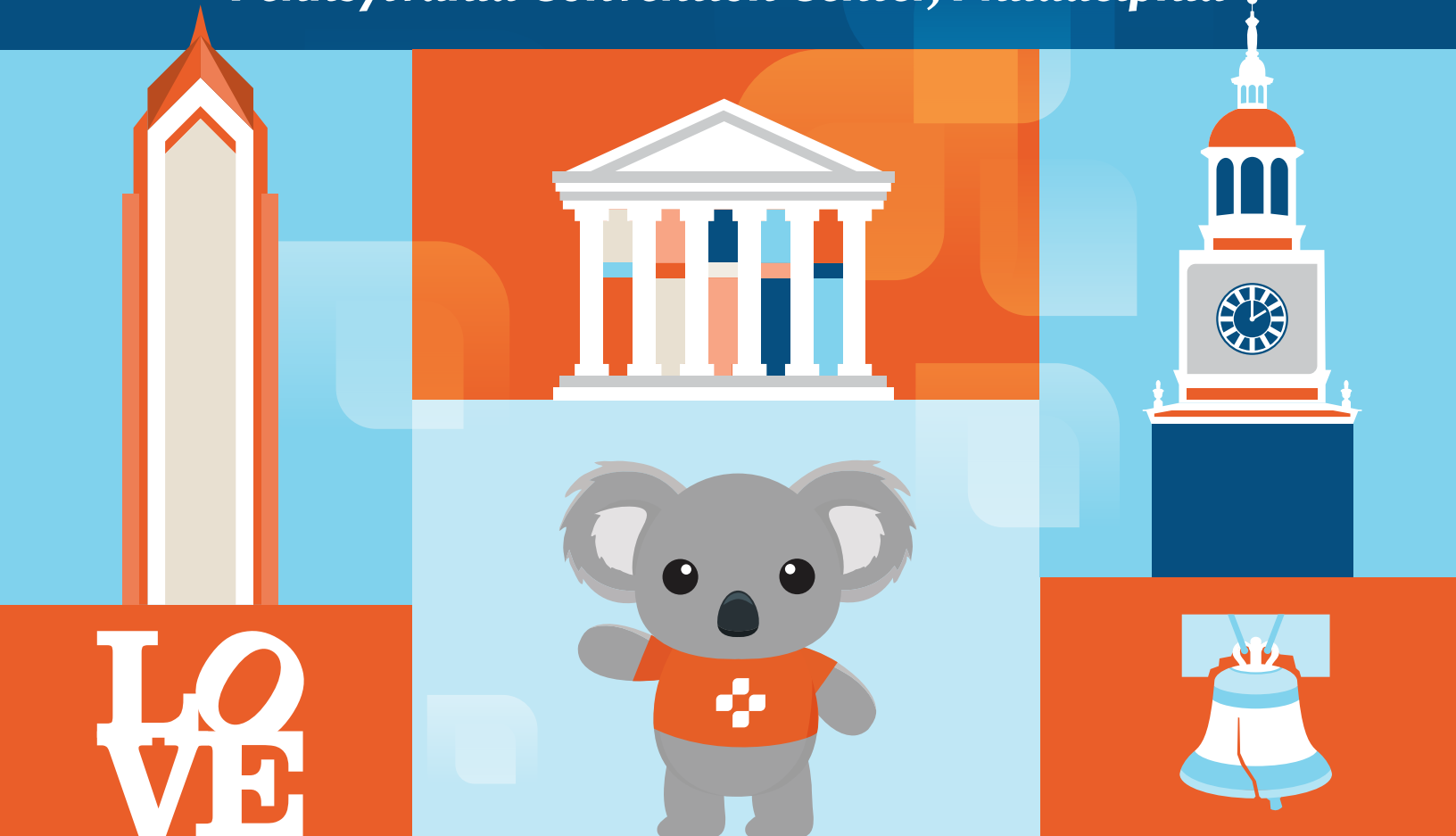


2025 MHFA Summit

*Celebrating the 25th Anniversary
of Mental Health First Aid*

SUNDAY, MAY 4

Pennsylvania Convention Center, Philadelphia



Sponsorship Prospectus



Mental Health FIRST AID

from NATIONAL COUNCIL FOR MENTAL WELLBEING

WHAT IS MENTAL HEALTH FIRST AID?

