



Together, we can help create a life free
from mental illness

THANK YOU

Thank you for the opportunity to present this 2025 Event Sponsorship proposal. We are excited by the potential of our two brands working together to help create a life free from mental illness.

Mental health issues are growing at an alarming rate, with existing services unable to slow the growth of mental illness, this will be the biggest health challenge in our lifetime – and it has devastating impacts.

Whilst there are improvements being made, there is still a significant lack of understanding and stigma around mental health issues and major delays in providing the appropriate professional help for those impacted and how to provide that support in a working environment.

Our mission is to help create a life free from mental illness by investing in vital mental health research that impacts and changes peoples lives but we cannot do this alone! It is great pleasure we provide you with our proposal.

If you have any questions or would like to discuss any part of this proposal, please don't hesitate to contact me on 0437 790 700 or bwilliams@breakthroughfoundation.org.au

Thank you again for your consideration to partner with Breakthrough.

I look forward to hearing from you.

Kind Regards
Brooke Williams
Partnerships and Philanthropy Manager



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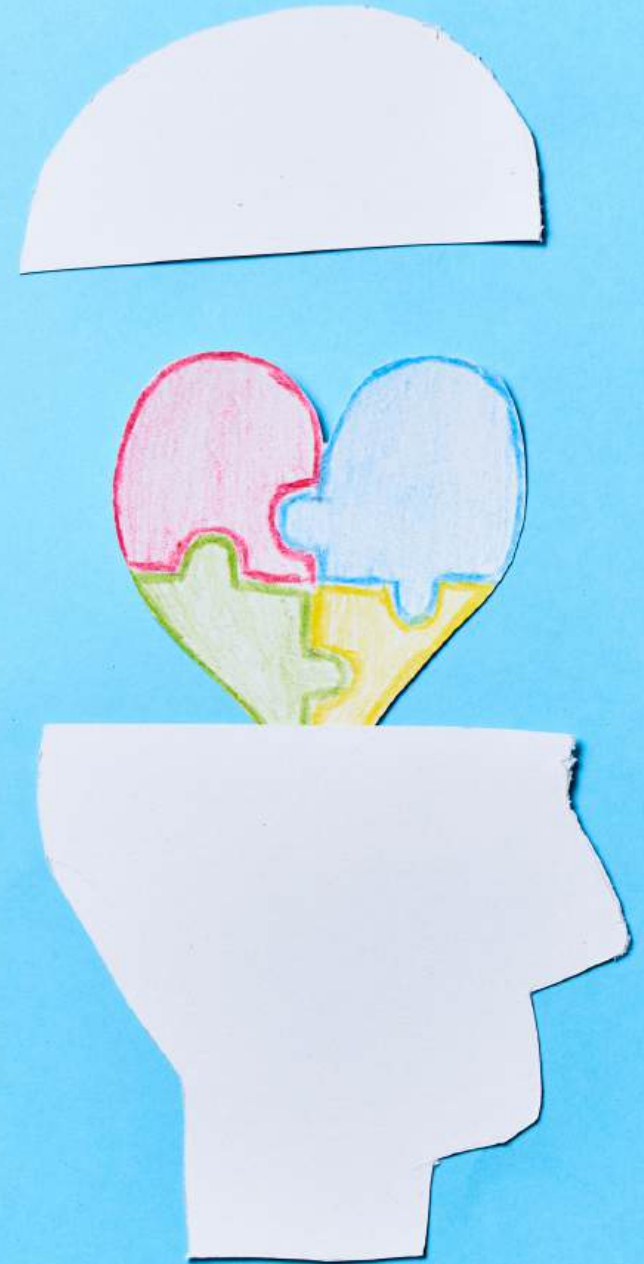
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ABOUT BREAKTHROUGH



Australia's **first and only** charity 100% dedicated to mental health research



Established 2018
Fully independent
Local presence - based in SA
National focus with partners around Australia

“Our **vision and purpose** is to help create a life free from mental illness by investing in world leading mental health research that maximises impact and changes people's lives. ”



Asking the questions: “What causes mental illness? “How can we treat it?” “How can we act faster?” and “Ultimately, **how can we prevent it from happening in the first place?**”



100% funded by our community
(No State or Federal funding)

GUIDED BY OUR VALUES



COLLABORATIVE

Solving mental health is complex. We work in collaboration with inspiring and innovative partners to be at the forefront of evidence-based change to help solve this major health challenge



CURIOUS

We are open minded, courageous and innovative in our approach. We test, pilot, learn and try new ways - acknowledging that genuine change can only happen through innovation.



