

NATIONAL MENTAL HEALTH MONTH 2020

IN-KIND SPONSORSHIP OPPORTUNITY

On behalf of the Mental Health Foundation Australia (MHFA), I am delighted to offer an opportunity to advertise your organisation's participation in and sponsorship of our National Mental Health Month Awareness Campaign from 1st October 2020 – 31st October 2020 aiming to raise awareness of the importance of mental health matters **#MentalHealthMatters**.

At various events, we have had the State and Federal Ministers for Health and Mental Health mention Mental Health Foundation Australia as the only and the oldest community based Mental Health Organisation in Australia.

Our 2019 National Mental Health Month Campaign was kickstarted by the Federal Minister for Health, The Hon Greg Hunt MP and the campaign reached up to 20 million Australians through our extensive networks via Federal, State and Local parliamentarians, Councils, Multicultural Ambassadors and Mental Health Organisations, etc.

This year, we have advanced plans to expand our awareness campaign across Australia with National Symposiums in each state focusing on a particular theme, National Mental Health walks in all capital cities of Australia, Regional Mental Health Forums in regional council areas of Victoria, Australian Mental Health Awards, etc. Currently, plans are in the works to liaise with active interstate mental health organisations to extend our promotion of mental health awareness to 24 million Australians.

The in-kind sponsoring of the National Mental Health Month Awareness Campaign offers many rewards. We ask that the MHFA and your organisation, engage in a cross-promotion partnership where our events during National Mental Health Month are shared across your networks and we would do the same for your organisation by including your logo and promotion of your organisation on the MHFA website, One Point (Australia's First Mental Health Daily), social media, newsletters and mainstream media/publicity.

It would be a great honour for us if you would accept this sponsorship invitation. I thank you in advance for considering supporting this worthwhile cause.

Please don't hesitate to contact our Foundation Manager, Aisha Usman on (Ph: (03) 9826 1422, Email: aisha.usman@mhfa.org.au), if you have any queries or require any further information.

We look forward to hearing from you soon and remain hopeful of your response.

Yours sincerely,



Vasan Srinivasan
Chairperson
Mental Health Foudnation Australia

