2017 Sponsorship Prospectus

Western NSW Local Health District

Living Quality & Safety Health and Innovation Symposium and Gala Awards Dinner

Adapted from the artwork of Jasmine Sarin
Our Health District - Leaders in Innovation

Background
In western NSW we are committed to delivering well-organised health care as close as possible to home to support the cultural, mental, social and physical well-being of our communities. To achieve this we must foster and celebrate innovation in health care.

Our Health District is one of the most geographically large and sparsely populated in NSW with rural and remote residents facing unique challenges including social and physical isolation, distance and access to services and socio-economic disadvantage. Despite significant effort the life gap between Aboriginal and non-Aboriginal people remains unacceptable. These challenges require us to think outside of the square when designing and delivering health services. We are dedicated to harnessing new ideas, new technology and new partnerships to create a compassionate health care system that constantly and reliably provides the highest standard of care to people no matter where they live.

‘Living Well Together’ is the philosophy of our organisation that supports our commitment to the cultural, mental, social and physical well-being of our staff and our communities.

The Living Quality and Safety Health and Innovation Awards aim to celebrate and acknowledge innovation and passion in our Health District to improve the health of all people in Western NSW.

In 2017 we are taking the Awards to a new dimension. We recognise that innovation and passion should be applauded and so we have the following planned:

- Quality and Innovation focus for the whole of May 2017
- Virtual presentations of all Award submissions
- A one day Symposium giving staff the opportunity to showcase their projects through posters and presentations
- Motivational speakers and access to coaching on how to sell a winning idea or project
- A black-tie Gala Awards Dinner with a guest speaker on 18th May 2017 in Dubbo
Why Sponsor?
The three key reasons that your organisation should not miss this unique opportunity to partner with us are:

1. **Leadership** – position your business as a market leader and champion for rural health and innovation. Your commitment to supporting us will help to demonstrate your commitment to the development of new models of care, use of new technology in health and to help improve the life of the people of Western NSW.

2. **Exposure** – expose your brand repeatedly before, during and after the event to our delegates and your target market through online and social media channels.

3. **Networking** – your support will expose you to leading thinkers and innovators in health care.

**We are leading innovation in rural health care delivery through:**

**Integrated Care** – With an ageing population and a growing number of people living with chronic health conditions, people’s health needs are changing and our health system must adapt. Since 2014, NSW Health has invested $180 million into the Integrated Care Strategy to develop integrated models of care that are more holistic, patient centred and where appropriate, allow people to be cared for closer to home. Our Health District is leading the charge on this new way of looking at providing health care. Check out some of the stories at [http://www.wnswitegratedcare.com.au/](http://www.wnswitegratedcare.com.au/)

**Telehealth** – We know that taking care of your own health when living outside of big cities and towns can be a challenge for rural people. Long distances to travel to receive care, longer waiting times to see specialists as well as leaving family and friends – sometimes for extended periods of time – all add to the pressure when you’re not well. Our telehealth strategy, launched by the former NSW Minister for Health, Jillian Skinner, is helping to relieve the stress by using technology to assist patients to more easily look after their health and keep well. Check out some of the ways we are innovating new models of care with telehealth and technology at [https://wnswlhd.health.nsw.gov.au/index.php](https://wnswlhd.health.nsw.gov.au/index.php)
Flexible Sponsorship Opportunities:
We are delighted to invite your organisation to support the Living Quality & Safety Health and Innovation Symposium and Gala Awards Dinner.

You are invited to participate in the awards as a sponsor or exhibitor.

This two day event will unite up to 300 health care workers from Western NSW Local Health District. The event will commence with Research Capacity Building Workshops on May 16th and 17th in both Orange and Dubbo. The workshops will be followed by the Living Quality and Safety Health and Innovation Symposium on the 18th of May, which is new to our program in 2017. The Symposium showcases innovation from throughout our Health District and will feature award finalist presentations, quality innovation posters, trade displays and guest speakers. The event will culminate in a Gala Awards Dinner on the 18th May, 2017 in Dubbo.

There a variety of opportunities at varying levels including sponsorship of the:

**Living Quality and Safety Health and Innovation Symposium**

A. Living Quality and Safety Health and Innovation Symposium - 2 opportunities available  
B. Barista Coffee Cart Sponsor at the Symposium

**Living Quality and Safety Health and Innovation Gala Awards Dinner**

C. Sponsorship of the Gala Awards Dinner – Platinum (exclusive and with naming rights), and Gold (2 opportunities)  
D. Sponsorship of individual Award Categories – 12 in total  
E. In-kind partnerships (guest speakers, prizes, photography)
Sponsorship Opportunities for the Living Quality and Safety Health and Innovation Symposium

A. **Living Quality and Safety Health and Innovation Symposium**

There are 2 Sponsorship opportunities at $8,000 each
Each sponsor will receive the following benefits:

- Full page advertisement in the Symposium Program Booklet
- Five minute address at the Symposium to give thanks to the speakers and to promote the partnership your business has with our organisation
- Logo included on Symposium promotional materials
- Logo placement and hyperlink to company webpage on Western NSW Local Health District website and social media platforms
- Logo placement on entrants certificate of recognition

B. **Barista Coffee Cart Sponsor  $5,000**

This package includes the fixed set up costs to provide a barista and espresso machine and complimentary delegate coffees for the duration of the Symposium.

