

COMMUNITY
IMPACT
RESILIENCE



YOUR WORK RECOGNISED AMPLIFIED



Recognition with integrity

The **mentl awards** recognise organisations and individuals delivering meaningful, evidence-led progress in mental health and well-being across the GCC and selected MENA markets.

Every entry is assessed independently against published criteria by a respected global and regional panel spanning healthcare, business, education, public policy, advocacy, lived experience and workplace well-being.

400+

attendees of the
2025 gala dinner

250,000+

employees
represented

91.7%

would recommend
entering

100%

intend to enter
again

BEYOND THE TROPHY

Winning is the beginning.

The **mentl awards** are the annual recognition point within a year-round mental health platform. Winning work does not end on stage. It becomes part of a wider programme of storytelling, research and practical learning designed to share what works, raise standards and inspire progress across the region.



Winner storytelling series

Every 2026 winner will be invited to feature in the mentl YouTube Live and podcast series, sharing the thinking, implementation, evidence and lessons behind their work.

The series will continue the regional conversation long after awards night.



Moving the Needle playbook

Insights from winners will inform the our annual Moving the Needle playbook.

Our annual playbook focuses on what strong initiatives have in common, what appears to move the needle and what other organisations can learn.



A year-round community

Every submitted entry includes 12 months of mentl community membership, connecting entrants to content, events, roundtables, live podcasts, research and a growing regional network of leaders and practitioners doing the work.



Live
Conversations



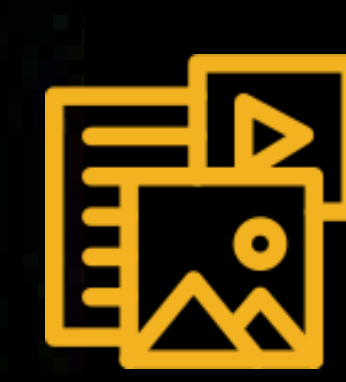
Winner
Stories



Research



Community



Content



Roundtables

the
mentl
awards podcast

MOVING THE NEEDLE

What good employers are
doing differently

Paul Firth, Founder &
Managing Director
lyra wellbeing

Bronze sponsors of
mentl awards 2026



Powerful reach.

Our first episode in the 2026 season of the **mentl awards** podcast - **What Good Employers Are Doing Differently** - was broadcast live with a highly-engaged audience, three quarters who held senior positions. Published across YouTube, podcast platforms and social media.