Now celebrating its 25th anniversary, [Mental Health First Aid \(MHFA\)](#) is a worldwide educational program administered in the United States by the National Council for Mental Wellbeing. MHFA courses teach people how to identify, understand and respond to signs of mental and substance use issues. The training gives an individual the skills they need to reach out to provide initial help and support to someone who may be developing a mental health or substance use problem or experiencing a crisis.



ABOUT THE SUMMIT

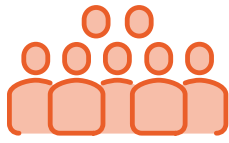
Instructors, Coordinators and National Trainers will come together to learn, network and innovate with their peers at the [2025 MHFA Summit](#), held in conjunction with [NatCon25](#). The 2025 MHFA Summit will also celebrate MHFA's 25th anniversary and the milestone of training 4 million U.S. First Aiders!

At the MHFA Summit, attendees:

- Explore industry-leading curriculum to strengthen their skill sets.
- Experience panels on everything from cultural awareness to funding their MHFA initiative.
- Hear inspiring stories from like-minded peers and public figures in our space.
- Uncover strategies to reach new audiences in their communities.
- Earn continuing education units to advance their professional development.

Engage quality leads, grow your network and amplify your brand. This is your exclusive invitation to invest in the important work MHFA is doing nationwide.

MHFA MATTERS



7 million+

people trained globally —
4 million trained in the U.S.



Our goal is to train

1 OUT OF 15

people in the United States in MHFA.



First Aiders are from all

50

states and US territories.

20 EVIDENCE-BASED COURSES

1. Adult MHFA
2. MHFA at Work
3. MHFA for Chinese-speaking Communities
4. MHFA for Corrections Professionals
5. MHFA for Fire/EMS
6. MHFA for Higher Education
7. MHFA for Khmer-speaking Communities
8. MHFA for Korean-speaking Communities
9. MHFA for Military, Veterans, and Their Families
10. MHFA for Public Safety
11. MHFA for Rural Communities
12. MHFA for Spanish-speaking Communities
13. teen MHFA
14. teen MHFA for Spanish-speaking Communities
15. Youth MHFA
16. Youth MHFA for Chinese-speaking Communities
17. Youth MHFA for Khmer-speaking Communities
18. Youth MHFA for Korean-speaking Communities
19. Youth MHFA for Spanish-speaking Communities
20. Youth MHFA for Tribal Communities and Indigenous Peoples

3 WAYS TO TAKE A COURSE

In-person



Virtual



Hybrid



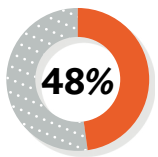
WHO ATTENDS THE SUMMIT?

Summit attendees represent organizations from across the country that are bringing MHFA to their communities.

Organization Types

- Academic Institutions
- Certified Community Behavioral Health Clinics (CCBHCs)
- County/Municipal Agencies
- Federal Agencies
- Federally Qualified Health Centers (FQHCs)
- Foundation/Philanthropy
- Harm Reduction Organizations
- Hospitals
- Industry
- Mental Health and Substance Use Care Organizations
- Mental Health Care
- Peer-led Organization
- Prevention Organizations
- Primary Care Agencies
- Public Health Organizations
- Substance Use Care Providers

Age Groups Attendees Serve



Adult



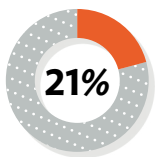
Youth/
Adolescent



All Age
Groups



Older Adult



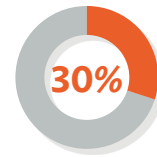
Child



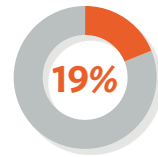
Other

Some attendees serve multiple age groups.

