



MEN'S MEALS AND MENTAL HEALTH DINNER

OVERCOMING ADVERSITY



Adelaide Oval | Thursday, 18 June 2026

SPONSORSHIP PACKAGES

ABOUT BREAKTHROUGH



Founded to help create a life free from mental illness.



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

“ We will create a life free from mental illness by investing in ground-breaking research, connecting communities, and empowering people with education to create lasting change. ”

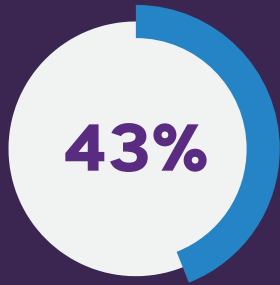


Research to help answer the questions: “What causes mental illness? “How can we treat it?” “How can we act faster?” and ultimately “How can we prevent it from happening in the first place?”



Proudly funded by our community

WHY MEN'S MENTAL HEALTH?



43% OF MEN WILL EXPERIENCE A MENTAL ILLNESS IN THEIR LIFE ¹



A QUARTER OF MEN SAY THEY WOULD NOT SEEK HELP FROM ANYONE IF THEY WERE STRUGGLING ²



7 OF THE 9 LIVES LOST TO SUICIDE EVERY DAY IN AUSTRALIA ARE MEN ³

Men aged 18-44 are the most at-risk group for taking their own lives. In fact, men account for 75% of all lives lost to suicide. Men can often be scared to admit that they are not okay for fear of being judged, considered weak, or a burden on their family and friends – even though that is simply untrue.

Our community program “Men’s Meals and Mental Health” was created to bring men together to break down the stigma, discrimination, myths and understanding in a safe and supportive environment.

That’s why, this June, Breakthrough will be hosting the return of the sell out “Men’s Meals and Mental Health Dinner” at the Adelaide Oval to allow more men to normalise the mental health conversation, and help fund vital research into suicide prevention.

¹ Australian Institute for Health and Welfare (2023)

² Australian Institute for Family Studies, Ten to Men (2020)

³ Australian Bureau of Statistics (2022)



ABOUT THE EVENT



Thursday, 18 June 2025



Adelaide Oval



500+ attendees

Breakthrough invites you to join us for the highly anticipated return of the sold-out **"Men's Meals and Mental Health Dinner."** This inspiring evening will focus on exploring vulnerability, how we overcome adversity, 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.

6:00PM ORDER OF EVENTS

- Arrival and connection
- Interviews with high profile guest speakers
- Skills building session
- Interactive activity
- Entertainment
- Live auction raising funds for suicide prevention fellowship
- Live music and conversation

11:00PM

BENEFITS OF ATTENDING

- ✓ Bring men together over a 3 course meal in a safe environment to normalise the mental health conversation
- ✓ Share experiences to promote connection and belonging
- ✓ Break down stigma
- ✓ Develop first-level skills to be aware of our own wellbeing and the steps to support and how to start a supportive mental health conversation with family, friends and colleagues

HOW IT WILL WORK



Purchase a table with 9 seats. The 9 seats signify the 9 lives we lose to suicide every day in Australia. You will be nominated as your table captain.



Fill your table. As a table captain, we ask you to start to normalise the mental health conversation and invite your 8 friends. Explain why this event is important to you, and why it's an important cause to support.



Each table will have a fundraising page. Using your collective networks on social media, friends and family, and your workplaces, start spreading the word and collect donations for your team. Prizes will be awarded to the highest fundraising tables on the night.



Enjoy the night. Hear from incredible guest speakers, learn new skills, and participate in moving group activities. Once in a lifetime experiences and items will be up for grabs during the live auction.



Help us fund a new ground-breaking research position. With a fundraising target of \$350,000, we will continue to fund the newly established fellowship for suicide prevention specialising in men's mental health.



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We invite you to be a part of history as we raise vital funds to invest into a fellowship for suicide prevention specialising in men’s mental health. Join us to be part of the solution, and in return you will receive fantastic exposure in the lead up to this event and directly to over 500 influential South Australian leaders in the room on the night.

This event will attract significant media attention offering massive exposure for your brand.

BENEFITS

	\$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 social media assets and blog articles	✓			
Branding on edm’s	✓	✓	✓	✓
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	✓	✓		

2025 EVENT IMPACT

South Australia's
LARGEST
Men's Mental Health Event



\$165,000
FUNDS RAISED

648
Attendees

85%
Male

6 days
Event sold out

Social Views on the Night

Facebook 5.4K views (+159%), Reach 583
Instagram 8.5K views (+498%), Reach 972

Increase Metrics through June

Facebook 54.4K views (+274.5%), 16.1K Reach (162%)
Instagram 36K views (+161%), 12.3K Reach (95.1%)

Media Reach

- Digital features x 10
- Print media features x 3
- TV feature x 1
- Radio interviews x 6

breakthroughmhr 18w
When 648 people come together to share vulnerability, incredible things happen. Connection is formed. Community is engaged. Healing begins. A movement is sparked. The legacy of this event has been powerful, and we want to take this energy across our nation, starting with Melbourne next year and widen our reach to the many 1000's of men who are silently suffering. Break the stigma. Talk to a mate. Check in on others. Keep showing up. Keep spreading the word. No one has to go through this alone. #breakthroughmhr #mensmentalhealth

Breakthrough Mental Health Research June 18
We did it! 🎉 Breakthrough's Biggest Men's Meals and Mental Health Dinner was a sold-out success, with 648 people attending. It was a night of listening, connecting, and courageous vulnerability.... See more

breakthroughmhr 19w
A photo says a thousand words... and we have so many to share. This image shows 244 chairs, representing the lives lost to suicide in South Australia in 2024. Our mission is to bring that number down. Our second Biggest Men's Meals and Mental Health Dinner at Adelaide Oval last week was another huge success, with 648 attendees and over \$150,000 raised.

CONFIRMATION

CONTACT DETAILS

Name:

Company:

Address:

Email:

Phone:

SPONSORSHIP TYPE

(Please tick one)

- Platinum** (\$30,000)
- Gold** (\$20,000)
- Silver** (\$12,000)
- Bronze** (\$5,000)

I confirm on behalf of _____ acceptance of partnership terms as provided in the proposal to be delivered in the agreed time frames.

In return they will deliver the partnership components and deliverables as outlined in the proposal or the agreed provision subsequently negotiated.

Signature:

Name:

Position:

Date:

Please email signed agreement to bdew@breakthroughfoundation.org.au. Once we receive your agreement we will be in touch regarding the details of your partnership.

By Signing this agreement, you agree to Breakthrough's Privacy Policy and Refund Policy.

WHAT NOW?

Ticket sales are now live and selling fast

\$210pp
\$1800 per table



or head to
www.breakthroughfoundation.org.au
to secure your seat at this historic event

Please contact us for any questions

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