



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?”

WHY ARE WE HOSTING A MENTAL HEALTH DINNER?



**43% OF ADULTS WILL
EXPERIENCE A MENTAL
ILLNESS IN THEIR LIFE**



**OVER 60% OF CURRENT CLINICAL
MENTAL HEALTH INTERVENTIONS HAVE
NO PROVEN EFFECTIVENESS**



**9 LIVES LOST TO SUICIDE EVERY
DAY IN AUSTRALIA**

The Breakthrough Mental Health Dinner is a flagship event during International Mental Health Month, inspired by Breakthrough's renowned and sell-out annual Adelaide Men's Mental Health Dinner. It will unite business leaders, philanthropists, and change makers at the iconic MCG to turn the tide on mental ill-health.

Through powerful lived experience stories and interactive moments, guests will see how conversation, connection and community can create a ripple effect of change for men, their families and communities across Australia.

Every day, nine Australians die by suicide. Seven of them are men. Each life lost leaves behind a ripple of pain that touches an average of 134 people. That's families, friends, colleagues, teammates experiencing a devastating ripple effect. But what if we could create a different ripple? One conversation can create ripples of lasting change.

YOUR FUNDRAISING TURNS POSSIBILITY INTO PROGRESS

Research. Proven programs. Earlier intervention.
Practical tools. Stronger communities. Lives change.

Every fundraiser creates a ripple. Every dollar helps move mental health research from an idea to an outcome people can see, share and feel. What ripple will your organisation create?

DBT EQUIPPING YOUNG PEOPLE WITH LIFE LONG COPING SKILLS

Fundraising helped establish a 24-week Dialectical Behaviour Therapy for Adolescents (DBT-A) program for young people experiencing severe emotional distress, self-harm or suicidal thoughts. Young people and their families learn practical skills to manage overwhelming emotions, cope with difficult situations and strengthen relationships. 75% of families complete the program, with participants reporting improved mental health, quality of life and family functioning. Its success has led to ongoing delivery through South Australia's public youth mental health service and a new graduate program.

PROFESSOR BRIDIANNE O'DEA

Fundraising helped establish Professor Bridianne O'Dea as the Little Heroes Professor in Child and Adolescent Mental Health at Flinders University. Her research uses digital technology to prevent, identify and treat mental health challenges in young people. By designing support that is engaging, effective and scalable, her work aims to reach young people earlier—wherever they live and whatever barriers they face. This investment is building long-term research capability and a healthier future for Australian children.

Together, we can fund the next breakthrough.

YOUR FUNDRAISING TURNS POSSIBILITY INTO PROGRESS

AHEAD OF THE GAME

Created by Movember with the AFL, this free program uses community sport to strengthen the mental fitness of players aged 12-18. Young people, parents, coaches and volunteers learn to recognise challenges, start supportive conversations, build resilience and seek help early, right where young people already feel they belong.

Breakthrough have delivered over 40 free Ahead of the Game sessions.

BIG TALKS FOR LITTLE PEOPLE

This early-intervention program, funded at Flinders University, gives primary school children the language and skills to understand emotions, build resilience and care for their mental health. Early trials recorded a 25% reduction in reported bullying. **Now used in nearly 300 schools, the program is expanding into regional communities, Indigenous settings and community sport. The program has now been adopted in China, Turkey and Greece.**

HOLLY'S SECRET GARDEN

In honour of his beloved wife, James Thredgold hosted the Holly Thredgold's garden fundraiser. This event funded a three-year perinatal mental health research position for Alexandra May at Flinders University. **The research delivered three papers and contributed to a new postnatal mental health assistance tool, creating practical support for parents and families.**

MEN'S MEALS & MENTAL HEALTH

Our 2024, 2025 and 2026 Men's Meals and Mental dinners at the Adelaide Oval, created safe spaces for men to connect, challenge stigma and learn practical help-seeking skills. These sold out events, with over 600 attending, **funded a research position for Dr Ian Zajac, as Breakthrough Research Fellowship in Suicide Prevention at Flinders University, advancing new strategies to prevent male suicide. This was jointly funded with Prevention Health SA.**