730,000+
audience reach

2,000
hours of watch/listen time

75%
audience holding senior roles

FASTEN YOUR SEATBELTS

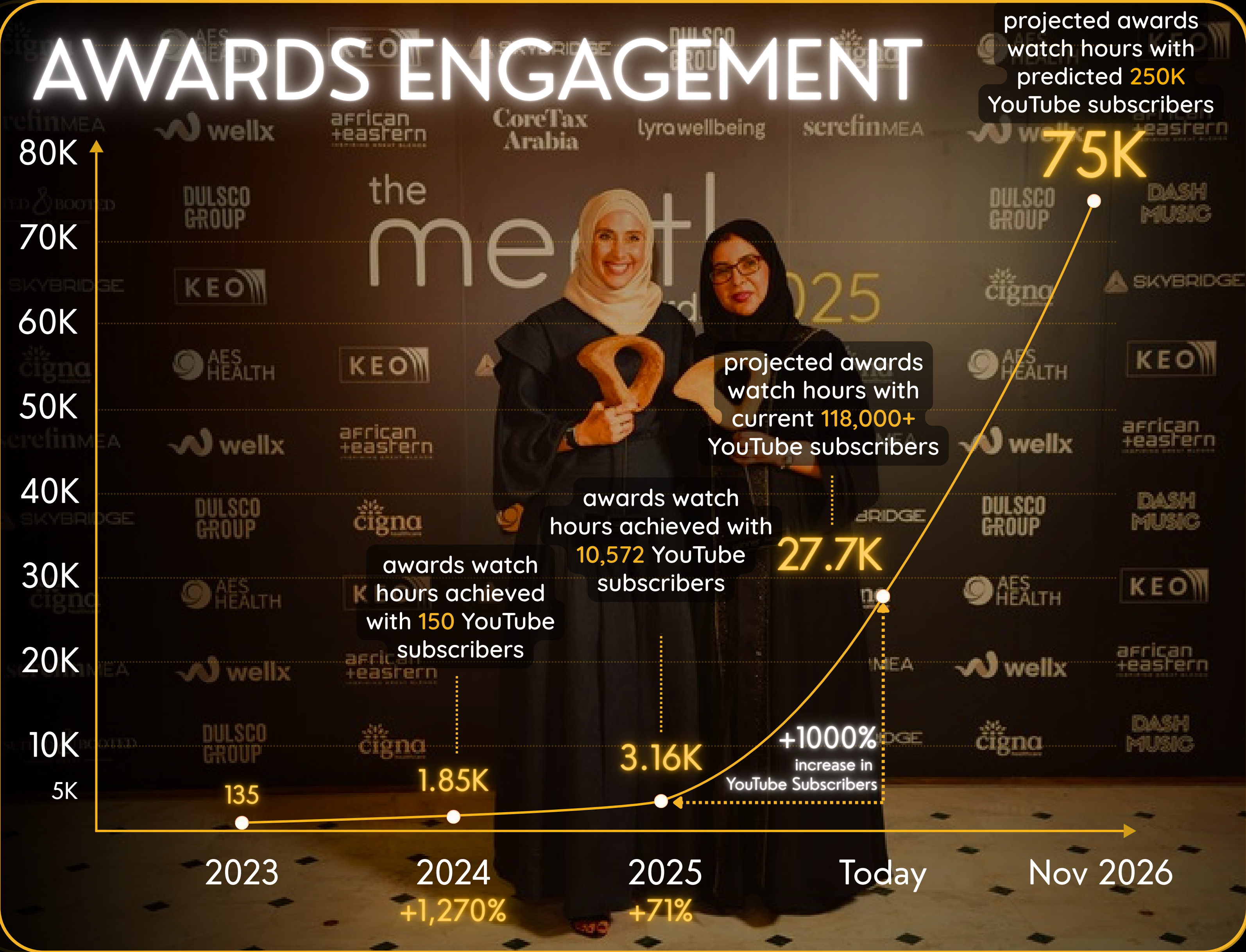
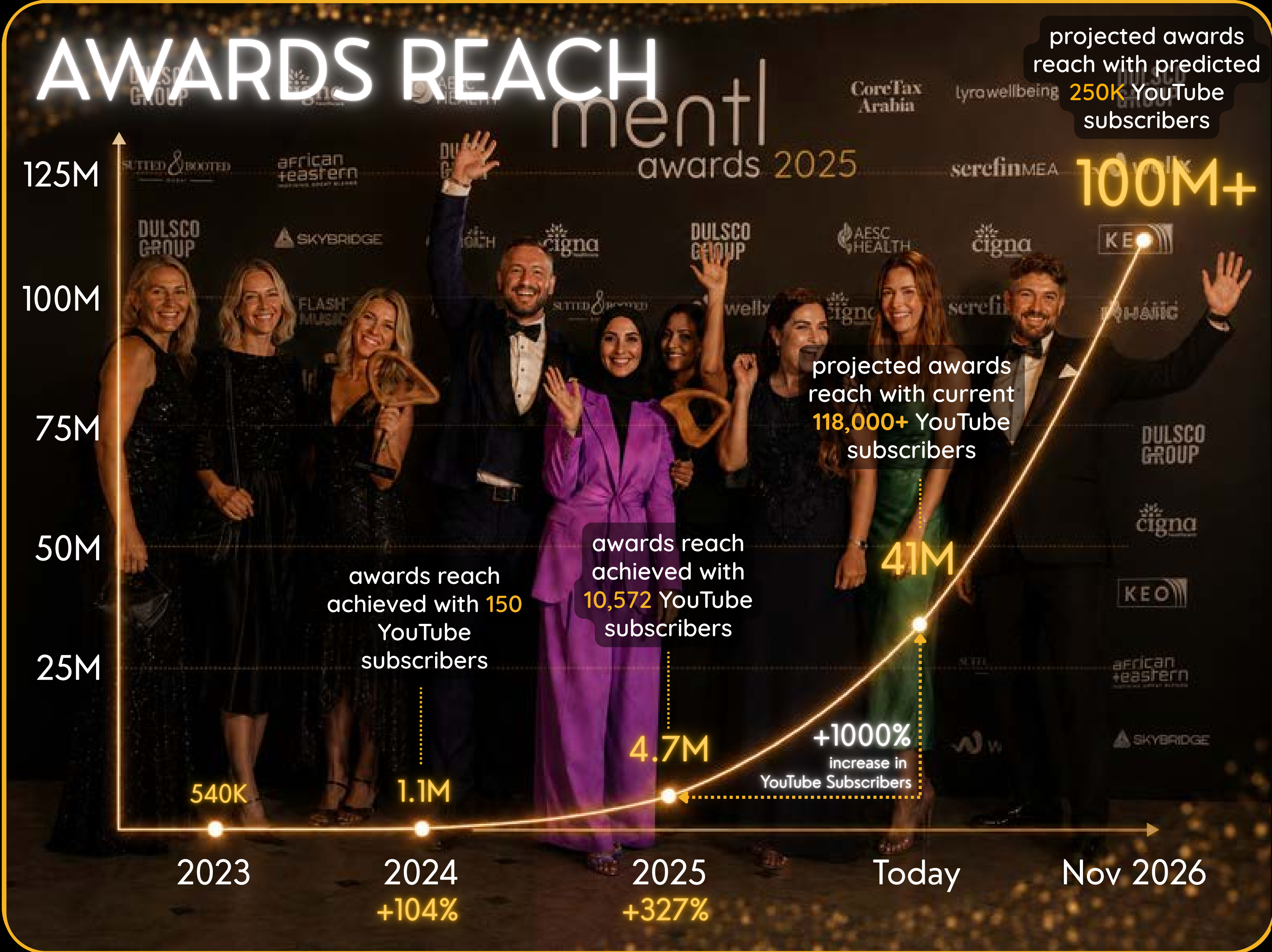
We're about to take off.
Come fly with us.