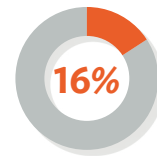
Time in Field



11+ years



3-5 years



1-2 years

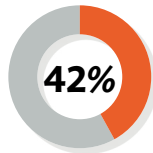


6-10 years

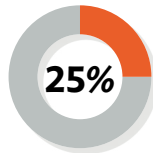
Service Types



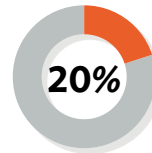
Mental Health



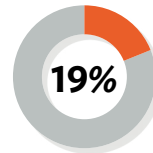
Community Outreach



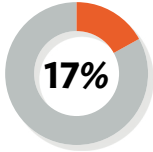
School-based



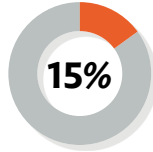
Crisis Services



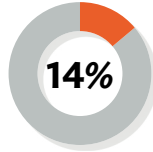
Trauma



Peer/Recovery Support Services



LGBTQ+



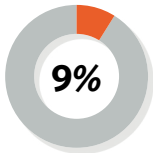
Women



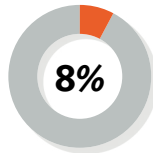
Harm Reduction Services



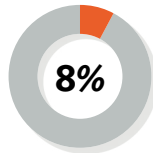
Telehealth



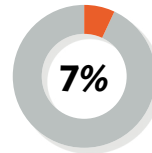
Substance Use Care



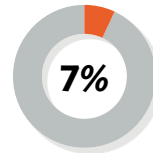
Child Welfare



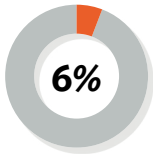
Housing



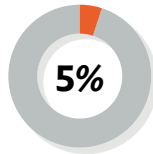
Justice-involved



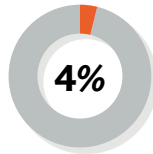
Veteran



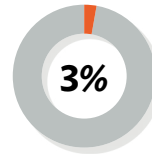
Intellectual and Developmental Disability



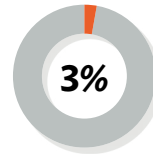
Collegiate and High School Recovery



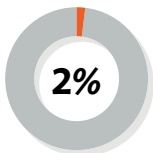
Mobile Services



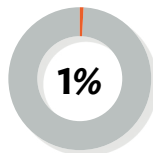
Primary Care



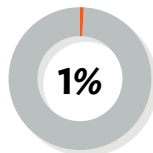
Refugee



HIV/AIDS, Hep C Services



Consumer Run



Recovery Housing

Some attendees represent multiple service types.

WHY SPONSOR?

Get your name, brand, products and services in front of community leaders from across the country and lead the effort to create new opportunities and strengthen relationships in the mental health and substance use care field.

Sponsor Benefits

All sponsors will have their company logo on the following:

- MHFA Summit webpage on the NatCon25 website
- “Thank You to our Sponsors” on-site signage
- 2025 MHFA Summit General Session walk-in slides
- 2025 MHFA Summit Welcome Packet
- MHFA slide at National Council booth during NatCon25
- Related pre- and post-Summit promotions



2025 MHFA Summit

4 CUSTOM SPONSORSHIP > Create an original Sponsorship that meets your company's goals and budget. Contact [Alaina Herrera](#). Imagine the possibilities!

SUMMIT SPONSORSHIP PACKAGES

Ambassador - \$100,000 (2 available)

- Podium time to introduce speakers during the Opening and Closing Sessions.
- Opportunity to share a 30-second video after the Opening Session.
- One featured social media post on three MHFA channels (Facebook, Instagram and Twitter).
- One pre-Summit email blast.
- Summit General Session entrance floor sticker.
- Two reserved tables at the MHFA Summit General Session.
- One large co-branded swag item (e.g., tote bag or water bottle).

Champion - \$50,000 (4 available)

- One featured social media post on three MHFA channels (Facebook, Instagram and Twitter).
- One pre-MHFA Summit email blast.
- MHFA Summit General Session entrance floor sticker.
- Two reserved tables at the MHFA Summit General Session.
- One small co-branded swag item (e.g., pen or notebook).

Advocate - \$30,000

- Banner on the MHFA Summit page on the NatCon25 website.
- One featured social media post on one MHFA channel (Facebook, Instagram or Twitter).
- One pre-Summit email blast.
- One full meter board sign at the meeting room area of your choice.
- One reserved table at the MHFA Summit General Session.

Supporter - \$10,000

- Banner on the MHFA Summit page on the NatCon25 website.
- One reserved table at the MHFA Summit General Session.

