One **movement.** Many **voices.**

NATIONAL MHFA SUMMIT 2026

1–2 September 2026

MENTAL HEALTH FIRST AID INTERNATIONAL

2026 Sponsorship Prospectus

National MHFA Summit and MHFA Gala Dinner

About Mental Health First Aid

Mental Health First Aid (MHFA) International is a global, purpose-driven provider of mental health first aid education, equipping people with the knowledge, skills and confidence to support someone experiencing a mental health problem or crisis.

MHFA training focuses on early intervention, helping individuals recognise and respond to the signs and symptoms of emerging or worsening mental health problems and provide initial support until appropriate professional help is received or the crisis resolves.

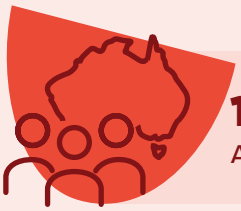
Through evidence-based courses informed by research, lived experience and clinical expertise, MHFA empowers everyday people to have safe, supportive conversations about mental health and guide others towards appropriate support pathways.

Since its development in Australia, Mental Health First Aid has grown into a global movement in more than 50 countries, strengthening mental health literacy and building community capacity to support others when it matters most.

50+ countries
delivering MHFA training

9 million
people trained worldwide

59,400+
Instructors worldwide



1.6 million
Australians trained

3,200
Instructors in Australia

70,000
Australians trained in Aboriginal and Torres Strait Islander MHFA (AMHFA)

About the events

The National MHFA Summit and MHFA Gala Dinner are two premier events bringing together the MHFA community to learn, connect and celebrate the collective impact of mental health conversations across Australia.

These events create opportunities for knowledge sharing, partnership and recognition of the people and organisations strengthening mental health literacy nationwide.

The National MHFA Summit
1–2 September 2026
7 sponsorship opportunities, starting at $1,000

Learn more about the National MHFA Summit at www.mhfa.com.au/mhfa-summit

Sponsorships available:

- Principal Sponsor $15,000
- Major Sponsor $10,000
- Community Sponsor $ 7,500
- Coffee Cart Sponsor $ 7,500
- Delegate Satchel Sponsor $ 1,000
- Session Sponsor $ 1,000
- Corporate Bursary Sponsor price varies
- Bespoke Sponsor price varies

The MHFA Gala Dinner
1 September 2026
5 sponsorship opportunities, starting at $4,000

Learn more about the MHFA Gala Dinner at www.mhfa.com.au/mhfa-gala

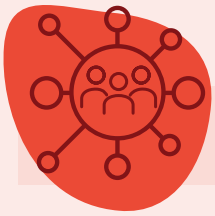
Sponsorships available:

- Principal Sponsor $15,000
- Major Sponsor $10,000
- Entertainment Sponsor $10,000
- Community Sponsor $ 7,500
- Table Sponsor $ 4,000
- Bespoke Sponsorship Opportunity price varies

Why sponsor Mental Health First Aid

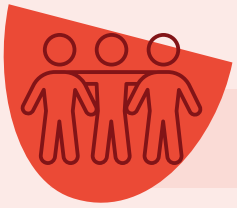
Choose a sponsorship opportunity that suits you. Organisations can choose to sponsor the Summit, the Gala Dinner or both. Each event offers its own unique experiences, opportunities and benefits.

Through sponsorship, organisations contribute to shared learning, community connection and the continued growth of mental health education nationwide.



Community impact

MHFA training empowers everyday people to support mental health and wellbeing within workplaces, schools and communities, helping reduce stigma and encourage help-seeking.



National reach

The MHFA movement spans organisations, industries and communities across Australia, bringing together a diverse audience committed to improving mental health outcomes.

Meaningful engagement

Sponsors engage with attendees in environments designed for conversation, learning and genuine connection rather than traditional promotional exposure alone.

Social responsibility

Supporting MHFA demonstrates a tangible commitment to prevention, education and community wellbeing through evidence-based mental health initiatives.

