CARERS WEEK 2019

AN AUSTRALIA THAT VALUES AND SUPPORTS ALL CARERS

SPONSORSHIP PROPOSAL

CARERS WEEK 2019
Carers WA is a non-profit, community based organisation and registered charity dedicated to improving the lives of the estimated 320,000 family carers living in Western Australia. Part of the National Network of Carers Associations, we are the peak body recognised by both State and Federal governments as the voice of family carers. Carers WA represent carers’ interests in the Western Australian community.

Our role is to work in active partnership with carers, persons with care and support needs, health professionals, service providers, government and the wider community to achieve an improved quality of life for carers.

Carers WA offers a range of innovative programs and services aimed at providing practical and emotional support. Carers WA also advocates for improved services and supports for carers by addressing carer issues at a state and federal level to influence government and other decision makers.

Benefits of Partnership with Carers WA

Partnering with Carers WA will provide you with a unique platform to reach a targeted audience and participate in a campaign that will bring together a range of stakeholders within the caring community.

- Opportunity to promote your name and brand – put your company in the spotlight!
- Build your profile within the caring community
- Create positive publicity and heighten visibility by supporting an under recognised but vitally important cohort in the community
We welcome your involvement in National Carers Week 2019, to be held from Sunday 13th October to Saturday 19th October. Carers WA will be hosting two events during this annual week of recognition; a celebratory family event at Scitech and a Carer Wellbeing Day to ensure carers are able to identify and seek relevant support to maintain a healthy emotional wellbeing.

The annual Carers Week family event is a highlight of the year for carers and their families to spend quality time together. We anticipate the Scitech family event will play host to 200-250 attendees with an experience that caters to the whole family.

The Carer Wellbeing Day will support approximately 100 carers and identify common carer issues surrounding emotional and social wellbeing. Carers will benefit in attendance by gaining the ability to access therapeutic workshops and a variety of wellbeing activities such as Silent Disco, Meditation and Tension Release Exercises.

We encourage all organisations to consider the sponsorship opportunities in this prospectus, or contact Carers WA to discuss other ways of being involved in this platform event.
SPONSORSHIP PACKAGES

There are a range of sponsorship options to suit all budgets and objectives. Choose from one of our major sponsorship packages, or from two other individual opportunities; Wellness Room Sponsor and Photo Booth Sponsor.

**Carer Wellbeing Day**
- Major Sponsor (including catering station signage) **Investment** $1,195
- Wellness Room Sponsor **$595**

**Scitech Family Day**
- Major Sponsor (including catering station signage) **$1,195**
- Photo Booth Sponsor **$695**

Did you know…

- 1 in 8 Western Australians will have some form of caring role
- Almost 80,000 carers live outside the metropolitan area
- Over 40,000 carers in WA are aged 25 and under
- Almost 45% of carers in very remote areas are Aboriginal and/or Torres Strait Islanders
- Nearly 72% of primary carers are aged between 25 – 64yrs
CARER WELLBEING DAY
SPONSORSHIP PACKAGES

Major Sponsor $1,195 - SOLD OUT

As the exclusive Major Sponsor for the Carer Wellbeing Day your organisation will take pride of place in the following ways:

• Acknowledgement as the exclusive Major Sponsor on all Carer Wellbeing Day material
• Prominent signage in the main room of the event (1 x banner; sponsor to supply)
• Logo and hyperlink to your company’s website from the Carers Wellbeing Day webpage
• Signage on all catering stations as the Major Sponsor of the event
• Static table display in the main room
• Free registration (including catering)
• Logo and acknowledgement as Major Sponsor on attendee name tag
• Inclusion of one satchel insert or promotional item
• Name and/or logo mention in at least two social media posts
Wellness Room Sponsor $595 - SOLD OUT

As the Wellness Room Sponsor, delegates attending wellness activities will be exposed to your profile. Benefits include:

• Acknowledgement as the Wellness Room Sponsor on all Carers Wellbeing Day material
• Logo and hyperlink to your company’s website from the Carers Wellbeing Day webpage
• Prominent signage in the Wellness Room (1 x banner; sponsor to supply)
• Static table display in the Wellness Room
• Inclusion of one satchel insert or promotional item
• Name and/or logo mention in at least one social media post

Research indicates that the value of unpaid care in WA equates to $4.1 billion which translates into 132 million hours of care per annum. In total the valuable contribution that carers provide equates to approximately 60% of care in the community.
SCITECH FAMILY DAY
SPONSORSHIP PACKAGES

Major Sponsor $1,195 - SOLD OUT

As a Major Sponsor for the Scitech Family Day your organisation will take pride of place in the following ways:

• Acknowledgement as a Major Sponsor on all Scitech Family Day material
• Prominent signage during the event (2 x banner; sponsor to supply)
• Logo and hyperlink to your company’s website from the Carers Week webpage
• Signage on all catering stations as a Major Sponsor of the event
• Static table display in the main room
• Free registration (including catering)
• Sponsorship recognition in Facebook competition
• Name and/or logo mention in at least two social media posts

Photo Booth Sponsor $695 - SOLD OUT

As the Photo Booth Sponsor, delegates families attending the event will be exposed to your profile. Benefits include:

• Acknowledgement as the Photo Booth Sponsor on all Scitech Family Day material
• Logo inclusion on all Photo booth print-outs
• Logo and hyperlink to your company’s website from the Carers Week webpage
• Name and/or logo mention in at least one social media post
Your support is vital in helping us recognise and support the role of carers in Western Australia.

This partnership model allows you to capture the attention of family carers, people with care needs and the community sector in a variety of ways, depending on the specific needs of your business.

We understand that these needs may not necessarily fit into the prescribed sponsorship package outlined in this document, and we therefore invite you to discuss with us alternative options available to tailor a sponsorship package that best suits your organisation.

Contact the Carers WA Marketing Team to discuss how you would like to partner with Carers WA.

**Clare Cullen**  
Marketing & Communications Manager  
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E: marketing@carerswa.asn.au

Thank you for helping to make a difference for carers across Western Australia.