From awards night
to platform for change.

In three years, the mentl awards have grown from an emerging platform into a regional gathering for the leaders, employers, schools, healthcare providers and changemakers reshaping workplace mental health.

In 2025 finalists represented organisations employing more than 250,000 people.

AND OUR RUNWAY IS GETTING A LOT, LOT BIGGER.



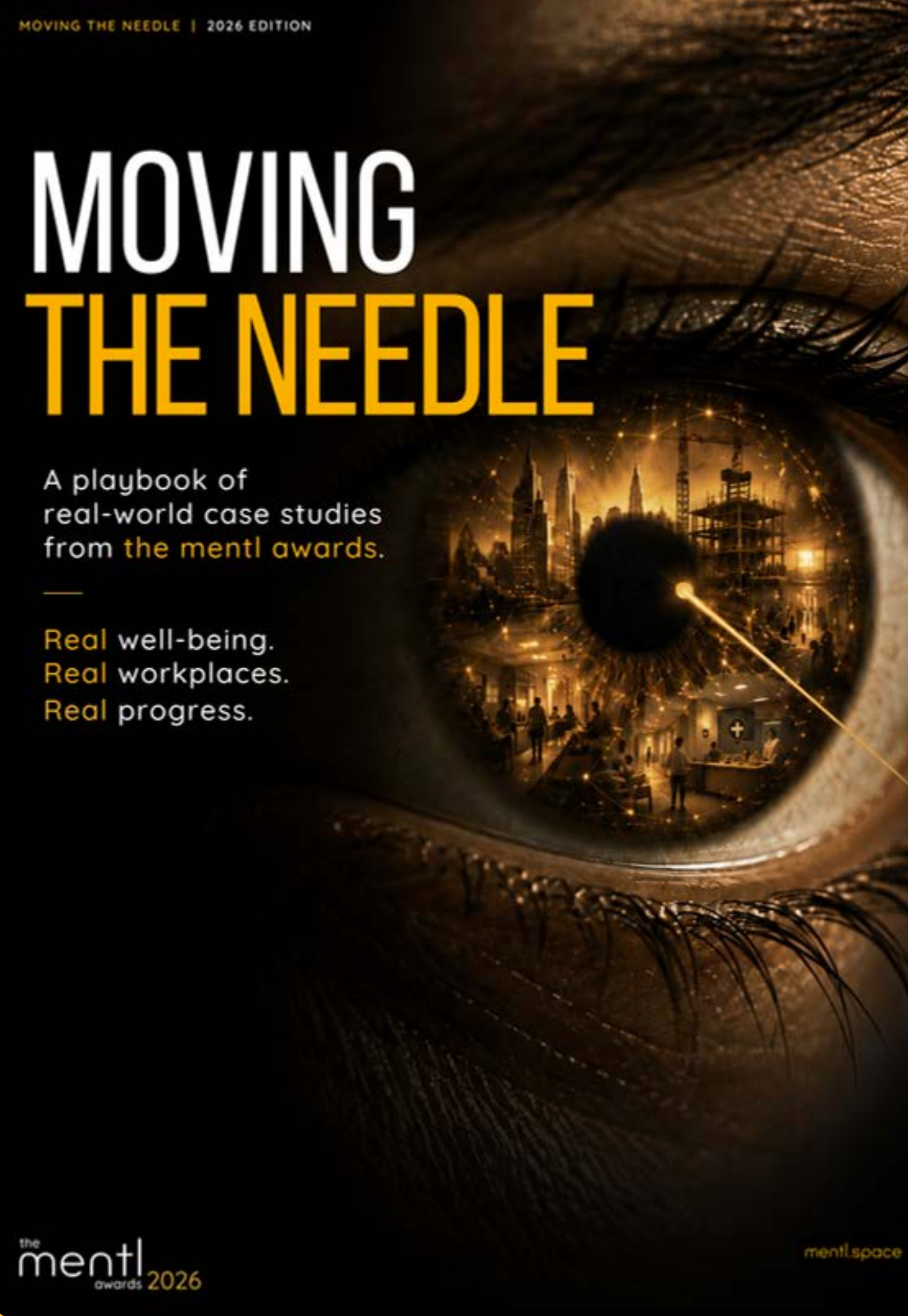
A 365 MISSION

The mentl awards do not end when the trophies are handed out.