THE IMPACT OF MENTAL HEALTH TRAINING



20 Mental Health Awareness Sessions

600 Participants Attended



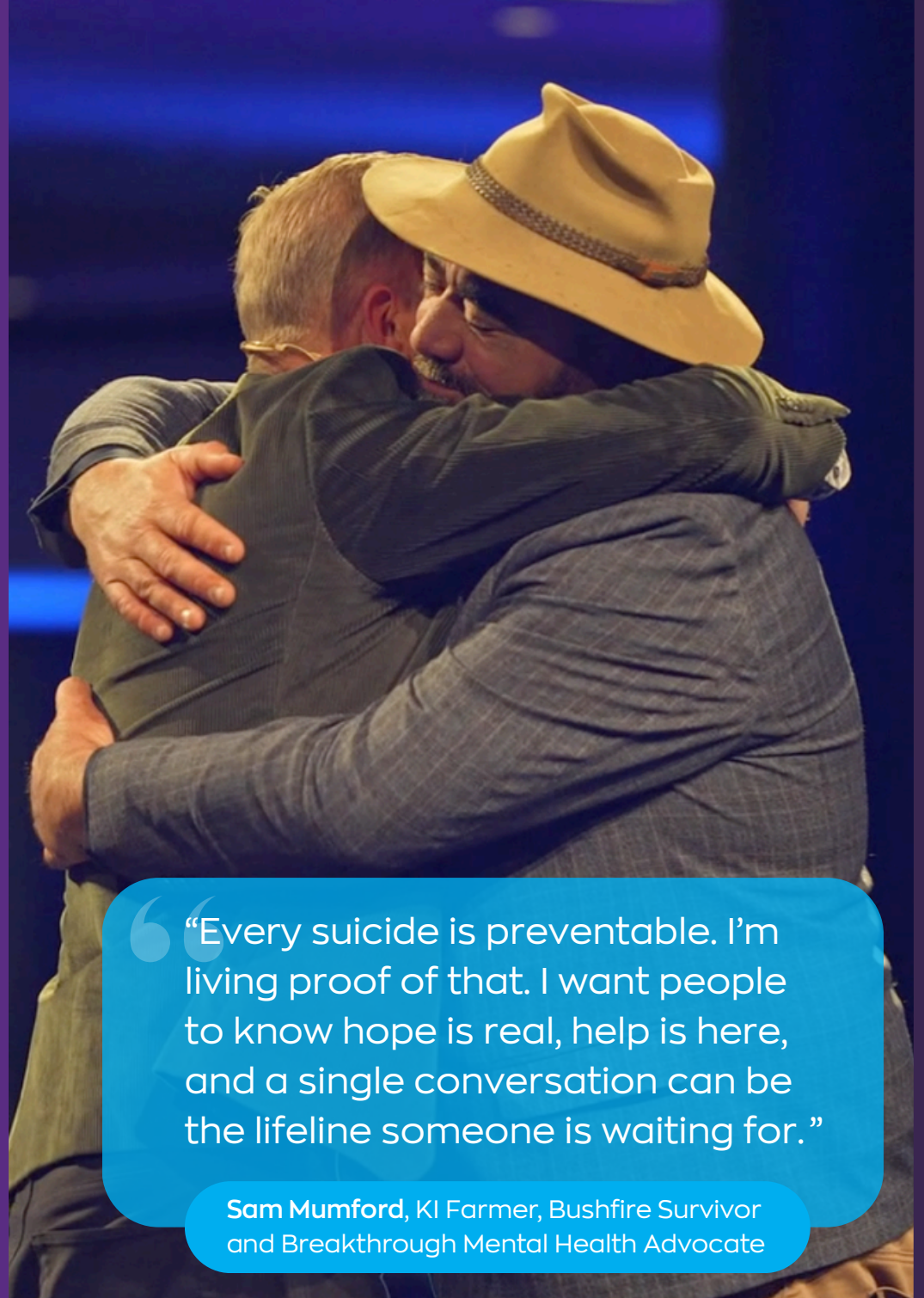
12 Community Mental Health Events

900 Participants Attended



50 Mental Health Sessions

710 Participants Attended



“Every suicide is preventable. I’m living proof of that. I want people to know hope is real, help is here, and a single conversation can be the lifeline someone is waiting for.”