Our sponsors in 2025

LPLC Legal Practitioners' Liability Committee · Metcash · ITW · AIG · HSE Global Health | Safety | Environment Make a difference. · educaid Growing People, Impacting Communities · IMPACT CO. · Listen Up Music

Summit sponsorship opportunities

Sponsorship of the National MHFA Summit provides organisations with opportunities to connect with a national audience committed to strengthening mental health literacy and early intervention across Australia.

Tiered sponsorship levels offer varying degrees of visibility, engagement and recognition throughout the Summit experience.

Summit sponsorship tiers available

Sponsorship benefits	Principal sponsor **$15,000** 1 available	Major sponsor **$10,000** 2 available	Community sponsor **$7,500** 8 available	Session sponsor **$1,000** 3 available
Speaking opportunity at the summit opening ceremony	4 minutes	2 minutes		
Feature in MHFA post-event article	Prominent feature + logo	Mention + logo	Logo	
Acknowledgement in opening remarks	✓	✓	✓	
Acknowledgement in a breakout session				✓
Feature on MHFA social media channels	3 posts	2 posts	1 post	
Logo placement across event communications and materials	All summit communications, event program, website and select signage	Summit communications, event program and website	Summit communications and website	Summit website and event program
Exclusive branding by meal table	✓			
Social media promotional tiles to highlight sponsorship	✓	✓	✓	✓
Branded gift pack insert provided by you	✓	✓		
Complementary tickets to the Summit (Day 1)*	6 tickets	4 tickets	2 tickets	
Complementary tickets to the Gala Dinner**	6 tickets	4 tickets	2 tickets	

* Ticket allocation can be moved to or spread across the two days for Licensed Instructors
** If you are unable to use all tickets, you may wish to gift this to another individual or individuals

Additional Summit Sponsorships

Coffee Cart Sponsor

$7,500
2 available

Support one of the Summit's most social and highly visited spaces, encouraging connection and conversation.

Includes:

- Branding at coffee station
- Recognition on event website

Delegate Satchel Sponsor

$1,000
10 available

Support informal provide branded materials included in attendee satchels distributed to all delegates.

Includes:

- 1x satchel insert of your choice
- For more than 1 please enquire about a bespoke package

Corporate Bursary Sponsor

Starts at $700

Enable participation for community representatives and priority groups who may otherwise face barriers to attendance.

Includes:

- Recognition as bursary supporter
- Impact acknowledgement within event communications
- Cover the cost for at least one individual to attend the National Summit and Gala Dinner

Want to create a bespoke sponsorship opportunity?

MHFA International welcomes discussions with organisations interested in tailored sponsorship opportunities aligned with shared impact goals. Please contact us at events@mhfa.com.au to discuss options for bespoke sponsorships.

"Here's to the magical MHFA International team, the amazing Instructors, and every single First Aider out there. You are the heartbeat of this movement – proving every day that small, **caring actions make a difference.** "

– MHFA INSTRUCTOR, 2025

Gala Sponsorship Opportunities

The MHFA Gala Dinner offers sponsors the opportunity to be part of an evening recognising leadership, community impact and the collective efforts advancing mental health literacy across Australia.

Tiered sponsorship levels provide varying opportunities for visibility, recognition and guest engagement throughout the evening.

Gala sponsorship tiers available

Sponsorship benefits	Principal sponsor **$15,000** 1 available	Major sponsor **$10,000** 1 available	Community sponsor **$7,500** 8 available
Speaking opportunity at the gala dinner	4 minutes	2 minutes	
Feature in MHFA post-event article	Prominent feature + logo	Mention + logo	Logo
Acknowledgement in opening remarks	✓	✓	✓
Acknowledgement throughout night	✓		
Feature on MHFA social media channels	3 posts	2 posts	1 post
Logo placement across event communications and materials	Priority placement on all Gala communications, event program, website and select signage	Placement on all Gala communications, event program and website	Gala communications and website
Table branding highlighting sponsorship	✓	✓	
Social media promotional tiles to highlight sponsorship	✓	✓	✓
Branded gift pack insert provided by you	✓	✓	
Complementary tickets to the Gala Dinner	20 tickets (2 tables) in a premium location	10 tickets (1 table)	5 tickets

“A beautiful night celebrating 25 years of Mental Health First Aid. Beautiful people. Beautiful heart in the room. Everyone connected by the desire to **support and help others.**”

– MHFA INSTRUCTOR, 2025

Additional sponsorship opportunities

Entertainment sponsor

$10,000
1 available

Support the entertainment experience that shapes the atmosphere and celebration of the evening.

