package.
Details and inclusions listed overleaf.



Sponsorship Inclusions

PLATINUM - \$30,000 EX. GST

Prior to event:

- Priority logo placement as Platinum Sponsor on invitations
- Priority logo placement as Platinum Sponsor on website and any MIEACT event pages
- Priority logo placement as Platinum Sponsor on social media posts promoting event
- Marketing items for your company use: social media tile and email signature block

During event

- Two tables (8 available seats per table*), with prime table position at event (tables valued at \$1,900 each, including GST)
- Two-minute speaking opportunity following intro from MC
- Opportunity to co-launch commencement of live fundraising pledges with MC & MIEACT representatives
- Opportunity for activation to drive further donations from the room (TBC)
- Opportunity to live-pledge your charitable contribution (cost of this sponsorship package) to kick off pledges for live fundraising pledges
- Priority placement in event program
- Logo placement on event collateral on tables
- Logo displayed on screens throughout the event
- Acknowledgement as Platinum Sponsor by Master of Ceremonies
- Acknowledgement as Platinum Sponsor by CEO Address (or similar)
- Opportunity to display promotional material at event (e.g. pull up banners)
- Opportunity to have a short promotional video played at event
- Positive media coverage

Post-event

- Article in MIEACT newsletter (or similar)
- Article on MIEACT website
- Thank you post on social media after the event / Highlighted in the event social media promotional reel
- Acknowledgement on future collateral into ACT schools
- First right of refusal for 2024 Gala sponsorship

NOTE: Brand placement will commence once sponsorship is formalised, marketing items used prior to sponsorship acceptance won't include corporate branding. All tables are placed at the discretion of the MIEACT team.

Sponsorship Inclusions (cont'd)

GOLD - \$15,000 EX. GST

Prior to event:

- Logo placement as Gold Sponsor on MIEACT website
- Logo placement as Gold Sponsor on social media posts promoting event
- Marketing items for your company use: social media tile and email signature block

At event:

- One table included (8 available seats*)
- Logo placement in event program
- Full page feature in event program (1 page)
- Opportunity to live-pledge your charitable contribution (cost of this package)
- Acknowledgement as Gold Sponsor by Master of Ceremonies
- Acknowledgement as Gold Sponsor by CEO Address
- Logo displayed on screens throughout event

Post-event:

- Mention on the MIEACT website
- Thank you post on social media after the event / Highlighted in the event social media promotional reel

NOTE: Brand placement will commence once sponsorship is formalised, marketing items used prior to sponsorship acceptance won't include corporate branding. All tables are placed at the discretion of the MIEACT team.

SILVER - \$10,000 EX. GST

Prior to event:

- Logo placement as Silver Sponsor on MIEACT website
- Logo placement as Silver Sponsor on social media posts promoting event
- Marketing items for your company use: social media tile and email signature block

At event:

- One table included (8 available seats*) (valued at \$1,900 including GST)
- Logo placement in event program
- Feature in event program (1/2 page)
- Opportunity to live-pledge your charitable contribution (cost of this package)

Post-event:

- Mention on the MIEACT website
- Thank you post on social media after the event / Highlighted in the event social media promotional reel

NOTE: Brand placement will commence once sponsorship is formalised, marketing items used prior to sponsorship acceptance won't include corporate branding. All tables are placed at the discretion of the MIEACT team.



BRONZE - \$5,000 EX. GST

Prior to event:

- Logo placement as Bronze Sponsor on MIEACT website
- Logo placement as Bronze Sponsor on social media posts promoting event
- Marketing items for your company use: social media tile and email signature block

At event:

- One table (8 seats*) (valued at \$1,900 including GST)
- Logo displayed on large screens throughout event
- Logo placement in event program

Post-event:

- Mention on the MIEACT website
- Thank you post on social media after the event

NOTE: Brand placement will commence once sponsorship is formalised, marketing items used prior to sponsorship acceptance won't include corporate branding. All tables are placed at the discretion of the MIEACT team.

Sponsorship Agreement

Acceptance - MIEACT Gala 2023

I (Name)

of (Company)

hereby accept the proposal for the following (please select relevant option(s):

- Additional table of 10 (\$1,900 including GST) (Includes spare 8 tickets + 2 for volunteers (please confirm))
- Platinum Sponsorship \$30,000 ex GST
- Gold Sponsorship \$15,000 ex GST
- Silver Sponsorship \$10,000 ex GST
- Bronze Sponsorship \$5,000 ex GST

TOTAL \$: _____ ex. GST

Sign: _____ Date: _____

Signing of this acceptance confirms the company or individual to adhere to our terms and conditions and payment schedule. Please return by email to jemima.turner@mieact.org.au to secure your sponsorship package.

***PLEASE NOTE:**

Please note: There are 10 people allocated to a table, 8 people as your invited guests and the additional two will be open to our Volunteer Educators who have lived experience of mental illness. Please specify if you do not wish to partake in this activity.

All tables are placed at the discretion of MEIACT Team.