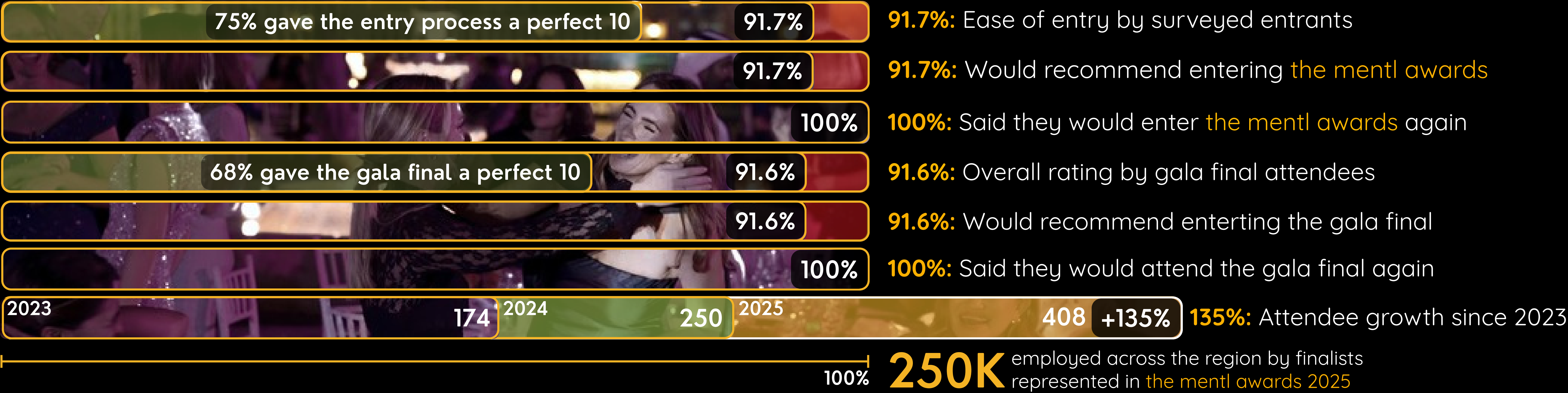
Their stories continue through the year through the mentl community, the **Moving the Needle** playbook, live conversations, podcasts, newsletters, video, community events, research and always on storytelling.

For us this is a 365-day a year mission to move the needle built on three pillars:

COMMUNITY.
IMPACT.
RESILIENCE.