Includes:

- Recognition alongside entertainment programming
- Placement on all Gala communications, event program and website
- Event acknowledgement during performances
- Feature on MHFA social media channels (1 post)
- Social media promotional tiles to highlight sponsorship
- 5 tickets to attend Gala Dinner.

Table sponsor

$4,000
Up to 8 tables available

Host a branded table and connect with leaders, supporters and members of the MHFA community.

Includes:

- Reserved table seating with 10 seats
- Table recognition signage
- Recognition on the website

Want to create a bespoke sponsorship opportunity?

MHFA International welcomes discussions with organisations interested in tailored sponsorship opportunities aligned with shared impact goals. Please contact us at events@mhfa.com.au to discuss options for bespoke sponsorships.

Sponsorship Confirmation Form

Thank you for your interest in sponsoring the National MHFA Summit and/or Gala 2026. Please complete the details below to confirm your sponsorship or express your interest in a tailored opportunity.

Organisation Details

Organisation Name:

Primary Contact Name:

Position:

Email:

Phone:

Summit Sponsorship Selection

- ☐ Principal Sponsor — $15,000
- ☐ Major Sponsor — $10,000
- ☐ Community Sponsor — $7,500
- ☐ Coffee Cart Sponsor — $7,500
- ☐ Delegate Satchel Sponsor — $1,000
- ☐ Session Sponsor — $1,000
- ☐ Corporate Bursary Sponsor (From $700, tax deductible)
- ☐ Bespoke Sponsorship Opportunity (In collaboration)

Gala Sponsorship Selection

- ☐ Principal Sponsor — $15,000
- ☐ Major Sponsor — $10,000
- ☐ Entertainment Sponsor — $10,000
- ☐ Community Sponsor — $7,500
- ☐ Table Sponsor — $4,000
- ☐ Bespoke Sponsorship Opportunity (In collaboration)

Participation Terms and Conditions
The following terms apply to sponsorship of the National MHFA Summit and Gala Dinner.

Payment
Full payment is required within 14 days of receiving tax invoice unless otherwise agreed in writing. All prices are inclusive of GST. Sponsorship is only secured once payment is received and confirmed by the organiser in writing.

Sponsorship Eligibility
All sponsorship applications are subject to approval by Mental Health First Aid International.

The organiser reserves the right to decline or withdraw sponsorship at its discretion where an organisation, product, or service does not align with the values, mission, or reputation of Mental Health First Aid International.

Sponsorship Inclusions
Mental Health First Aid International will make reasonable efforts to deliver agreed sponsorship benefits. Where an inclusion becomes unavailable, a suitable alternative will be provided in consultation with the sponsor.

Sponsor recognition is subject to timely provision of logos and required materials.

Branding and Conduct
All sponsor materials associated with the event must align with event guidelines and may require organiser approval. Sponsorships may not be transferred or resold without prior written consent.

Sponsors agree to comply with venue requirements and reasonable directions provided by the organiser.

Changes or Cancellation
The organiser reserves the right to adjust event programming, scheduling or format if required. If circumstances beyond the organiser's control impact delivery of the event, reasonable alternative arrangements or benefits will be discussed with sponsors.

Acceptance
Confirmation of sponsorship intent indicates acceptance of these terms and conditions.

Authorised by:

Signature:

One
movement.
Many
voices.

NATIONAL MHFA SUMMIT 2026

1–2 September 2026

MENTAL HEALTH FIRST AID INTERNATIONAL

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