You will receive the following benefits:

- Half a page advertisement in the Symposium Program Booklet
- Barista Coffee Cart with expresso machine and barista
- Signage to the Coffee Cart (to be provided by the Sponsor)
- Table with 2 chairs to be provided next to the Coffee Cart in exhibitor / poster area for your promotional material
- Logo included on Symposium promotional materials
- Logo placement and hyperlink to company webpage on Western NSW Local Health District website and social media platforms
- Logo placement on entrants certificate of recognition
C. Living Quality and Safety Health and Innovation Gala Awards Dinner

1. **Platinum Partnership $15,000 (1 opportunity)**

   You will receive the following benefits:
   - Exclusive naming rights of the Gala Awards Dinner
   - Full page advertisement in the Gala Awards Dinner Program
   - Five minute address at the dinner to give thanks to the keynote speakers and to promote the partnership your business has with our organisation
   - Four Complimentary Tickets to the Gala Awards Dinner

   **Brand Exposure**
   - Dominant and priority positioning of company logo on promotional material
   - Video screen slide acknowledging sponsorship at the Gala Dinner
   - Logo, hyperlink to company website and 200 word company profile on Western NSW Local Health District Intranet
   - Prominent positioning of banner on stage for the Gala Awards Dinner presentations
   - Prominent branding on Symposium satchel and 2 x inserts of approved promotional material provided by the sponsor
   - Opportunity to place your 2 company banners at the entrance of the dinner venue
   - Opportunity to have a trade stall at the Symposium
   - Verbal acknowledgement as sponsor

2. **Gold Partnership $8,000 (2 opportunities)**

   You will receive the following benefits:
   - Two Complimentary Tickets to the Gala Awards Dinner
   - Half page advertisement in the Gala Awards Dinner Program

   **Brand Exposure**
   - Positioning of company logo on promotional material
   - Video screen slide acknowledging sponsorship at the Gala Awards Dinner
   - Positioning of banner on stage for the Gala Awards Dinner presentations
   - Logo, hyperlink to company website and 100 word company profile on Western NSW Local Health District Intranet
   - Opportunity to place your companies pull-up banner at the entrance of the dinner venue
   - Verbal acknowledgement as sponsor
D. Sponsorship of individual award categories (12 in total) $2,500 each

You will receive the following benefits:

- Naming rights for the Award Category

Project Award Categories include:
- Category 1: Patients as Partners
- Category 2: Integrated Health Care
- Category 3: Translational Research
- Category 4: Local Solutions
- Category 5: Preventative Health
- Category 6: Collaborative Team
- Category 8: Excellence in MPS/Rural Facilities
- Category 9: Closing the Gap in Aboriginal Health Disadvantage
- Category 10: Enhancing the Patients Experience through the Arts

Individual Category Awards include: (These awards recognise the outstanding contribution and innovation of individuals, both from our community and within our organisation).
- Category 12: Volunteer of the Year
- Category 13: Staff Member of the Year
- Category 14: Collaborative Leader of the Year

Brand Exposure

- Logo placement and hyperlink to company webpage on Western NSW Local Health District website and social media platforms
- Logo placement on category finalists certificate of recognition
- Company Name on trophy for category winner announced at the Gala Awards Dinner
- Logo placement in the Gala Awards Program

E. In-kind Partnerships

There are opportunities to partner with our organisation and gain brand exposure and the opportunity to position your organisation as a thought leader in innovation in the following ways:

- Provision of Speaker(s)
- Prizes for the Category Winners
- Photography
Securing your Sponsorship

Thank you for considering partnering with our Health District, by way of sponsoring these exciting events.

Sponsorship requests will be in accordance with the [NSW Health Sponsorship Policy PD2005_415](#).

To register your interest in partnering with us as a sponsor for the 2017 Gala Awards Dinner Living Quality & Safety Health and Innovation Quality Awards please complete the attached [Expression of Interest](#) and email to:

**Western NSW Local Health District**  
**Director Allied Health**  
[richard.cheney@health.nsw.gov.au](mailto:richard.cheney@health.nsw.gov.au)

For enquiries please phone Richard Cheney on 6369 8940

Expressions of interest should be returned by 17th March 2017.
2017 Expression of Interest to Sponsor the Western NSW Local Health District Living Quality & Safety Health and Innovation Symposium and Gala Awards Dinner.

<table>
<thead>
<tr>
<th>Contact Name &amp; Position:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Telephone:</td>
<td></td>
</tr>
<tr>
<td>Email:</td>
<td></td>
</tr>
</tbody>
</table>

Please nominate the Category/ies you are wishing to Sponsor

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Sponsorship Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>Living Quality and Safety Health and Innovation Symposium</td>
<td>$8000 (2 opportunities)</td>
</tr>
<tr>
<td>B.</td>
<td>Symposium Coffee Cart</td>
<td>$5,000</td>
</tr>
<tr>
<td>C.</td>
<td>Sponsorship of individual Award Categories</td>
<td>$2,500 each (12 opportunities)</td>
</tr>
<tr>
<td>D.</td>
<td>Sponsorship of Gala Awards Dinner</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Exclusive with Naming Rights - Platinum $15,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Gold Partnership - $8,000 (2 opportunities)</td>
<td></td>
</tr>
<tr>
<td>E.</td>
<td>In-kind partnership</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Provision of speaker(s)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Photography</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Prizes for the Category winners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Other - Please indicate your in-kind donation type:</td>
<td></td>
</tr>
</tbody>
</table>

Expressions of interest should be returned by 17th March 2017 to Director Allied Health richard.cheney@health.nsw.gov.au