



BREAKTHROUGH MENTAL HEALTH DINNER

One Conversation Can Create Ripples of Lasting Change

16 October 2026

Melbourne Cricket Ground (MCG)

SPONSORSHIP PACK



ABOUT BREAKTHROUGH



Founded to help create a life free from mental illness.



Established 2018

Fully Independent

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.”

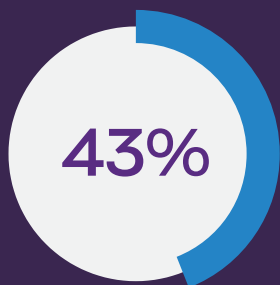


Asking the questions: “What causes mental illness?” “How can we treat it?” “How can we act faster?” and “Ultimately, how can we prevent it from happening in the first place?”



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

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, in October 2026, Breakthrough will be hosting the Breakthrough Mental Health Dinner event at the Melbourne Cricket Ground (MCG) 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)



HOSTED BY HAMISH MCLACHLAN
BROADCASTER AND MENTAL HEALTH ADVOCATE

ABOUT THE EVENT



Friday 16th October
2026



MCG-Melbourne



400+ attendees

We're hosting the Breakthrough Mental Health Dinner at the iconic MCG to open up the conversation, build skills and connection, while raising vital funds to invest in research into suicide prevention and early intervention, turning awareness into tangible, lasting impact.

ORDER OF EVENTS

6:00PM

Arrival and connection

Panel interview with high profile guest speakers

Skills building session

"Step-to-the-line" interactive activity

Magic Mike (Not a stripper) uses the power of magic to tell his mental health story

Live auction raising funds for suicide prevention fellowship

Live music and conversation

11:00PM

BENEFITS OF ATTENDING

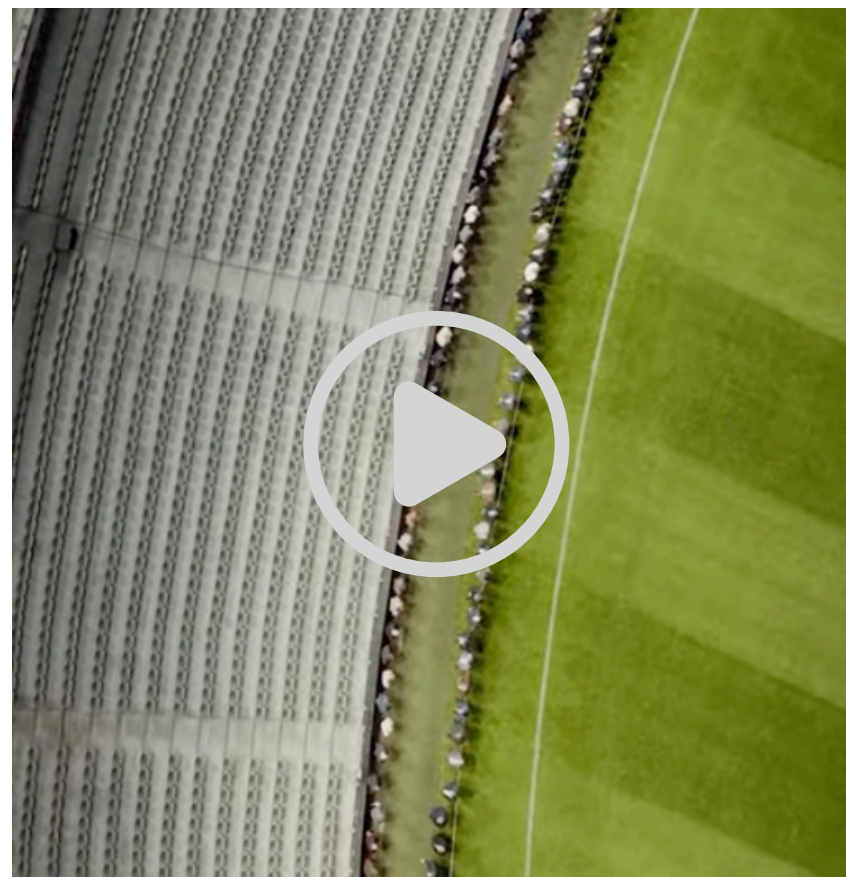
- ✓ Bring people together over a 3 course meal in a safe environment to normalise the mental health conversation
- ✓ Share experiences to promote connection and belonging
- ✓ Break down stigma
- ✓ Develop first-level skills to be aware of our own wellbeing and the steps to support and how to start a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

