



# The Mental Health and Well-being Awards

*The national celebration of outstanding and inspirational  
mental health and well-being stories*

## Partnership Pack



# About the Awards

The Mental Health and Well-being Awards is a truly unique celebration of innovative and inspirational mental health and well-being stories across the UK.

Recent years have seen greater awareness of the mental health and well-being issues that face our country every day. Professionals and law makers are taking notice of these debilitating challenges that never discriminate. From celebrities and high-profile people to homeless and destitute individuals, poor mental health affects anyone.

Whilst many people recognise the importance of both mental health interventions and well-being activities there exists no opportunity to recognise those that go above and beyond or have presented a wide scale impact on either reducing the effects of mental health difficulties or acting proactively to avoid. This is why the national Mental Health and Well-being Awards exist.

With a judging panel made up of mental health professionals and practitioners, the Awards ensure that winners are selected for mental health and well-being interventions, services and people that go above and beyond the norm.

Entries to the national awards are free to enter and close in January, with results announced at a VIP awards evening in April. The categories are:

- innovative mental health intervention.
- innovative proactive well-being activity.
- long-term impact (open to reactive or proactive interventions).
- the lifestyle award (evidence of lifestyle change in a population).
- outstanding contribution to the mental health and well-being sector.
- inspirational story (categories for children and adults).

The judging panel is made up of mental health professionals, practitioners and strategic mental health leads, such as Mental Health First Aid England, the Tavistock and Portman NHS Trust and the Mental Health Tick. Biographies of the judging panel can be seen at [www.mentalhealthandwellbeingawards.com/judges/](http://www.mentalhealthandwellbeingawards.com/judges/).

To take the next step, please contact us on 02381 120010  
or email our Partnerships Officers on [info@rootofit.com](mailto:info@rootofit.com)

# About the Supporters

The Awards are hosted by The Root of It and The Mentoring School , through their good practice accreditation for mental health aware organisations, the Mental Health Tick.



These high-profile Awards are supported by celebrities and politicians throughout the UK. With household names, such as Stephen Fry, Sir Ben Ainslie, Gabby Logan and Gary Lineker, the Awards are set to be very high-profile. Sharing the spotlight with these inspirational individuals, teams and services on the night and throughout the cycle means your company has already set the highest standards and are able to demonstrate purpose-driven sustainability, good governance and an overall strong corporate social responsibility vision.

Our supporters have kindly recorded some videos to celebrate the awards (please click the image to open the video):



We offer a creative approach to our sponsors and partners that maximise brand exposure opportunities, as well as, becoming active participants in an extremely positive and productive programme.

We take a partnership approach to our sponsorship packages, complementing your existing marketing mix and elevating your caring profile above your competitors. Organisations have significant opportunities for event branding and high-profile marketing before, during and after the event and is not limited to the event itself.

Where possible, we can incorporate your services into the design and delivery of the awards throughout the annual cycle. We've outlined the partnership opportunities on the following few pages. If your organisation is interested in participating in any way, we

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## Awards Tables

**Individual seats: £260**

**Table of 10: £2200**

A seat at the awards event of the year! Set in the stunning Leonardo Tower Bridge Hotel in London on the evening of 11th September, these VIP hosted awards are set to be attended by award winners, celebrities and press. Your tickets include:

- 3 course meal
- Coffee
- Wine on the table

## VIP Tables

**Individual seats: £360**

**Table of 10: £3000**

Start the evening with a VIP drinks reception and then follow it up with a seat right in the action, with tables near the stage, VIPs have a separate drinks reception and bar area.

Only 12 tables available.

## Room Offer

**Individual room: £169**

**Double room: £189**

Enjoy a night of luxury in a Superior room at the Leonardo Tower Bridge Hotel, enjoy a delicious breakfast and relax in the spa the following day!

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# Awards Ceremony

£750

## Publicity Area

A unique opportunity to show your brand's commitment to mental health at the annual awards ceremony.

For one cost, your brand will have access to a display area in the entrance lobby and bar area of the awards ceremony on 11th September at the Tower Bridge Hotel. For maximum impact we recommend staffing this throughout the whole evening to engage with the guests.

Includes:

- A 2m by 2m area
- One table and 2 chairs (if required)
- Power
- Wifi connection
- 2 standard table seats

## VIP Publicity Area

£1,450

Your opportunity to share your brand with the VIPs attending the awards ceremony, including the celebrity hosts.

*A perfect picture opportunity for your brand!*

Set in a separate area of the hotel, the VIP area has its own entrance and separate bar. VIP guests will arrive for a pre-event drinks reception before the main room opens—a perfect opportunity for you to mingle with the guests and share your brand's message.