Elite-level NPS territory

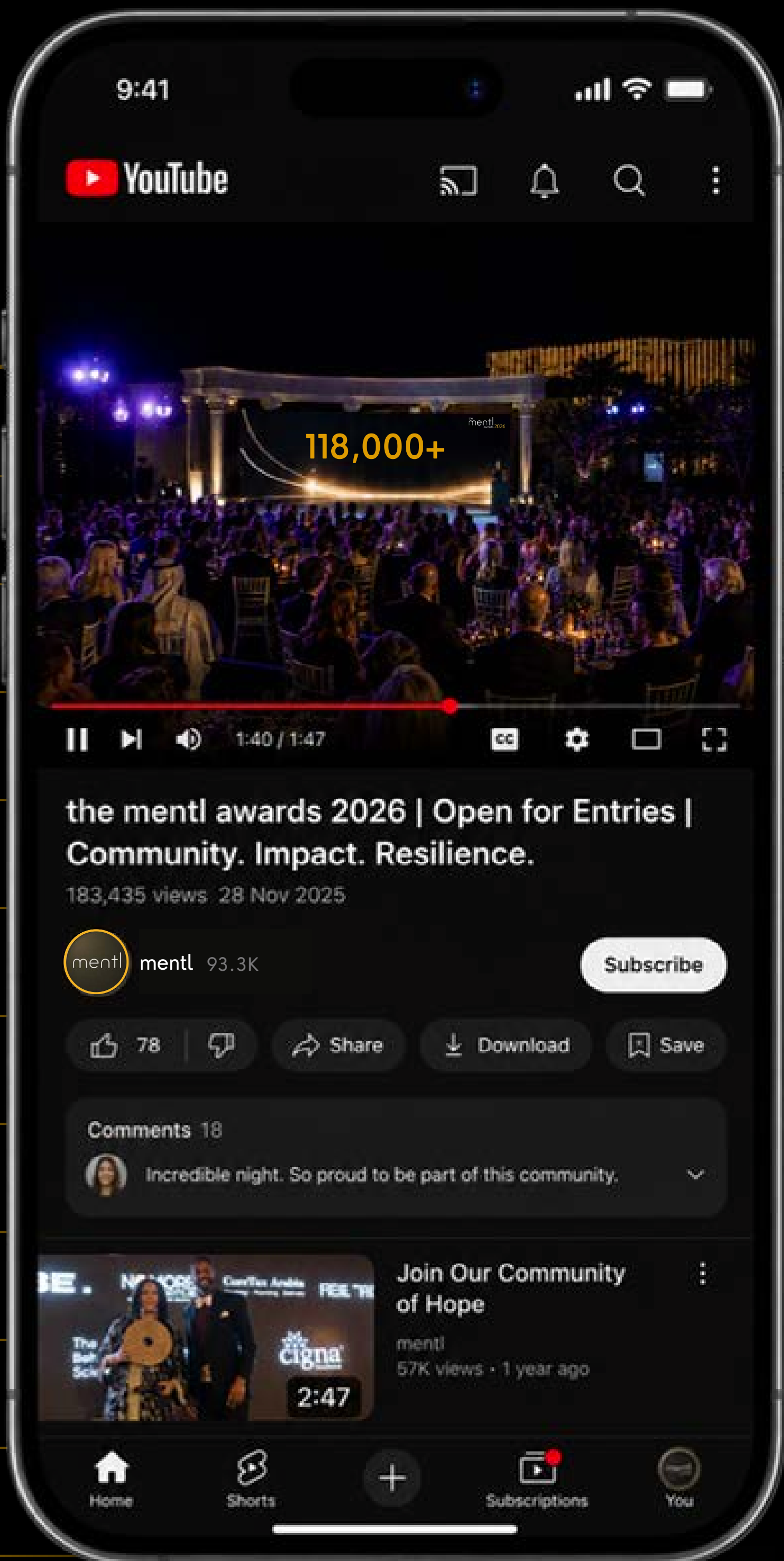


WE'RE MISSION WITH A VOICE. THAT VOICE IS BEING HEARD.

To understand the scale of what we've built, here's where **118,000+ subscribers** places mentl in the broader YouTube landscape across regional media, thought leadership, health and global mental health voices.

mentl 118,000+

Regional media + business voices	Thought leadership + advisory voices	Regional health + well-being voices	Global mental health voices
Forbes Middle East71.1K	INSEAD69.7K	Cleveland Clinic Abu Dhabi84.5K	Mind, the mental health charity49.8K
Dubai Media Office69.4K	EY Global53.8K	SEHA19.3K	The Carter Center44.1K
Lovin Dubai57.27	Deloitte US46.2K	Dubai Health Authority16.2K	NAMI26.2K
Arabian Business52.3K	PwC Global40.5K	MOHAP UAE11.4K	Rethink Mental Illness8.37K
Dubai One TV48.6K	Society for Human Resource Management21.8K	Mediclinic Middle East5.51K	Mental Health America5.25K
Virgin Radio Dubai28.4K	CIPD Global16.7K	Aster Hospitals UAE3.63K	Mental Health Foundation3.58K
Time Out GCC27.6K	KPMG Lower Gulf2.26K	American Wellness Center Dubai2.26K	Wellbeing Research Centre (University of Oxford)2.7K
ZAWYA18.7K	PwC Middle East2.19k	Department of Health Abu Dhabi1.97K	Mental Health Europe1.52K
ITP Live18.1K	HRME1.01K	The LightHouse Arabia1.44K	Project HOPE988
Entrepreneur Middle East8.4K	APCO849	MedEdge MEA399	United for Global Mental Health81
Gulf Business3.73K	CIPD Middle East359	Mental Health AE105	MindForward Alliance76



REACH & RELEVANCE

Your values
in focus.

Breakout year.
Bigger visibility.

Our visibility has grown across a wider ecosystem: video, podcasts, newsletters, LinkedIn community, live webinars, the awards entry journey, the Moving the Needle playbook and the gala itself.

For partners, it means repeated, values-led connection to a motivated, human-driven audience.

