

SPONSORSHIP PROSPECTUS



Mental Health FIRST AID *Summit*

from NATIONAL COUNCIL FOR MENTAL WELLBEING

SUNDAY, APRIL 11, 2027
New Orleans Ernest N. Morial Convention Center



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 2027 MHFA Summit, held in conjunction with NatCon 2027.

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



8.5 million+
people trained globally —
over 5 million trained in the U.S.



Our goal is to train
1 OUT OF 15
Americans in MHFA.



First Aiders are from all
50
states and US territories.

15 EVIDENCE-BASED COURSES

- Adult MHFA
- Adult MHFA for Spanish-speaking Communities
- Adult MHFA for Public Safety
- Adult MHFA for Corrections Professionals
- Adult MHFA for Fire/EMS
- Adult MHFA for Military, Veterans and Their Families
- Adult MHFA for Older Adults
- Adult MHFA for Rural Communities
- Adult MHFA for Higher Education
- MHFA at Work
- Youth MHFA
- Youth MHFA for Spanish-speaking Communities
- Youth MHFA for Tribal Communities and Indigenous Peoples
- Teen MHFA
- Teen MHFA for Spanish-speaking Communities

3 WAYS TO TAKE A COURSE



In-person



Virtual



Hybrid

2026 SUMMIT SNAPSHOTS



537

**MHFA
Instructors
attended**



46

states represented



356

organizations represented



Thousands

trained annually by attendees



62%

influence purchasing decisions



98.9%

found the Summit valuable

WHO ATTENDS

ORGANIZATION TYPES	INCLUDED FIELDS
Nonprofit & Advocacy	Nonprofit, Advocacy, Prevention Organization, Foundation/Philanthropy
Healthcare Providers	CCBHC, Mental Health Care, Mental Health & Substance Use Treatment, Hospital, Primary Care
Academic & Research	Academic/Research Institution
Government & Public	County/Municipal Agency, State Dept. of Mental Health, Federal Agency, Public Health
Industry & For-profit	Industry, For-profit, Pharmaceutical

ROLE GROUP	INCLUDED ROLES
Leadership & Executive	C-suite, President, VP, Assistant VP, Executive Director, Director, Organizational Leadership, Medical Director
Management & Coordination	Coordinator, Supervisor, Admin, HR Professional
Clinical & Mental Health	Clinical Director, Clinical Professional, Nurse/Nurse Practitioner, Psychologist, Social Worker, Counselor, Therapist, Peer Specialist, Preventionist
Training & Support	Trainer, Specialist, QA, Researcher, Consultant
Analyst & Other	Analyst

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.

Summit Sponsorship Packages

BENEFIT	AMBASSADOR \$50,000+	CHAMPION \$30,000	ADVOCATE \$15,000	SUPPORTER \$10,000
ACCESS				
General Session Reserved Seating	✓	✓	✓	
Exclusive Premium Inventory*	✓			
DIGITAL RECOGNITION				
Recognition on Webpage	✓	✓	✓	✓
Social Media Spotlight (Instagram, LinkedIn, Facebook)	All 3	2 of 3	1 of 3	
Pre-Summit Email Blast Spotlight	✓	✓		
ONSITE RECOGNITION				
General Session Slide Deck	✓	✓	✓	✓
Thank You to Our Sponsors Board	✓	✓	✓	✓
Verbal Acknowledgment During the Opening and Closing Sessions	✓			
General Session Entrance Floor Sticker	✓			

*Exclusive Premium Inventory options provided to qualifying sponsors.

A LA CARTE

IMPACT WALL

\$5,000

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

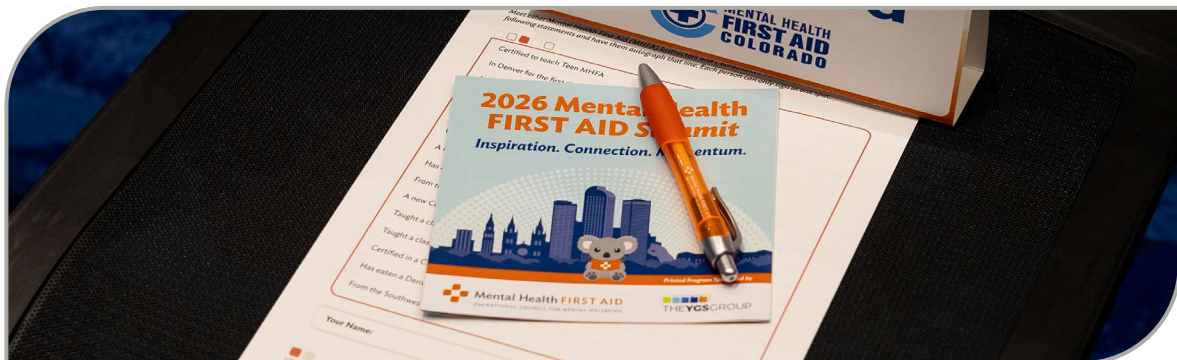


SUMMIT PROGRAM

\$5,000

Sponsor the printed Summit Program and put your brand directly in attendees' hands as they navigate the day's sessions, speakers and networking opportunities.

- Sponsor logo included in the printed Summit Program.
- Sponsor recognition featured alongside key Summit details and agenda information.
- Program distributed to attendees onsite as a helpful guide throughout the event.





CUSTOM SPONSORSHIP

Looking for something unique? Let's build a sponsorship package tailored to your goals.



**Contact Nicole Cadovius at NicoleC@TheNationalCouncil.org
or call (202) 774-1670 to get started.**

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 more than 3,200 mental health and substance use care organizations and the more than 15 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 5 million people in the U.S. to identify, understand and respond to signs and symptoms of mental health and substance use challenges.