EVENT HISTORY

WATCH 2025 HIGHLIGHT VIDEO



WATCH STEP-TO-THE-LINE VIDEO



HOW IT WILL WORK



Choose your level of sponsorship and receive a table(s) with 10 seats. 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 9 guests. 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 \$500,000, to invest in critical research projects that change the way we understand, prevent and treat mental illness.



PARTNER WITH US



Friday 16th October
2026



MCG; Melbourne



400+ attendees

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 300 influential Australian leaders in the room on the night.

This event will attract significant national media attention offering massive exposure for your brand. Don't miss out. Spaces are limited and selling fast.

SPONSORSHIP PACKAGES

	\$40k	\$25k	\$15k
Activation at the event	✓		
Tables to the event (10 guests)	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 MCG LED signage	✓	✓	
Logo on dinner booklet	✓	✓	✓
Half Page story or ad in booklet		✓	
Full Page story or ad in booklet	✓		
MC acknowledgement of sponsorship	✓	✓	✓
Logo on media wall	✓	✓	
Acknowledgement in Breakthrough's annual newsletter	✓		
Private meet and greet for your table with guest speakers	✓		

CONTINUED....

Each package includes a
\$5k tax deductible donation

RIPPLE EFFECT PRESENTING PARTNER - ONE ONLY

An exclusive partnership for one organisation ready to lead change. The **Ripple Effect Presenting Partner** is an exclusive, one-only opportunity for an organisation to stand at the centre of Breakthrough's Mental Health Dinner, recognised not just for supporting the event, but for starting the ripple effect. **Extremely limited. One only available. \$50,000 investment.**

WHAT RIPPLE EFFECT PRESENTING PARTNERSHIP COULD LOOK LIKE



PRESENTING PARTNER

- All benefits of the Platinum Sponsorship
- Exclusive "presenting partner" rights of the event in promotion, at the event, and post-event comms.
- Priority MC acknowledgement as the Ripple Effect presenting partner



LEAD THE CONVERSATION

- Speaking opportunity or video shown on the night
- Curated 2 episode podcast series with Hamish McLachlan, presenting your brand as a leader in mens mental health
- Media opportunities with radio or news as secured by our PR agency.



CREATE A LASTING RIPPLE

- Symbolic in-room activation aligned to ripple effect theme
- Personalised post event ESG and impact report.
- Legacy association with the event as the "founding Ripple Effect Partner"
- First right of consideration for future flagship Breakthrough events

This opportunity is extremely limited to one presenting partner.

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

Media Reach

- Digital x 10
- Print x 3
- TV x 1
- Radio x 6

FIVEAA
Always Adelaide

**Radio
ADELAIDE**

**7
NEWS**

IN DAILY

The Advertiser

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%)



CONFIRMATION

CONTACT DETAILS

Name:

Company:

Address:

Email:

Phone:

SPONSORSHIP TYPE

(Please tick one)

- ☐ **Presenting Ripple Effect Partner** (\$50,000)
- ☐ **Platinum** (\$40,000)
- ☐ **Gold** (\$25,000)
- ☐ **Silver** (\$15,000)

Each package includes a \$5k tax deductible donation

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 events@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.



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

Magda Pearce

Partnerships and Events Specialist

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John Mannion

Chief Executive Officer

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**WATCH 2025
EVENT VIDEO**