Package includes all of the features of the standard publicity area above, with 2 complimentary VIP table seats included.

Headline Sponsors will have a publicity area in both sections if required, included in their package.

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# Supporters

£125 a month or  
£1,300 a year

As a Supporter, not only will your logo appear on the supporters page of our website and in the Awards programme, you will be provided with a supporters' logo to use on your website and marketing literature.

Show your existing and potential clients that you are a supporter of inspirational mental health interventions.

Package includes:

- Your brand logo featured on our supporter's page
- A supporter logo for your use

All for only £125 a month, or £1,300 per year.

# Featured Supporters

£500 a month or  
£4,950 a year

As a Featured Supporter, not only will your logo prominently featured on our website, you will be a part of the official Awards programme offers your brand more than an inspirational ceremony, it offers these benefits:

- Show your existing and potential clients your support for effective mental health interventions.
- Show our visitors and the media that you believe in supporting high-quality mental health services.

More specifically, your brand will be featured throughout Mental Health and Well-being Awards materials, to include:

- Your brand featured on the front page of our website
- Your brand featured in the Awards programme
- Your brand logo featured on our supporter's page
- A supporter logo for your use

All for only £500 a month, or £4,950 per year.

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# Category Sponsorship

£35,000

As a **Category Sponsor** of the Mental Health and Well-being Awards you will benefit from many opportunities before, during and after the Awards. Sharing the spotlight with industry leaders and the 'Global Good' community by providing support to an outstanding programme offers incredible benefits for your brand. The event is set to be an extraordinary night for all involved.

## Benefits for your brand

- Unrivalled brand exposure benefits from months of weekly publicity leading up to and well after the Awards; positioning your brand at the forefront of the most influential people across the UK.
- Opportunity to associate your company with industry excellence and establish your brand as an expert leader by presenting awards to winners of your sponsored categories. Prominent exposure at the Awards provides premium networking opportunities designed to deliver future business contacts.
- Competitive advantage by promoting your company as a key supporter and influencer to existing and potential customers. Sponsorship will raise your profile as a leader in your industry.

## What you can expect throughout the programme cycle

### Before the Awards

Announced as an official Category Sponsor

Logo included on promotional materials about entering the awards and categories

Includes 1 x Award category of your choice

### During the Awards

Logo on presentation material and programme at the Awards

Company name to appear as category sponsor on trophy

Opportunity for a representative from your organisation to present the award

Photograph with category winners

### After the Event

Event photography provided for your own use

Logo and mention in category winner's press coverage

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# Headline Sponsorship

£60,000

As the **partner Headline Sponsor** of The Mental Health and Well-being Awards you can benefit from countless brand exposure opportunities before, during and after the event. As a Headline Sponsor, you'll be sharing the spotlight with the Mental Health Tick and our VIP hosts.

As the Awards gain more national attention, your brand can feature as the main external supporter of these highly-valued awards. Attracting media and public attention, these awards are guaranteed to set your brand in a good light.

## Why should you become a Headline Sponsor?

As the programme's partner sponsor, not only will your logo be on the marketing, you'll also have the opportunity to present on stage at the Awards. Becoming a Headline Sponsor of the programme offers your brand more than an inspirational ceremony, it also inherently provides:

- Unrivalled brand exposure benefits from months of weekly publicity leading up to and well after the awards ceremony.
- Positioning of your brand at the forefront of the most influential people across the UK.
- Opportunity to associate your company with industry excellence and establish your brand as an expert leader in these national awards.
- Prominent exposure at the awards ceremony provides premium networking opportunities designed to deliver future business contacts.
- Competitive advantage by promoting your company as a key supporter and influencer to existing and potential customers.
- Strengthen the position of your brand by being involved in these high-profile topical awards.

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# Headline Sponsorship

## What you can expect throughout the programme cycle as the Headline Sponsor

### Before the Event

Announced as the overall Headline sponsor

Inclusion in programme promotions throughout all communication materials "The Mental Health and Well-being Awards kindly sponsored by xxx"

Logo included on promotional materials as well as at the Awards

Full page advert in the Mental Health and Well-being Awards Programme brochure

### During the Event

A premium table in a prime location

Logo throughout all presentations before, during, and after the event

Logo included on all signage at the event

A representative from your organisation to have an opportunity to go on stage and welcome everyone to the event

Company name to appear as Headline sponsor on all presented awards

Group photograph with award winners

### After the Event

Event photography provided for your own use

Summary of all press coverage of the programme

Opportunity for news exposure as the main supporting sponsor



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[www.mentalhealthandwellbeingawards.com](http://www.mentalhealthandwellbeingawards.com)

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*Prices quoted exclude UK VAT*