A LA CARTE



LUNCH ADVERTISER (EXCLUSIVE)

\$15,600

- Sponsor logo on signage and custom napkins in MHFA Summit Lunch area.
- Sponsor logo on walk-in slides during MHFA Reception.
- Thank you and recognition from MC during MHFA Reception introduction.



MHFA SUMMIT GENERAL SESSION SPEAKER (EXCLUSIVE)

\$15,000

- Gain visibility at a key moment as you support important conversations in mental health.
 - » Sponsor acknowledgement during the session.
 - » Opportunity to introduce the speaker on the main stage.
 - » One promotional slide shown during the session's walk-in.
 - » Reserved seating in a prime location for optimal visibility and engagement.



MHFA SUMMIT GENERAL SESSION ENTERTAINMENT

\$10,000

- Live music as attendees enjoy food, beverages and networking.
 - » Sponsor acknowledgement on designed backdrop.
 - » One service bar with your company logo at the General Session Reception.



BREAKOUT SESSION SNACK BREAK (EXCLUSIVE)

Contact us for pricing.

- Sponsor logo on signage and custom napkins.



WATER BOTTLES

\$8,000

- Co-branded, reusable water bottles for each attendee.
- Leftover water bottles will be distributed at the MHFA area in the National Council's NatCon25 booth.



ALGEE PHOTO BOOTH (EXCLUSIVE)

\$7,280

- Attendees get their photo taken with MHFA's giant inflatable ALGEE koala — with sponsor logo on signage and backdrop. Props included.
 - » Photos will be shared on MHFA Summit social media channels.



MHFA SUMMIT BAG

\$6,500

- Co-branded event bags for each attendee. Can include one bag insert, provided by the Sponsor. Does not include cost of the insert.
- Leftover bags will be distributed at the MHFA area in the National Council booth at NatCon25.



NOTEPADS

\$5,000

- Co-branded Summit notepads for each attendee.
- Leftover notepads will be distributed at the MHFA area in the National Council booth at NatCon25.





BREAKFAST ADVERTISER (EXCLUSIVE)

\$4,680

- Sponsor logo on signage and custom napkins in the Summit breakfast area.
- Sponsor logo on walk-in slides during MHFA Reception.
- Thank You and recognition from MC during MHFA Reception introduction.



INSPIRATION WALL (EXCLUSIVE)

\$4,160

- Encourage attendees to share what they are grateful for, what gives them joy and who inspires them on an interactive Inspiration Wall!
 - » Sponsor logo on Inspiration Wall.
 - » Supplies included.
 - » Photos will be shared on MHFA Summit social media.



5 DIRECTIONAL SIGNS (EXCLUSIVE)

\$3,640

- Logo on MHFA Summit directional signs throughout the convention center.





COFFEE BREAK (EXCLUSIVE)

\$3,120

- Sponsor logo on signage and custom napkins in MHFA Summit Break area.



MHFA SUMMIT GENERAL SESSION CENTERPIECE

\$2,500

- Sponsorship of decorative table centerpieces including your company name/logo.
- Sponsor logo on walk-in slides.
- Thank You and recognition from MC during MHFA Reception introduction.



METER BOARD SIGNS

\$1,560 each

- Custom ad opportunity on a double-sided MHFA Summit meter board (3 feet wide by 8 feet high).



WELCOME PACKET INSERTS

\$1,500

- One flyer for each MHFA Summit bag. Want to include a branded item instead of a flyer? Upgrade for an additional \$1,000. (Sponsorship price does not include cost of the insert.)



NATIONAL
COUNCIL
for Mental
Wellbeing

ABOUT THE NATIONAL COUNCIL FOR MENTAL WELLBEING

The [National Council for Mental Wellbeing](#) is a membership organization that drives policy and social change on behalf of nearly 3,300 mental health and substance use care organizations and the more than 10 million children, adults and families they serve. We advocate for policies to ensure equitable access to high-quality services. We build the capacity of mental health and substance use care organizations. And we promote greater understanding of mental wellbeing as a core component of comprehensive health and health care. Through our [Mental Health First Aid \(MHFA\) program](#), we have trained more than 3 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

2025 MHFA Summit

10 CUSTOM SPONSORSHIP > Create an original Sponsorship that meets your company's goals and budget. Contact [Alaina Herrera](#). Imagine the possibilities!