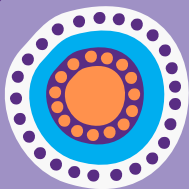
PURPOSE DRIVEN

We work with motivated, highly skilled people who support our vision, and care about driving meaningful change. It is our sense of purpose that drives us further, as we are caring, compassionate and empowering.



ACCOUNTABLE & TRANSPARENT

We are open, honest, and take responsibility for our outcomes and direction. We commit our funds in a responsible manner consistent with our constitution.



Acknowledgement of Country

Breakthrough acknowledges the Aboriginal and Torres Strait Islander peoples as the first inhabitants of this nation and the traditional custodians of the lands where we live, learn and work.



Acknowledgement of Lived Experience

Breakthrough acknowledges those with lived experiences of mental illness. We are grateful to those who are willing to share their stories, and for the opportunities to listen.

PARTNERSHIP TESTIMONIALS

“



To be able to collaborate with such a highly respected and progressive organisation like Breakthrough is something that we truly value. Coming together over the past couple of years and leveraging each others strengths has no doubt made an impact on the participants of our Camp Breakthrough program. May that long continue.

James Podsiadly
Founder & CEO

“



The Medibank Better Health Foundation has been proud to support Breakthrough Mental Health Foundation's further research into promoting improved mental health amongst young people from Aboriginal and Torres Strait Islander backgrounds via the Big Talks for Little People program. Investing in research and programs that improve the health and wellbeing of all Australians has been the heart of our partnership between Foundations

Dr. Jessica Choong
Medical Director –
Research, Policy &
Innovation

“



Lion is extremely proud to be partnering Breakthrough across a range of initiatives. Sociability is at the core of our business and to be able to support Breakthrough in a similar way to help people connect and share their stories is extremely humbling and fulfilling. We will continue to play a role in helping raise funds so that these can be invested into life changing mental health research...

Jared Shattock
National Field Sales
Director

2025 EVENTS CALENDAR

JAN

FEB

SACA 's Biggest Backyard Cricket Tournament*



MAR

Adelaide United Feature Game
Kids Mental Health*



APR

MAY

Mental Health Round in Community Sports Clubs



JUN

The Biggest Men's Meals and Mental Health Dinner



JUL

AUG

Kokoda Centurions Trek



SEP

Breakthrough's Golf Day



OCT

Women's Wellbeing Dinner



NOV

DEC

*Event not included in this document. More information available upon request

MENTAL HEALTH ROUND

Breakthrough’s Mental Health Round is an opportunity to start the mental health conversation within local sporting clubs. Sporting clubs are trusted voices in their communities and are an ideal vehicle to drive the message about mental health awareness and the need for research to help create a life free from mental illness.

The Mental Health Round receives significant community engagement, with over 200 clubs on average taking part each year. This presents large engagement opportunity for your organisation.

Find out more about the Mental Health Round [here](#)

SPONSORSHIP PACKAGES

	\$15,000	\$5,000
Top tier logo positioning	✓	
Second tier logo positioning		✓
Introductions to participating league contacts	✓	
Your logo on the “5-signs” poster	✓	✓
Inclusions in Mental Health Round promotional video	✓	✓
Logo displayed on community round website	✓	✓
Dedicated social media post about your partnership	✓	✓
Inclusion in Breakthrough’s annual newsletter	✓	✓
Banner ad in mental health round email communication	3	1

The Community Round is supported by: All local Football leagues, SACA, Hockey SA, Netball SA, Baseball SA, Lawn Bowls, Football SA, SAASL, Rugby SA, Tennis SA, and Adelaide Roller Derby.





BIGGEST MEN'S MEALS AND MENTAL HEALTH EVENT



Friday 13 June 2024



Adelaide Oval



600+ attendees

We lose 9 lives every day to suicide in Australia. 75% of those lives lost are men.

Breakthrough invites you to join us for the highly anticipated return of the sold-out **"Biggest Men's Meals and Mental Health Dinner."** This inspiring evening will focus on exploring vulnerability, building essential skills, and breaking the stigma surrounding men's mental health. Enjoy thought-provoking discussions with high-profile guest speakers sharing powerful lived experience stories, engaging entertainment, and the opportunity to support vital mental health research projects.

This event will attract a lot of media attention with huge exposure potential for your brand.

