



Carers WA
Conference 2022
Thursday 13th & Friday 14th October



**inclusion
innovation
inspiration**
Caring in the Community



Sponsorship Prospectus

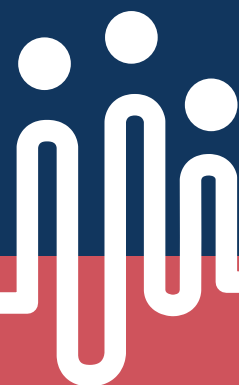


About Carers WA

Carers WA is a non-profit, community-based organisation and registered charity dedicated to improving the lives of the estimated 230,000 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 aims to enhance and support the empowerment and wellbeing of carers through a range of innovative programs and services, providing practical and emotional support. Carers WA is also the lead provider of Carer Gateway services in WA.

Our role is to work in active partnership with carers, people with care and support needs, health professionals, service providers, government and the wider community. 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.



Who are carers?

A carer is someone who provides unpaid care and support to family members and friends who are living with a disability, mental health challenge, long term health condition (including a chronic condition or terminal illness), an alcohol or other drug dependency, or who is frail aged. Carers range in age from as young as eight to people well into their nineties. Most carers provide care for a parent, partner, child or friend. Carers WA helps carers in any caring situation.



About the conference

We welcome your involvement in the Carers WA Conference, to be held at the Perth Convention and Exhibition Centre on **Thursday 13th and Friday 14th October 2022**.

The theme of the Carers WA Conference 2022 is
**'Inclusion, Innovation, Inspiration:
Caring in the Community'**.

The Carers WA Conference 2022 will acknowledge and celebrate the work of Western Australia's carers and bring together a **mixed audience of policy makers, service providers, support organisations, health professionals, and carers**, to discuss current and emerging issues, share information and ideas, and enhance partnerships and networking.

Through a range of plenary sessions, panel discussions, fireside chats and breakout sessions, the Conference will explore common issues and trends relating to, and impacting on, carers and the changing landscape of caring, with participation and

presentations from a range of community sector leaders, health professionals and of course, carers themselves. The Conference will also highlight initiatives aimed at enhancing carer health, wellbeing and resilience, reinforced by the inclusion of a Wellness Room for delegates to take a break during the Conference.

The event will launch National Carers Week 2022 in Western Australia, an awareness week which aims to recognise, acknowledge and celebrate the role of carers through a variety of events and activities.



The full conference will be presented in-person at the Perth Convention and Exhibition Centre.



For those who are unable to attend in-person, Carers WA will be offering a virtual option. Details to be confirmed closer to the event dates.

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.

The Conference will be of significant interest for all people professionally and/or personally connected to the carer role. It will attract a broad range of delegates from service providers, government authorities and policy makers, advocates, carers and people with care needs. Over 200 delegates are expected to attend either in-person or online.



Benefits of Partnership with Carers WA

Partnering with Carers WA will provide 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.

Only held every four years, the Carers WA Conference is a premier event within the community sector and provides partners unparalleled presence at the forefront of the care industry, enabling your brand and message to be amplified to meet your marketing and strategic objectives.

- 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

FAST FACTS ON CARERS WA



**Electronic
Direct Mail**

Open rate of 46%
(~3,700 subscribers)

**~8,000
Subscribers**



**Facebook
@CarersWA**

**6,021
Followers**



**Instagram
@CarersWA**

**1,077
Followers**





Package Allocations

Sponsorship packages, some of which are limited in number, will be generally allocated to those organisations who apply earliest. Allocation of sponsorship packages is at the discretion of Carers WA. Limits apply to the following packages:

- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor
- Tea Break Sponsor
- Wellness Room Sponsor
- Name Badge Sponsor
- Photo Booth Sponsor

Terms and Conditions

Carers WA will take all due care and diligence to fulfil the listed sponsorship commitments. Sponsors are responsible for providing materials where noted eg. banners, logos, promotional material and any other material. Sponsors are required to make full payment within one month of receipt of the sponsorship tax invoice. Sponsors are responsible for the security of their own equipment and materials whilst at the event. Your sponsorship selection is confirmed upon receipt of payment. Carers WA reserve the right to alter the program if required.

Cancellation Policy

Cancellations will only be accepted in writing. Cancellations received prior to 31 July 2022 will receive a 50 percent refund. Cancellations received after 31 July 2022 will not be entitled to any refund and will be liable for payment of the full amount. All payments will be refunded should the conference be cancelled or rescheduled.



