



QUEENSLAND
MENTAL HEALTH AWARDS

2025



SPONSORSHIP
PROSPECTUS



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 presented at a special breakfast in the iconic Brisbane City Hall Auditorium on Friday, 10 October 2025.

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 in the 2025 Queensland Mental Health Awards.

Major Sponsor

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

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.

Keynote Speaker Sponsor

Align your organisation with one of the most impactful moments of the Queensland Mental Health Awards by sponsoring the keynote address. As this year's Keynote Speaker Sponsor, your organisation will be acknowledged by the MC prior to the speaker's introduction, with your logo prominently displayed during the introduction. Where appropriate, there may also be an opportunity for your representative to introduce the keynote or share a brief message of support (subject to speaker approval). This high-visibility sponsorship demonstrates your organisation's commitment to mental health advocacy and amplifying voices that inspire change.

Entertainment Sponsor

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.

Coffee Sponsor

Everyone remembers who brought the coffee. As the Coffee Sponsor, your organisation will be acknowledged for supporting the complimentary coffee station that kicks off the morning. As this year's sponsor, your logo will be displayed at the coffee station during guest arrival, with a thank-you delivered by the MC during the ceremony. Sponsors are also welcome to provide branded items such as cups, napkins, or signage for additional visibility (subject to approval). This is a high-traffic opportunity for organisations seeking casual, friendly brand exposure as guests arrive and connect.

AWARD CATEGORY SPONSOR OPTIONS

ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AWARD

Open to any individual or organisation that promotes social inclusion and participation and 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). Programs, workshops, peer supports or services should 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

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

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

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

Open to organisations that promote social inclusion and participation through the provision of mental health related services, programs, projects or initiatives that demonstrate a commitment to improving the quality of life of Queenslanders living with mental illness. Nominees must hold a Deductible Gift Recipient (DGR) status.

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

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.



	Sponsorship Type				
	Major Sponsor	Award Category Sponsor	Keynote Speaker Sponsor	Entertainment Sponsor	Coffee Sponsor
	\$10,000 +GST	\$3,500 +GST	\$2,500 +GST	\$2,000 +GST	\$1,000 +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 10 October 2025	8	4	2	2	
Display pull up banner and materials in a prominent location (banner supplied by sponsor) during the Awards breakfast	●	●	●	●	●
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 coffee stations					●

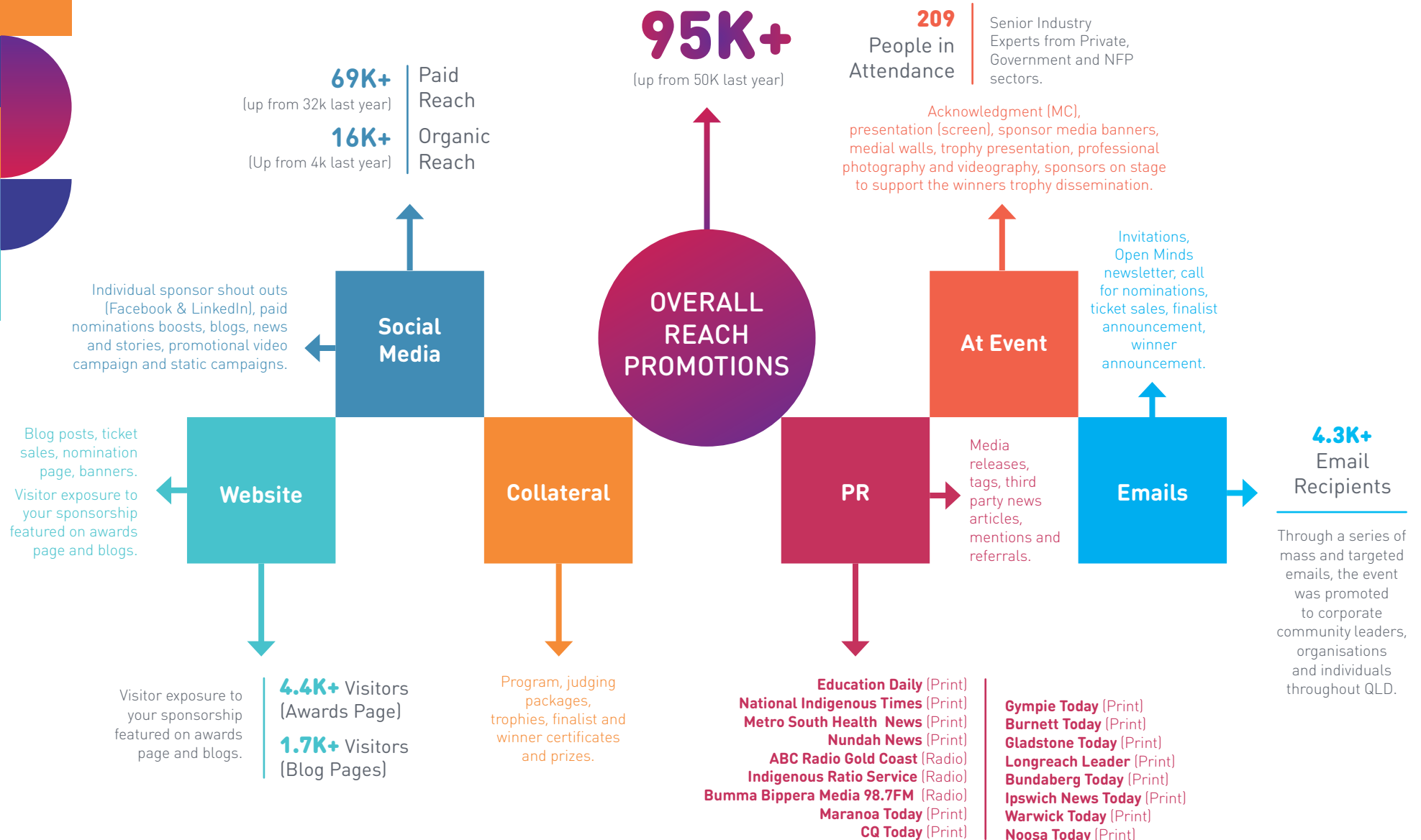
SPONSORSHIP BENEFITS

- + 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

*Company logo to appear on printed marketing materials printed after the date of sponsorship agreement. Open Minds makes no agreement to re-print materials.



Sponsors Brand Exposure 2024



Why Sponsor?

QUEENSLAND 2025
MENTAL HEALTH AWARDS

Why sponsor  Queensland
Mental Health Awards?

PRESENTED BY:



SPONSOR THE 2025 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 2025 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 2025/26 financial year.

Sponsorship Type:

- ☐ 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 [here](#) and on page 4.

- ☐ Keynote Speaker Sponsor
- ☐ Entertainment Sponsor
- ☐ Coffee Sponsor

Contact Details:

Name:	<input type="text"/>
Position:	<input type="text"/>
Organisation:	<input type="text"/>
Phone No:	<input type="text"/>
Email:	<input type="text"/>

Please sign and return to marketing@openminds.org.au to commit your sponsorship for 2025.



THANK YOU TO OUR 2024
SPONSORS

MAJOR SPONSOR



Queensland
**Mental Health
Commission**

