

2026 MHFA Summit

SUNDAY, APRIL 26

Colorado Convention Center, Denver

SPONSORSHIP PROSPECTUS



Mental Health FIRST AID

from NATIONAL COUNCIL FOR MENTAL WELLBEING

WHAT IS MENTAL HEALTH FIRST AID?

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 [2026 MHFA Summit](#), held in conjunction with [NatCon 2026](#).

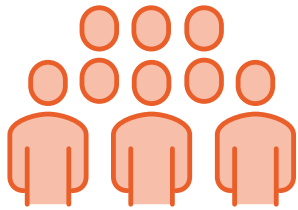
At the MHFA Summit, attendees:

- 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.

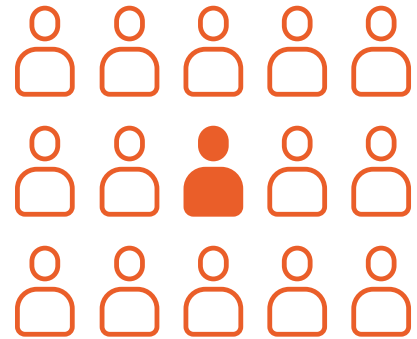
Engage quality leads, grow your network and amplify your brand. This is your exclusive invitation to invest in the important work MHFA is doing nationwide.



MHFA MATTERS



7 million+
people trained globally — nearly
5 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.

15 EVIDENCE-BASED COURSES

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

3 WAYS TO TAKE A COURSE

In-person



Virtual



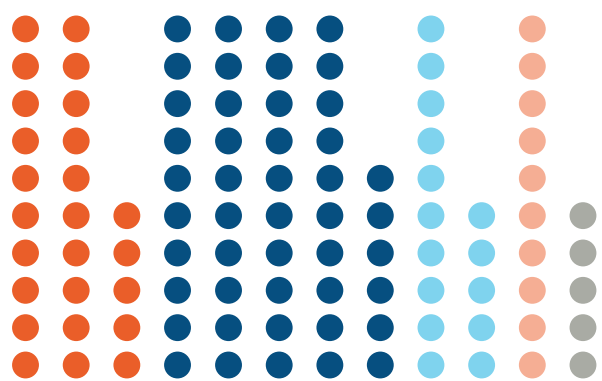
Hybrid



WHO ATTENDS THE SUMMIT?

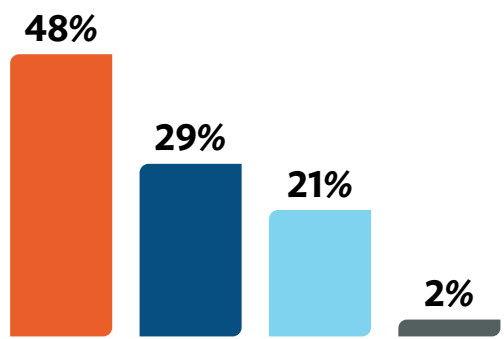
Summit attendees represent organizations from across the country that are bringing MHFA to their communities.

Organization Types



● Nonprofit & Advocacy	25%
● Healthcare Providers	46%
● Academic & Research	15%
● Government & Public	10%
● Industry & For-Profit	5%

Service Types



■ Mental & Behavioral Health	48%
■ Education & Research	29%
■ Public & Community Health	21%
■ Safety & Justice	2%

Groups Served



● Children, Youth & Families	18%
● Adults & Older Adults	15%
● Mental Health & Substance Use	16%
● Community Services & Outreach	20%
● Health Services & Care Models	10%
● Education & Consulting	9%
● System Support & Infrastructure	5%
● Housing & Recovery Support	5%

Years of Experience



0-5 years — **23%**



6-15 years — **44%**



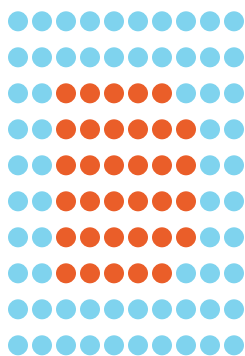
16-25 years — **22%**



More than 26 years — **10%**

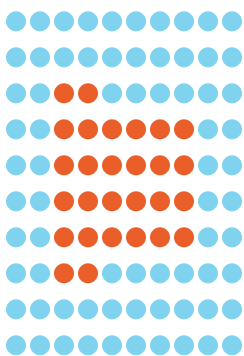
Role Group

34%



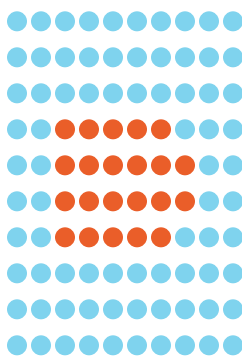
Leadership
& Executive

28%



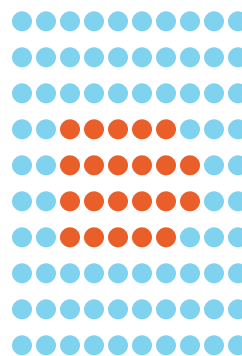
Management &
Coordination

22%



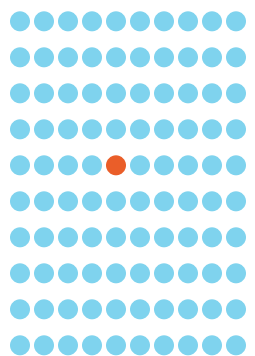
Clinical & Mental
Health

22%



Training
& Support

1%



Analyst
& Other

WHY SPONSOR?