Sam Mumford, KI Farmer, Bushfire Survivor and Breakthrough Mental Health Advocate



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

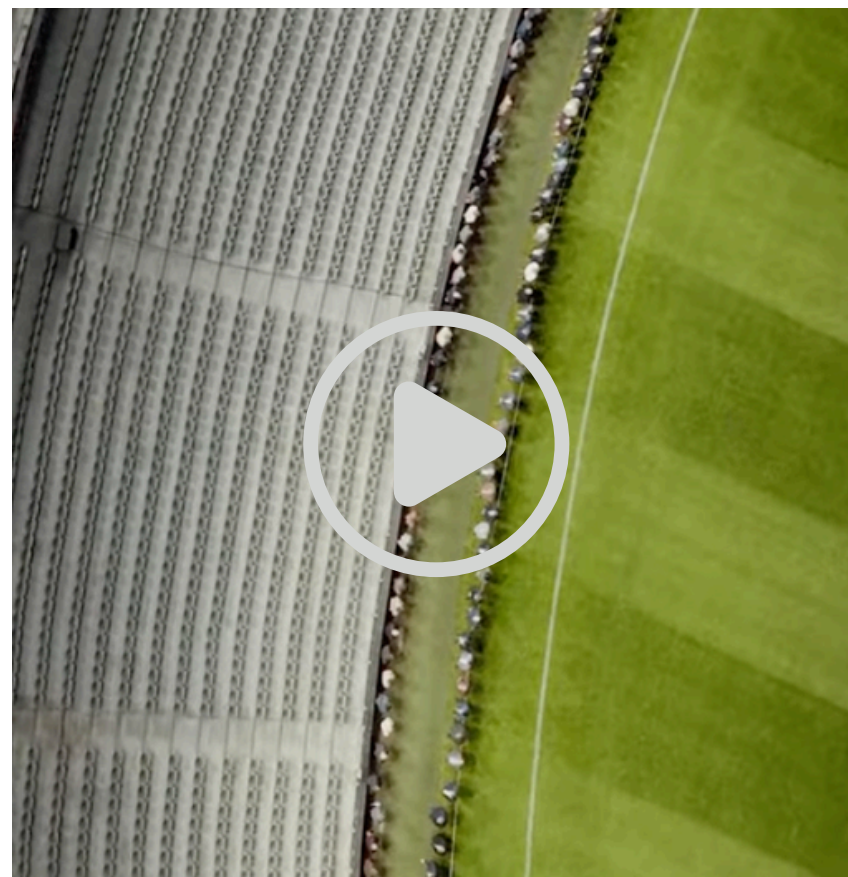
- ✓ Bring people together over a 3 course meal in a safe environment to normalise the mental health conversation
- ✓ Share experiences to promote connection and belonging
- ✓ Break down stigma
- ✓ Develop first-level skills to be aware of our own wellbeing and the steps to support and how to start a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



You can support us before and on the night through live auctions, donations, pledges and sponsorships. Please give generously and inspire guests to do the same. Before the event, reach out to friends, family, colleagues and your networks to spread the word and raise vital funds for mental health research.



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 new ground-breaking research, with a fundraising goal 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 research and programs that support suicide prevention and early intervention. Turning intervention into tangible lasting impact.

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 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....

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. **One package only. \$50,000 investment.**

BESPOKE OPPORTUNITY TO USE THE RIPPLE EFFECT FOR YOUR BRAND



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 limited to one presenting partner.

2025 EVENT IMPACT

South Australia's
LARGEST
Men's Mental Health Event

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)

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

REGISTER NOW

Magda Pearce

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**WATCH 2025
EVENT VIDEO**



REGISTER HERE