SPONSORSHIP PACKAGES

	\$30k	\$20k	\$12k	\$5k
"Platinum" partnership rights of the event	✓			
Speaking or video opportunity	✓			
Activation at the event	✓	✓		
Tables to the event (9 guests)	2	2	1	1
Branding on digital assets (social media, edm's, articles)	✓			
Social media acknowledgement	✓	✓	✓	✓
Opportunity for gift for all attendees	✓	✓	✓	
Logo acknowledgement on slides	✓	✓	✓	✓
Branding on Adelaide Oval LED signage	✓	✓	✓	
Logo on menu	✓	✓	✓	✓
MC acknowledgement	✓	✓	✓	✓
Logo on media wall	✓	✓	✓	
Acknowledgement in Breakthrough's annual newsletter	✓	✓		
VIP Table allocation	✓	✓		

KOKODA CENTURIONS TREKKING FOR MEN'S HEALTH



22nd - 31st August 2025



Kokoda Trail, PNG



100 Trekkers

Motivated by the heartbreaking rates of male suicide and gender-based violence, this August 100 passionate change makers will walk the Kokoda Trail in a life changing experience with a goal to raise \$100,000.

Our mission is driven by the urgent and ongoing need to combat male suicide and gender-based violence.

Join us on the Trek for this bucket list experience, or talk to us about bespoke sponsorship. More information available below.



BREAKTHROUGH'S GOLF DAY



Friday, 5 September 2024



Kooyonga Golf Club



\$2100 for a team of 4, day catering, 3 course dinner with beverage package, carts included

Major Sponsor

JAMES
THREDGOLD
JEWELLER

You're invited to partner with us for the previously sold out Breakthrough Golf Day. Thanks to major sponsor **James Thredgold Jeweller**, we're once again taking over the illustrious Kooyonga Golf Club for a day of connection, fun, and of course raising vital funds for mental health.

SPONSORSHIP PACKAGES

	\$3,600	\$1,500
Team of 4 including food, and beverages throughout the day	✓	
3 course dinner and drinks package	✓	
Signage on hole displaying company logo	✓	✓
Opportunity to activate a hole (approvals required)	✓	✓
Logo featured on event day collateral	✓	✓
Logo in event dinner booklet	✓	✓
Logo featured in event edm	✓	✓
Logo featured on event booking page	✓	✓
Logo featured on event promotion on social media	✓	✓
Logo on slides	✓	✓
MC acknowledgement	✓	✓





WOMEN'S WELLBEING DINNER



3 October 2025



EOS Ballroom



300+ attendees

Join us for an evening of connection and belonging. This empowering gathering will feature expert insights, inspiring stories, and practical tools to support mental health and wellbeing. Together, we're driving change and creating brighter futures for women in our community

We are seeking in-kind sponsors and donations to support our fundraising efforts for this event.

MENTAL HEALTH TRAINING PROGRAM

By investing in your team and upskilling your people, your organisation is also funding life changing research projects with Breakthrough. All proceeds from our training are reinvested into the foundation to have a lasting impact.

Available Mental Health Training Services



Awareness Session

45 - 60 minutes

\$1,500 + GST

Unlimited Participants

Topics Covered:

- What is mental illness
- understanding of depression, anxiety, substance abuse
- The 5 signs of mental distress
- The mental health conversation
- Managing our own wellbeing



Mental Health First Aid

2 Full Days face-to-face
Hybrid and online versions
also available

\$300 + GST / pp

15 - 20 Participants

Topics Covered:

- How to recognise the signs of a crisis
- How to deliver first aid
- Covering topics of depression, suicidality, panic attacks, anxiety, psychosis, substance abuse disorder and aggressive behaviours.
- 3 year accreditation



TESTIMONIALS

"A very interesting course that provides the participants with the confidence and tools to handle situations involving mental health. It opened up my eyes to past and present and highlighted ways that I may have been able to handle this better but also how I can handle this moving forward"

"The instructor was incredibly engaging both personable and professional throughout and approachable. From the start she created a very safe, welcoming environment encouraging group participation and questions. I appreciate her sharing her story"

*Recent data shows the ROI for mental health programs is \$1 : \$2.60 return.

OTHER OPPORTUNITIES



Fundraising Support

If you're in a position to, we would appreciate the donation of items or experiences for our various fundraising events throughout the year. Experiences, services, and premium products are used for live and silent auctions at our events throughout the year.



Direct Collect

Tick sustainability goals while fundraising for Breakthrough at no cost with Direct Collect - a recycling pick-up service based in SA. Organisations and individuals can now support Breakthrough with your 10c deposit containers. Better yet, Direct Collect will do all the hassle of pick up and processing directly from your address. Available at commercial and residential properties. [Find out more](#)



Staff Engagement

We encourage engagement from all staff of our corporate partners to increase morale and create a deeply engrained partnership. This could be through volunteering at Breakthrough events, hosting internal fundraisers, establishing a workplace giving program, or staff hosting their own fundraiser. Contact us for more ideas to get involved or [visit the community hub](#)



Together, we can help create a life free from mental illness

Brooke Williams

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