Put your brand, products, and services in front of community leaders, decision-makers, and innovators from across the country. As a sponsor, you'll help advance the conversation on mental health and substance use care, while building meaningful connections and creating new opportunities for impact.

Sponsor Benefits

All sponsors will have their company logo on the following:

- Logo placement on the MHFA Summit webpage on the NatCon26 website
- Inclusion on "Thank You to Our Sponsors" signage displayed on-site
- Featured in walk-in slides at the 2026 MHFA Summit General Session
- Exposure through related pre- and post-Summit promotions



2026 MHFA Summit

SUMMIT SPONSORSHIP PACKAGES

	AMBASSADOR	CHAMPION	ADVOCATE	SUPPORTER
BENEFIT	\$50,000+	\$30,000	\$15,000	\$10,000
Recognition & Visibility	Verbal acknowledgment during the Opening and Closing Sessions			
	Logo prominently featured on MHFA Summit signage and webpage	Logo featured on MHFA Summit signage and webpage	Logo listed on the MHFA Summit section of the NatCon26 website	Logo listed on the MHFA Summit section of the NatCon26 website
Branding Opportunities	One large co-branded swag item (e.g., tote bag or water bottle)			
	Logo placement on entrance floor sticker at the General Session	One small co-branded swag item (e.g., pen or notebook)	Banner placement on the NatCon26 MHFA Summit webpage	Banner placement on the NatCon26 MHFA Summit webpage
Promotion & Media	One featured social media post on all three MHFA channels (Facebook, Instagram, LinkedIn)	One featured social media post on two MHFA channels	One social media post on one MHFA channel	Name included in a group “thank you” social media post
	Dedicated pre-Summit email blast to registered attendees	Spotlight mention in a pre-Summit email to registrants	Spotlight mention in a pre-Summit email to registrants	Group recognition in a pre-Summit email
Access & Seating	Two premium reserved tables at the MHFA Summit General Session	Two reserved tables at the MHFA Summit General Session	One reserved table at the MHFA Summit General Session	One reserved table at the MHFA Summit General Session

A LA CARTE



MHFA SUMMIT GENERAL SESSION SPEAKER

\$15,000

- Verbal sponsor acknowledgement during the General Session
- Opportunity to introduce the featured speaker from the main stage
- One sponsor-branded slide displayed during session walk-in
- Reserved seating in a prime location for visibility and networking



MHFA SUMMIT RECEPTION DJ SPONSOR

\$10,000

- Live music sponsorship during the General Session Reception
- Sponsor logo displayed on DJ table signage
- One branded service bar featuring your company logo at the reception



ALGEE PHOTO BOOTH

\$7,500

Bring smiles and engagement to the MHFA Summit with an interactive photo experience.

- Exclusive branding on signage and backdrop featuring the sponsor logo at the photo booth featuring MHFA's giant inflatable ALGEE koala
- Fun photo props included to enhance attendee experience
- Event attendees' photos shared on MHFA Summit social media channels, extending your brand reach online





MORNING BREAK ADVERTISER

\$5,000

- Sponsor logo on signage and custom napkins in breakfast area
- Verbal recognition during the MHFA Reception introduction
- One featured Story on the MHFA Instagram and Facebook channels



AFTERNOON ADVERTISER

\$5,000

- Sponsor logo on signage and custom napkins in lunch area
- Verbal recognition during the MHFA Reception introduction
- One featured Story on the MHFA Instagram and Facebook channels



MORNING AND AFTERNOON ADVERTISER BUNDLE

\$9,000

- Sponsor logo on signage and custom napkins in breakfast and lunch areas
- Verbal recognition during the MHFA Reception introduction
- One in-feed post on the MHFA Instagram and/or channel
- One dedicated post on the LinkedIn MHFA Instructor group page





IMPACT WALL

\$4,000

Encourage attendees to share what they are grateful for, what gives them joy and who inspires them on an interactive Impact Wall!

- Sponsor logo on Inspiration Wall.
- Supplies (pens and markers) included with sponsorship.
- Photos will be shared on MHFA Summit social media.



COFFEE BREAK

\$3,500

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



MHFA SUMMIT GENERAL SESSION CENTERPIECE

\$2,000

- 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.



BAG STUFFERS

\$1,500

- Include one item to include in the MHFA Summit bag. (Sponsor to provide items.)



ABOUT THE NATIONAL COUNCIL FOR MENTAL WELLBEING

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 4 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