Sponsorship Packages



There are a range of sponsorship options to suit all budgets and objectives. Choose from one of our exclusive gold, silver and bronze sponsorship packages, or from our diverse list of individual opportunities. All prices exclude GST.

Gold Sponsor	\$10,000
Silver Sponsor	\$7,500
Bronze Sponsor	\$5,000
Tea Break Sponsor	\$3,500
Wellness Room Sponsor	\$3,500
Keynote Speaker Sponsor	\$2,500
Name Badge Sponsor	\$2,000
Photo Booth Sponsor	\$1,000
Satchel Insert	\$500
Program Handbook Advertising - half page	\$550
Program Handbook Advertising - quarter page	\$350



Did you know?

- There are currently 2.65 million unpaid carers in Australia
- Carers provide 2.2 billion hours of unpaid care per year in Australia
- One-third of primary carers provide 40 hours or more of unpaid care per week
- Carers make up nearly 11% of Australia's population

Gold Sponsors

\$10,000 (limited to two)

One already sold to Lotterywest

As a Gold Sponsor your organisation will take pride of place as a supporter in the following ways:

- Acknowledgement as a Gold Sponsor on a variety of Carers WA 2022 Conference material.
- Verbal acknowledgment in official opening and closing of the event each day.
- Prominent signage during the Conference (2 x banner; sponsor to supply).
- Logo acknowledgement on the primary presentation holding slide.
- Logo and hyperlink to your company's website from the Conference webpage.
- Half page, full colour advertisement in the program book (sponsor to provide artwork).
- Acknowledgement in approximately 15-20 eDMs to be sent out prior to the Conference. This includes four Carers WA e-bulletins which are circulated to 8,000 subscribers.
- Feature/blog story in one of the eDMs that will be sent out prior to the Conference.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).
- Inclusion of one satchel insert or promotional item.
- Name and/or logo mention in at least two social media posts.
- Invitation to be on a panel discussion across one of the two-days.
- Advertisement to be run during morning tea break for online attendees.
- Two free registrations.



Silver Sponsors

\$7,500 (limited to two)

As a Silver Sponsor your organisation will take pride of place as a supporter in the following ways:

- Acknowledgement as a Silver Sponsor on a variety of Carers WA 2022 Conference material.
- Verbal acknowledgment in official opening and closing of the event each day.
- Logo acknowledgement on the primary presentation holding slide.
- Prominent signage during the Conference (1 x banner; sponsor to supply).
- Logo and hyperlink to your company's website from the Conference webpage.
- Quarter page, full colour advertisement in the program book (sponsor to provide artwork).
- One supporting short article in one of the eDMs that will be sent out prior to the Conference.
- Additional inclusion on four e-bulletins which are circulated to 8,000 subscribers.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).
- Inclusion of one satchel insert or promotional item.
- Name and/or logo on two social media posts at the event.
- Two free registrations.



Bronze Sponsors

\$5,000 (limited to two)

As a Bronze Sponsor your organisation will take pride of place as a supporter in the following ways:

- Acknowledgement as a Bronze Sponsor on a variety of Carers WA 2022 Conference material.
- Verbal acknowledgment in official opening and closing of the event each day.
- Logo acknowledgement on the primary presentation holding slide.
- Prominent signage during the Conference (1 x banner; sponsor to supply).
- Logo and hyperlink to your company's website from the Conference webpage.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).
- Name and/or logo mention on two social media posts at the event.
- One free registration.





Tea Break Sponsor

\$3,500 (exclusive)

As the Tea Break sponsor, delegates will be exposed to your profile during morning tea, lunch and afternoon tea breaks. Benefits include:

- Logo and acknowledgement displayed at buffet stations.
- Logo and hyperlink to your company's website from the Conference webpage.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).
- Inclusion of one satchel insert or promotional item.
- Name and/or logo mention on two social media posts at the event.
- One free registration.



Wellness Room Sponsor

\$3,500 (exclusive)

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

- Signage displayed in the Wellness Room (1 x banner; sponsor to supply).
- Logo and hyperlink to your company's website from the Conference webpage.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).
- Inclusion of one satchel insert or promotional item.
- Name and/or logo mention on two social media posts at the event.
- Additional key activations and activity to be led by the sponsor.

