

CELEBRATING
30
YEARS

QUEENSLAND
MENTAL HEALTH AWARDS

2026



SPONSORSHIP PROSPECTUS



Queensland
Mental Health
Week 2026

Build Community, Build Wellbeing

PART OF **vertaview** group

openminds™

Enabling Positive Futures

ABOUT THE AWARDS

Why Sponsor the Queensland Mental Health Awards?

The Queensland Mental Health Awards celebrate the remarkable contributions of individuals, groups and organisations across the state who are creating positive change in mental health and wellbeing. Held as part of Queensland Mental Health Week, the Awards recognise those working to reduce stigma, support recovery and build inclusive, connected communities for people living with mental illness.

The Awards will be proudly presented by Open Minds at a special breakfast in the iconic Brisbane City Hall Auditorium on Friday, 9 October 2026.

Expected Attendance and Audience

As a premier Queensland Mental Health Week event, the Awards attract over 200 industry and community sector leaders from across the state including mental health professionals, service providers, advocates and policymakers.

How your Sponsorship helps

Your sponsorship plays a vital role in recognising the individuals, groups, and organisations doing the important work to support mental health across Queensland. It helps grow the reach and impact of the Awards each year, amplifying stories that reduce stigma, celebrate lived experience and showcase innovation in mental health and wellbeing. Together, we shine a light on those creating real change in our communities whilst contributing to reducing social stigma around mental health. The Awards continue to grow each year through new categories and sponsors.



SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities are now available for organisations and individuals to partner with Open Minds for the 2026 Queensland Mental Health Awards.

Major Sponsor [SOLD] \$10,000 ex. GST

As the exclusive Major Sponsor of the Queensland Mental Health Awards, your organisation will be prominently recognised. This high-level sponsorship positions your brand at the forefront of the Awards, reflecting your leadership and commitment to mental health and social inclusion across Queensland. Your support includes significant exposure through printed materials, digital campaigns, verbal acknowledgment by the MC, on-screen logo placement and eight complimentary tickets to the Awards breakfast. As the Major Sponsor, you will also have the opportunity to support presentation of all Award categories. This sponsorship is ideal for organisations seeking maximum visibility and association with one of Queensland's most respected mental health events.

Award Category Sponsor [7 OPPORTUNITIES AVAILABLE] \$3,590 ex. GST EACH

Category Sponsorship allows your organisation to meaningfully align with a specific area of impact within the Queensland Mental Health Awards. As the exclusive sponsor of a category, your brand will be recognised across all related materials and a representative from your organisation will be invited on stage to present the award. This is an opportunity not just for visibility, but to truly recognise and interact with the individuals, teams, and organisations making a real difference in Queensland's mental health. With four complimentary tickets and prominent exposure before and during the event, Award Category Sponsorship offers a powerful way to connect your values with action. There are 11 categories being awarded in 2026.

MC Sponsor [1 OPPORTUNITY AVAILABLE] \$3,390 ex. GST

Align your organisation with the voice of the Queensland Mental Health Awards Breakfast as the exclusive MC Sponsor. Your brand will be recognised throughout the event and featured prominently during MC-led proceedings, providing valuable visibility among leaders, advocates, professionals and community members. This high-profile sponsorship demonstrates your commitment to supporting positive mental health outcomes while aligning your organisation with one of Queensland's premier mental health recognition events.

Entertainment Sponsor [1 OPPORTUNITY AVAILABLE] \$3,390 ex. GST

The Entertainment Sponsor will be exclusively aligned with one of the most uplifting moments of the Awards ceremony. As this year's Entertainment Sponsor, your organisation will be acknowledged by the MC prior to the performance, with your logo displayed during the introduction. This sponsorship is ideal for organisations that value creativity, connection and the power of community celebration.

Photography Sponsor [1 OPPORTUNITY AVAILABLE] \$3,200 ex. GST

Everyone remembers the moments that were captured. As the Photography Sponsor, your organisation will be acknowledged for supporting the professional photography that documents the Awards. As this year's sponsor, your logo will be displayed at the photo area and featured alongside select event photos, with a thank you delivered by the MC during the ceremony. Sponsors are also welcome to provide approved branded items such as photo props or signage for additional visibility. This is a high exposure opportunity for organisations seeking strong, lasting brand presence throughout the event and in post event imagery.

AWARD CATEGORY SPONSOR OPTIONS

ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AWARD

Open to any individual or organisation that not only promotes social inclusion and participation, but demonstrates a commitment to improving the life of Aboriginal and Torres Strait Islander Queenslanders living with mental illness. They achieve this through the provision of culturally specific mental health related services, programs, projects or initiatives.

CULTURALLY AND LINGUISTICALLY DIVERSE AWARD

For any individual or organisation that demonstrates a commitment to improving the life of Culturally and Linguistically Diverse (CALD) Queenslanders living with mental illness. They achieve this through the provision of culturally appropriate mental health related services, programs, projects or initiatives with a focus on social inclusion and participation.

EARLY YEARS AWARD

For any organisation that focuses on supporting the best start for young Queenslanders (children and/or parents) from conception through to infancy (up to four years of age) and include programs, workshops, peer supports or services that have a goal of reducing or eliminating the effects of mental illness and a commitment to improving the lives of young people through happier and healthier families.

