



The Mental Health Awards

Sponsorship and Partnership Opportunities



thementalhealthawards.com



Why investing in mental health support and provision is essential in 2026

1 in every 7
people

worldwide are now
living with a
mental health
disorder.

1 in 4 young
adults

currently meets
the criteria for a
mental health
disorder.

\$1 trillion per
year

the economic cost
of depression and
anxiety in lost
productivity.

The Mental Health Awards take place in October around the World Mental Health Day. Celebrating the organisations, services and individuals working hard to make a difference in their communities; the Mental Health Awards gives credit and visibility to mental health champions the world over.

“Every person or business nominated for an award deserves it for the monumental efforts they have put in to help others and to make a difference where it is needed.” Chair, Richard Daniel Curtis



The impact of the Mental Health Awards



“Since Metal Southend won the Mental Health Award in 2023 for our creative wellbeing project, it has had a fantastic impact on our programme. It gave us positive recognition and prompted local councillors to continue funding the programme, despite tight budgets.”



Metal Culture, 2023 winners



“Winning the Workplace Wellbeing Award is a significant achievement for our company. It recognises the investment we’ve made in building a supportive, thoughtful wellbeing strategy and reinforces our commitment to embedding wellbeing at the heart of our culture.”



SERCO, 2024 winners



“In public health we need to fight the stigma and get people to come and seek help before it’s too late. These Awards really help raise awareness of not only the excellent work of my colleagues and what they achieve but also the issue that is mental health and wellbeing.”



Claire Giraud, 2025 winner

2019



300+



65

The Awards opened

Nominations received

Awards presented



About The Categories

Most Innovative Mental Health Intervention

This category celebrates innovative and successful interventions for those experiencing mental health difficulties at any age.

Most Innovative Proactive Wellbeing Activity

This category is designed to celebrate innovative wellbeing interventions or activities that have had a positive impact.

Long-term Impact

The long-term category is open to both mental health and well-being interventions that can evidence a positive impact over at least five years.

The Lifestyle Award

This category is aimed at celebrating mental health and well-being interventions that have sought to embed behaviour change in a population over time.

Recovery from the Pandemic

Five years later, the pandemic had a massive impact on the mental health of the general public, not just the most vulnerable.

Workplace Wellbeing

This category celebrates employers who can evidence that they have gone above and beyond in supporting and improving the well-being of their workforce.

Client Wellbeing

A new category for 2026, this category celebrates those services and organisations who make an evidenced difference to their client's wellbeing.

Individual Outstanding Contribution Sector

The outstanding contribution category is designed to celebrate an individual who has contributed significantly to the mental health and well-being sector.

Inspirational Story

This category is designed to celebrate the service users or clients who have overcome overwhelming challenges to tackle their mental health or wellbeing, or those whose lives have been affected by the mental health of others.

Nominate a Professional

This category is for the public to nominate an individual mental health professional or a team who they think has made the difference to them and others.



The Headline Partner £13,500

As our Headline Partner, you don't just attend the awards—you define them. This is a 365-day partnership designed to position your brand at the absolute peak of social leadership.

In advance:

- Headline sponsor status on all marketing materials
- Logo/Credit featured on our website with a link to your homepage
- Inclusion/credit in news releases produced
- Mention in regular posts on all of our social media platforms plus exclusive posts which feature headline sponsors only
- A dedicated email sent to MHA entrants with a personal message from headline sponsors on the Awards

On the night:

- A table of 10 at the ceremony with 3 course meal included
- An opportunity to deliver a short sponsor welcome speech at the awards ceremony
- A branded page in the Awards programme distributed at the event; plus a brief editorial welcome message
- Prominent branding on appropriate Awards presentation materials throughout the event. Where a specific item or element is sponsored (e.g. - menu, table plans, twitter wall etc.) headline sponsor branding will be exempted
- Credit / thank you in MC script on the evening at the event

After the event:

- Most prominent logo / credit in the round-up bulletin sent to our database the day after the event
- The opportunity to attend an online follow-up event for sponsors and winners with a short speaking slot
- Inclusion / credit in news releases produced in relation to the event
- Continued presence on our social media marketing relating to the specific ceremony





Reception Drinks Sponsor £12,000

Own the first impression. As the host of our Welcome Reception, your brand facilitates the vital connections that happen before the first award is even handed out.

Give our attendees a great first impression and buy their first drink, with your banners and branding featuring prominently in the reception area.

In advance:

- Sponsor status on all event marketing materials
- Logo / credit on event website with link to your home page
- Inclusion / credit in news releases produced in relation to the event
- A specific drinks reception email to the MHA entrants database

On the night:

- A table of 10 at the ceremony with 3 course meal included
- Showcase your brand with banners and signage
- A full page advert in the programme distributed at the event
- Credit / thank you in MC script on the evening at the event

After the event:

- Prominent logo / credit in the round-up bulletin sent to our database the day after the event
- The opportunity to attend a follow-up event for sponsors and winners with a short speaking slot
- Inclusion / credit in news releases produced in relation to the event





Category Sponsorship £6,000

Champion the cause that matters most to your business. By sponsoring a category, you personally honor the champions in your sector and align your brand with excellence.

Choose whichever one of our 10 categories most appeals to you and your business and showcase your support of the winner and nominees (past and present) throughout the year.

In advance:

- Sponsor status on all event marketing materials for your chosen category
- Logo / credit on category website page with link to home page
- Inclusion / credit in news releases produced in relation to the event

On the night:

- 2 complimentary places at the ceremony with 3 course meal included
- Showcase your brand on category powerpoint
- A full page advert in the programme distributed at the event
- Credit / thank you in MC script on the evening at the event

After the event:

- Brand inclusion on the winners announcement to the MHA database
- Inclusion / credit in news releases produced in relation to the event and category
- Continued inclusion in all marketing materials relating to your chosen category





Additional opportunities to sponsor at the event

If the Category slot isn't quite right for your current budget, why not combine a Table Dressing and a Full Page Ad for £1,100? It gives you both physical and digital presence throughout the night.

Table Dressing Partner (£800)

Be the centerpiece of the conversation. Our Table Dressing partnership allows you to physically integrate your brand into the evening's aesthetic. From sustainable decor to bespoke table gifts, your brand will be the immediate talking point for every guest as they take their seats.

- Creative way to get people talking about your brand
- Stays in front of our guests for the full ceremony
- Gets people talking about your offer

Programme Advertising (£300)

Show your solidarity. A half-page advertisement in our 2026 Awards Programme ensures your brand is recorded as a supporter of those making a difference. It's an affordable, high-impact way to signal your values to a room full of decision-makers and champions.

- Show that your business stands with the mental health community
- Get in front of every attendee and be seen after the event
- Showcase your offer to the people who need it

Contact our team if you would like to discuss your options





Secure your Sponsorship Package

Ready to partner with The Mental Health Awards?

We're waiting to chat to you, give us a call or complete our expression of interest form today.

Tell us why you would like to Sponsor the Awards.

We want to hear your story, submit your interest form by visiting our [Sponsorship and Brand Opportunities page here](#).

Or you can contact our team on:

 02381 120010

 tick@tickaccreditation.com

Contact our team if you would like to discuss your options or book a call.