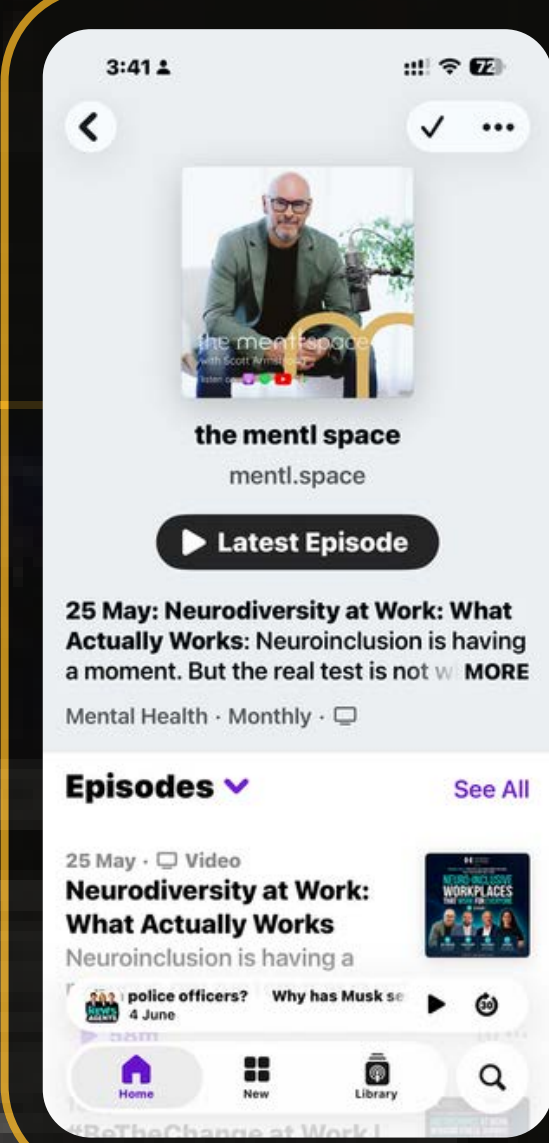
MORE MOMENTS. MORE CONNECTIONS.



Sponsor value:
searchable,
owned-platform

Website
mentl.space

a year-round
discovery hub:
awards information,
finalist stories



Podcast

The audio platform gives sponsors a more intimate way to align with leadership, workplace culture, mental health and human-performance conversations.

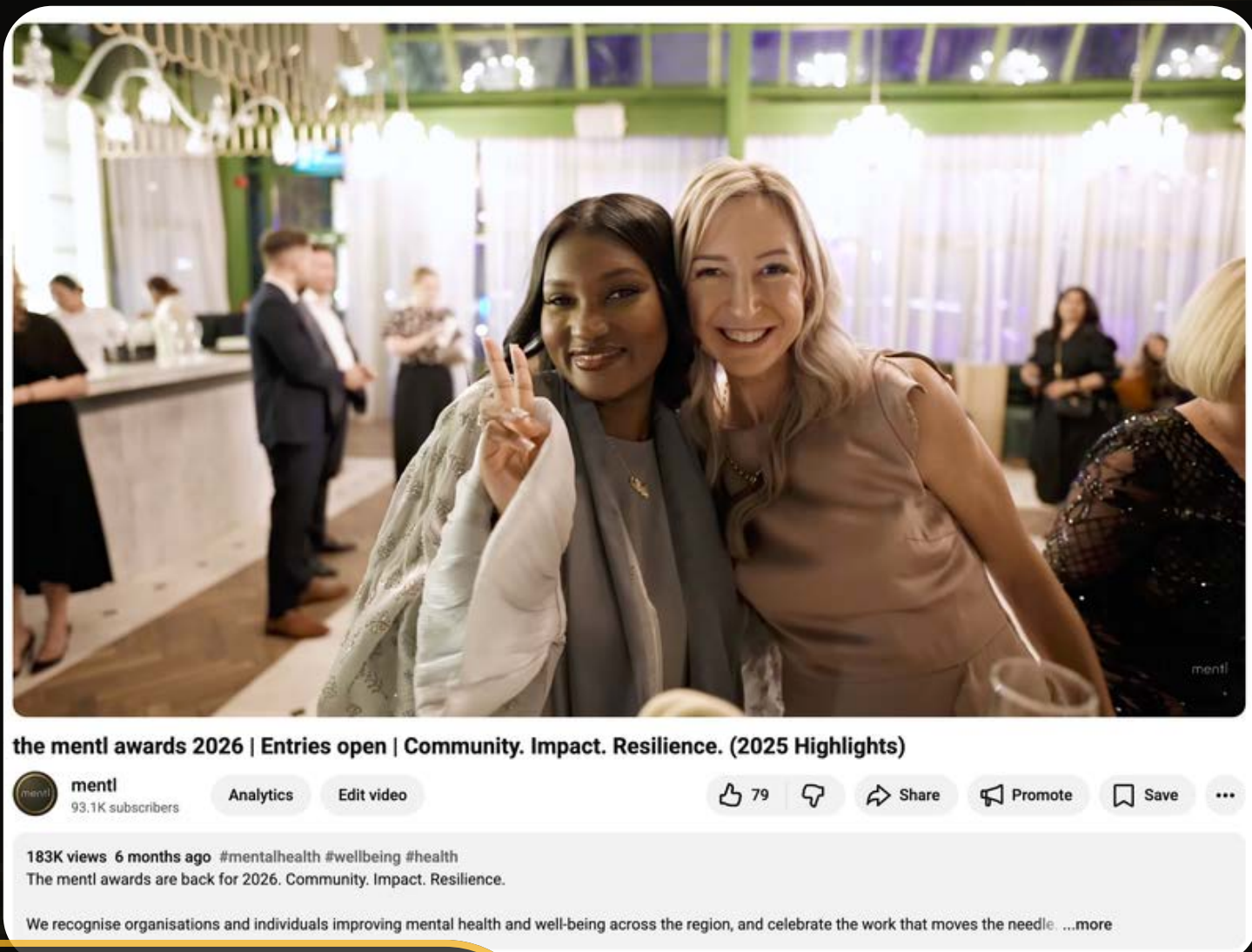
Sponsor value:
thought leadership, values alignment.