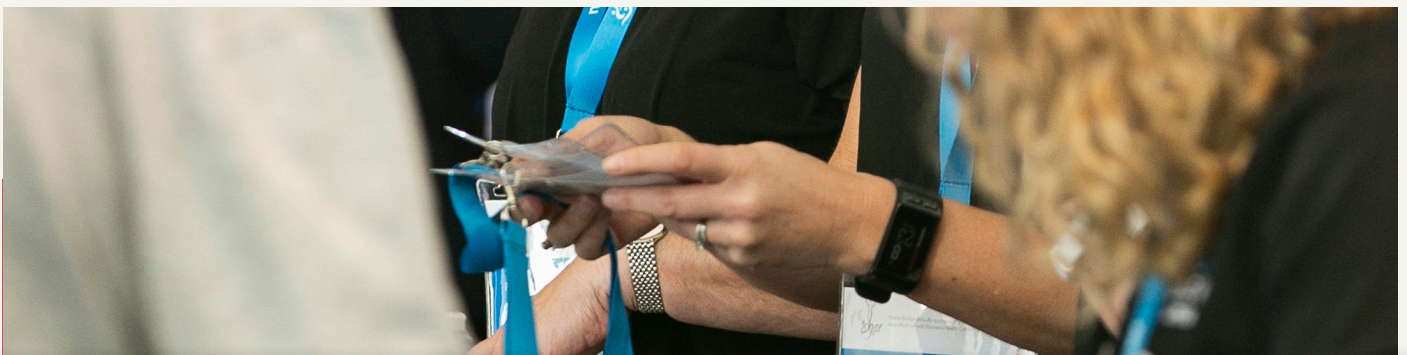


Keynote Speaker Sponsor

\$2,500 (exclusive)

As the Keynote Speaker sponsor, delegates will be exposed to your profile during the guest speaker presentations. Benefits include:

- Signage displayed on the presentation stage (1 x banner; sponsor to supply).
- Name acknowledgement during Keynote Speaker introduction by Master of Ceremonies.
- Logo and hyperlink to your company's website from the Conference webpage.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).



Name Badge Sponsor

\$2,000 (exclusive)

All delegates upon check-in at the registration desk will be provided with a delegate pack including name tag and lanyard. The name tag will be co-branded in conjunction with the Conference logo and utilised by all delegates in attendance.

- Recognition of organisation logo on the delegate name tag.
- Logo and hyperlink to your company's website from the Conference webpage.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).



Photo Booth Sponsor \$1,000 (exclusive)

- Company/Organisation logo to be on the photo booth printouts.
- Signage displayed at the photobooth (1 x banner; sponsor to supply).
- Logo and Hyperlink to your company's website from the Conference webpage.
- Logo and acknowledgement as sponsor in the program book (subject to printing deadlines).

Satchel Insert \$500

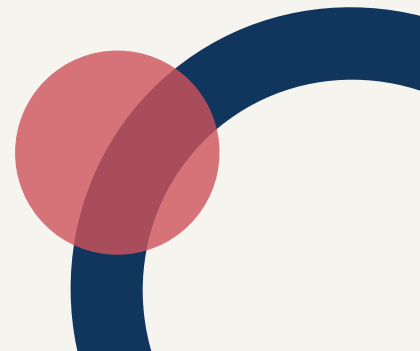
Printed advertising material or merchandise placed in delegate satchels is yet another chance for your organisation to communicate its message to delegates in a clearly targeted manner.

- One organisation flyer to be supplied by sponsor (up to A4 in size maximum 2 pages) or promotional gift to be placed in the delegate bag.

Program Handbook Advertising

Advertising in the program offers your company / organisation a prime opportunity to access delegates during and after the event. All delegates will receive a printed copy of the program handbook plus a digital copy will be available from the Carers WA website.

- Half page: \$550
- Quarter page: \$350





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Caring in the Community

Contact Carers WA

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.

Unfortunately, due to space limitations and room capacities we are unable to offer exhibition or display opportunities.

Contact us to discuss how you would like to partner with Carers WA.

Kylee Payne, Conference Officer

T: (08) 9228 7481

E: conference@carerswa.asn.au

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

Acknowledgement of Country

Carers WA acknowledges and honours the Whadjuk Noongar people as the Traditional Owners of the Noongar lands on which the Carers WA office sits. Carers WA pays respect to the Elders, past, present and emerging and to the living cultural, spiritual, family and social relationships that the Traditional Owners have to this land.

Diversity and Inclusion

Carers WA is committed to understanding, embracing and celebrating the rich and multi-dimensional experiences that shape our lives and aims to ensure that everyone who engages with the organisation feels welcome and included. Carers WA welcomes all people irrespective of ethnicity, lifestyle choice, faith, sexual orientation and gender identity.