JEFF CHEVERTON INDIVIDUAL AWARD [SOLD]

Open to any individual who has made an outstanding contribution to mental health in Queensland and the promotion of social inclusion and participation through their commitment to improving the life of Queenslanders living with mental illness.

JUDE BUGEJA: LIVED EXPERIENCE EXCELLENCE AWARD [SOLD]

Open to any individual or group who through their lived or living experience with mental illness demonstrates a significant contribution to improving the lives of Queenslanders with mental illness and their families and/or carers.

LGBTQIA+ AWARD [SOLD]

Open to any individual or organisation that promotes social inclusion and participation through the provision of mental health related services, programs, projects or initiatives demonstrating a commitment to improving the life of Queenslanders who identify as LGBTQIA+ and live with mental illness.

NOT-FOR-PROFIT ORGANISATION AWARD: SMALL (TURNOVER UNDER \$100K)

Open to not-for-profit organisations with annual turnover under \$100,000 that deliver mental health related services, programs or initiatives supporting Queenslanders living with mental illness.

NOT-FOR-PROFIT ORGANISATION AWARD: LARGE (TURNOVER \$100K OR MORE)

Open to not-for-profit organisations with annual turnover of \$100,000 or more that provide mental-health-related services, programs, or initiatives supporting Queenslanders living with mental illness.

SCHOOLS AWARD: PRIMARY & SECONDARY

Open to any school who demonstrates a whole-of-school approach to promoting the mental health and wellbeing of their students. Schools do this through creating safe, inclusive and supportive environments that nurture students to develop social and emotional capabilities and to promote positive mental health and wellbeing, so they become confident and resilient young people.

WORKPLACE AWARD: COMMUNITY WELLBEING [SOLD]

Open to any Queensland-based organisation which has demonstrated excellence in the promotion of positive mental health, mental health outcomes and inclusion of people living with mental illness for the benefit of its communities. This includes innovative programs, practices or initiatives.

WORKPLACE AWARD: EMPLOYEE WELLBEING

Open to any Queensland-based organisation which has demonstrated excellence in the promotion of positive mental health to its employees, and supports the inclusion and workplace participation of employees living with mental illness. This includes the implementation of innovative work practices, programs or initiatives.

PLEASE NOTE: Each award category is open to one sponsor only and is subject to availability. All categories are priced at \$3,590 ex. GST each and you can sponsor multiple categories if desired.



	Sponsorship Type				
	Major Sponsor	Award Category Sponsor	MC Sponsor	Entertainment Sponsor	Photo-graphy Sponsor
	\$10,000 +GST	\$3,590 +GST	\$3,390 +GST	\$3,390 +GST	\$3,200 +GST
Acknowledgement as major sponsor on all awards promotional materials	●				
Exclusive rights to one Award category of choice (subject to availability)	●	●			
Complimentary tickets to the Awards Ceremony on Friday 9 October 2026	8	4	2	2	
Display pull up banner and materials in a prominent location (banner supplied by sponsor) during the Awards breakfast	2	1	1	1	1
Sponsor representative on stage to present your category winner with their trophy at the Awards Ceremony (including photo)	●	●			
Your logo to appear as a sponsor on all printed marketing materials, invitations, programs and promotional posters relating to the Awards*	●	●	●	●	
Your logo to appear on Open Minds' Awards webpage	●	●	●	●	●
Dedicated Open Minds social media posts acknowledging your sponsorship throughout the nomination and announcement period	●	●	●	●	●
Your logo to appear in several dedicated EDMs promoting the Awards	●	●			
Your logo displayed on AV screens throughout the Awards Ceremony	●	●	●	●	●
Verbal recognition of your sponsorship support by the Awards MC during the Awards Ceremony	●	●	●	●	●
Logo on photo props, a selection of photos posted online during/post-event and photographer to wear a branded shirt pending approval					●

SPONSORSHIP BENEFITS

- + Cost effective advertising
- + Networking
- + Demonstrate Corporate Social Responsibility
- + Company profile and brand awareness
- + Alignment to the mental health sector
- + Exposure to industry leaders
- + Support to a longstanding and credible event
- + Formally align your business with Queensland Mental Health Week 2026

*Company logo to appear on printed marketing materials printed after the date of sponsorship agreement. Open Minds makes no agreement to re-print materials in the event of late bookings or logos not supplied by provided deadlines.



SPONSOR THE 2026 AWARDS

Your sponsorship plays a key role in celebrating the individuals and organisations working to improve mental health across Queensland. By partnering with us, you help shine a light on their achievements, reduce stigma and promote inclusive, supportive communities. With your support, the Awards can continue to grow, reach new audiences and recognise those making a meaningful difference.

We invite your organisation to confirm its sponsorship of the 2026 Queensland Mental Health Awards by submitting the completed form. Sponsorship is secured upon written confirmation and will be invoiced in the first quarter of the 2026/27 financial year.

Sponsorship Level:

- ☐ Major Sponsor
- ☐ Category Sponsor

Preference*:

1.
2.
3.

* We suggest including three in your preferred order and we will do our best to accommodate this. View category options on page 4 of this prospectus.

- ☐ MC Sponsor
- ☐ Entertainment Sponsor
- ☐ Photography Sponsor

Contact Details:

Name:	
Position:	
Organisation:	
Phone No:	
Email:	

Please sign and return to marcomms@vertaview.org.au to commit your sponsorship for 2026.



THANK YOU TO OUR 2025
SPONSORS

MAJOR SPONSOR



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