YouTube
3.66M

28-day average reach
Sponsor value:
scale
attention
long-form content.

Sponsor visibility sits inside high-performing video content, awards stories, interviews, sponsor-supported series, recaps and mission-led storytelling.



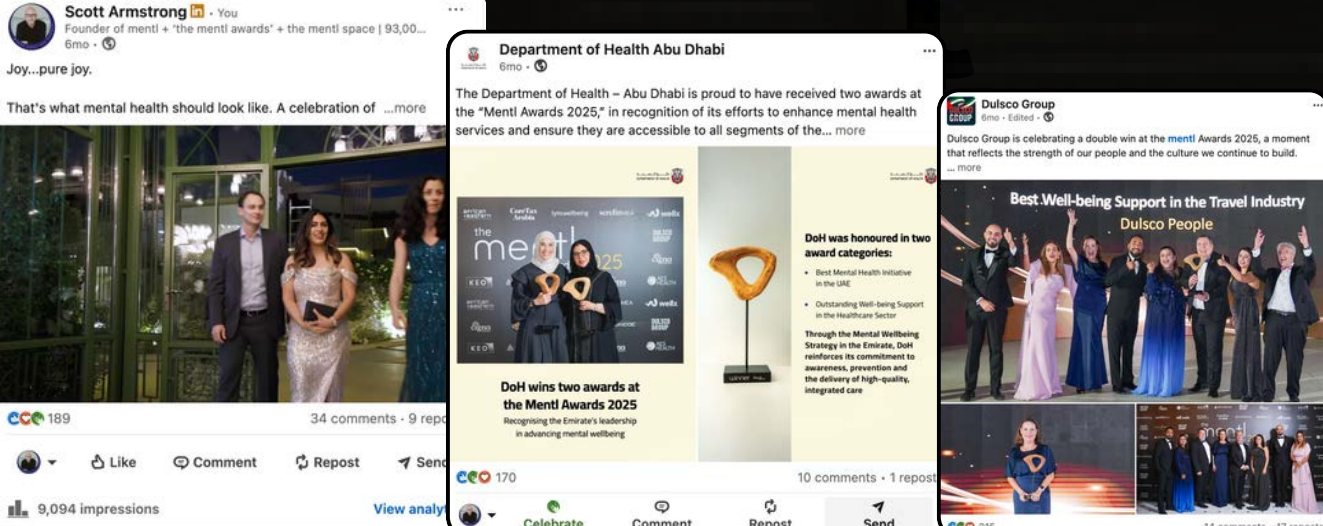
Email community
2,000 highly engaged HR/C-Suite & well-being advocates
74% average open rate. More than double industry average.

Sponsor value:
targeted, high-intent reach.

