



**MENTAL
HEALTH
FIRST AID®**
INTERNATIONAL

25 Years of
empowering
conversations

CELEBRATING 25 YEARS OF MENTAL HEALTH FIRST AID

INAUGURAL GALA DINNER

TUESDAY 19 AUGUST 2025

Sponsorship Prospectus

Tuesday 19 August 2025, 6:30pm - 9:30pm

The River Pavilion, South Wharf Victoria

Cocktail/Formal Attire requested

Join us in celebrating an unforgettable evening marking

25 years since a simple question:

“We have physical first aid... why not mental health first aid?”

sparked a global movement that has now equipped over 8 million people in 35 countries with the skills and confidence to support those experiencing mental health problems.

mhfa.com.au

Why Sponsor the MHFA Gala Dinner

By becoming a sponsor of the MHFA Gala Dinner, your organisation will join over 200 sector leaders, partners, and advocates in celebrating 25 years of global impact, and show your commitment to global mental health and early intervention initiatives.

Choose from 4 tiers of sponsorship:

Sponsorship Benefits	Platinum	Gold	Silver	Bronze
	\$10,000 1 available	\$7,000 3 available	\$4,000 5 available	\$1,500 10 available
Opening remarks from organisation representative	x			
Feature in MHFA article post event	x			
Acknowledgement of sponsorship in opening remarks	x	x		
Feature on MHFAI social media channels	60 second video	Still graphic	x	
Logo placement across all event materials	Premium Placement	Premium Placement	x	
Acknowledgement throughout night	x	x	x	x
Social Media promotion kit highlighting sponsorship	x	x	x	x
Branded gift pack insert provided by you	x	x	x	x
Acknowledgement on the post event impact report	x	x	x	x
Complementary tickets to the MHFA Gala Dinner	1 Table (10 seats)	6 seats*	4 seats*	2 seats*

*Additional tickets can be purchased at a reduced rate of \$269 per person.

To discuss these sponsorship options or develop a bespoke sponsorship package, please contact our communications team at:

E: communications@mhfa.com.au

P: (03) 9079 0200

Additional benefits to sponsoring and attending the Inaugural MHFA Gala Dinner

The Inaugural MHFA Gala Dinner will bring together over 200 leaders, partners, and advocates committed to transforming mental health through community-based action.

This Gala Dinner is an exceptional opportunity to showcase your brand and position your organisation as a contributor to the growth of our Aboriginal and Torres Strait Islander Mental Health First Aid - a community-led, culturally-informed program central to our strategy to prioritise the social and emotional wellbeing of Australia's First Peoples.

Showcase your brand across various platforms and engagement opportunities, including:

- Prominent logo placement across event promotion, signage and assets
- Verbal acknowledgement during the event
- Opportunity to include branded materials in guest gift bags

Upholding your organisations commitment to corporate social responsibility:

- Aligning yourself with a trusted, evidence-based global mental health brand
- Showcase your commitment to community wellbeing, equity, and inclusion.
- Be seen as part of the solution - Raise vital funds for Aboriginal and Torres Strait Islander Mental Health First Aid

Attendance, Thought Leadership and Engagement:

- All sponsors will receive exclusive tickets to the gala dinner which can be used by staff, guests or stakeholders.
- Attendees will have the opportunity to network with sector leaders, policy makers, corporate change-makers, and community champions.



About Mental Health First Aid International

Mental Health First Aid International is a global purpose-driven, not-for-profit organisation that provides mental health first aid education and training.

Established in Australia in 2000, our purpose is to provide high-quality, evidence-based, accessible mental health first aid education, guided by the voices of lived experience.

We aim to improve mental health literacy, reduce stigma, and build capacity to provide support for people experiencing mental health problems.

For almost 25 years Mental Health First Aid International's evidence-based training courses have

equipped people with the practical skills, knowledge and confidence to recognise and respond to someone experiencing a mental health problem or mental health crisis, until appropriate professional help is received, or the crisis resolves.

From a grassroots organisation established in Canberra, Mental Health First Aid has inspired an international movement:



35

countries delivering MHFA



8 million

people trained worldwide



60,000+

Instructors worldwide



1.5 million

Australians trained



3,200+

Instructors in Australia



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