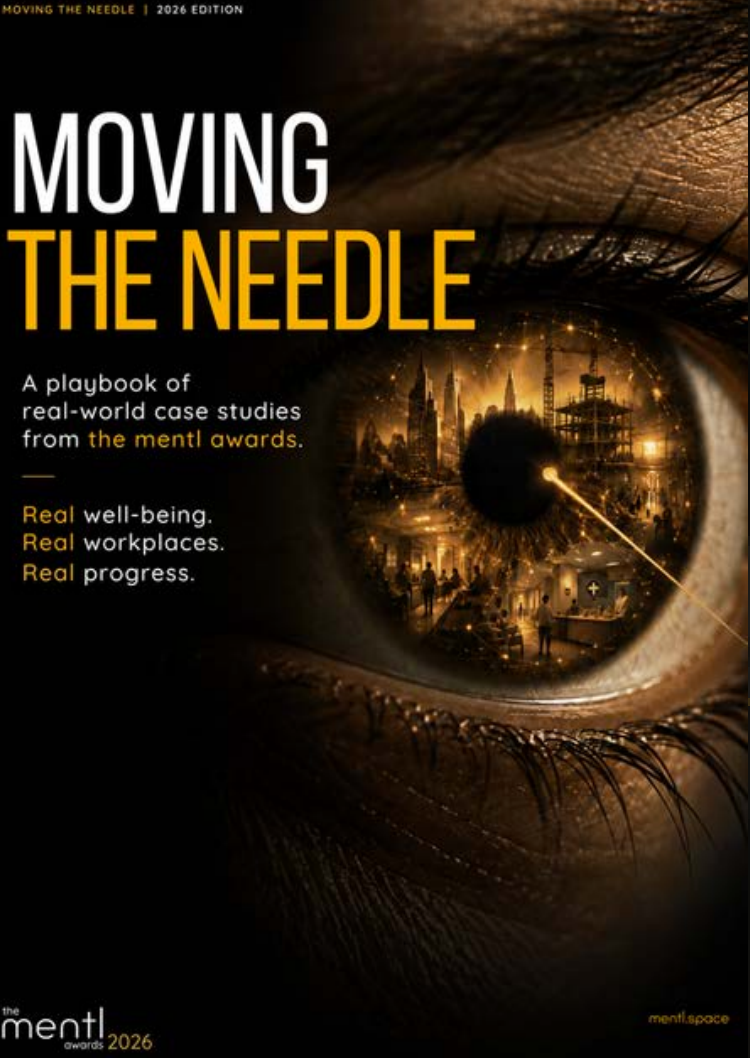


LinkedIn

29K+ community **77%** senior leadership & government officials



Sponsor value:
decision-maker
visibility.



Moving the Needle

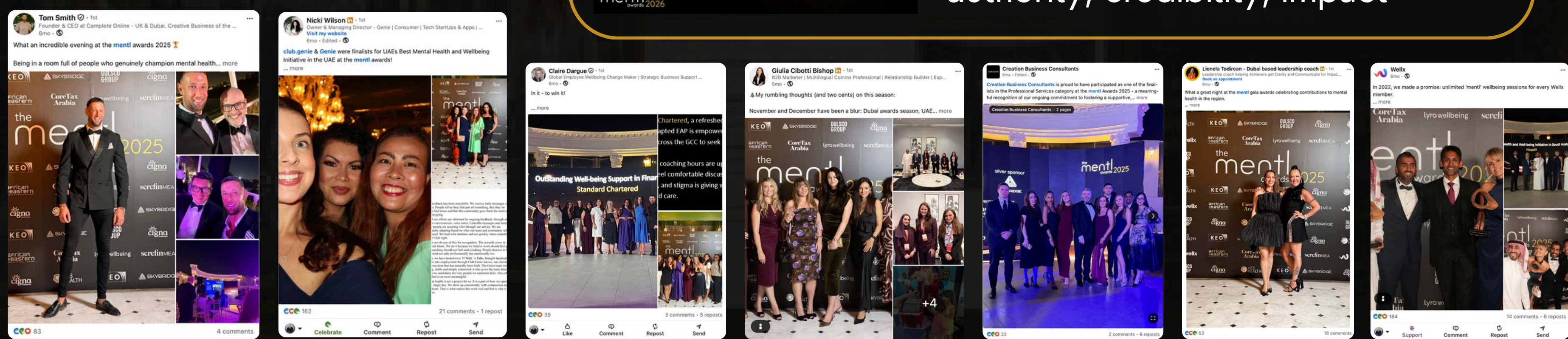
Our playbook gives sponsors a role inside the evidence engine of the awards: not only who won, but what changed, what worked and what other organisations can learn.

Sponsor value:
authority, credibility, impact

Community amplification

Finalists, winners, guests all become part of the ripple effect.

Sponsor value:
authentic earned reach



Regional Heart. Global resonance.

Our audience is anchored in the GCC, extending through MENA, India and wider international markets including the UK and US. This reach reflects the awards' growing role as a regional platform with global relevance far beyond the room.



Independent.
Respected.
Meaningful.

Every entry in the mentl awards is judged independently, on merit, by respected voices across healthcare, business, education, advocacy, public policy, lived experience and workplace well-being.

Purpose people can see
Show that well-being is part of what you stand for - to employees, candidates, clients and communities.

Talent attraction and retention
Talent want to work for organisations embracing well-being. This positions your brand with employers leading that shift.

The right audience
Reach C-suite leaders, HR decision-makers, healthcare experts, government stakeholders, founders, educators, advocates and well-being professionals.

Real change
Help amplify the organisations and individuals proving that mental health progress can be practical, measurable and human.

JOY, CELEBRATION & MEANING.

Community and impact.

Big hearts.

Meaningful connections.

The mentl awards gala final is the emotional heart of our year.

It brings together a community of employers, leaders, clinicians, finalists, judges, sponsors and advocates in one room - creating a high-trust environment where mental health and well-being is recognised, celebrated and shared.

Core event visibility

Reception branding

Brand presence at guest arrival and registration.

Media wall

Branding on the photography /video backdrop used by winners, finalists, judges, sponsors and guests for photos and interviews.

Red-carpet / arrival moment

A branded guest arrival area designed for photography, video and social sharing.

Main screen recognition

Logo and public recognition on the main curved screen, approximately 12m x 3m.

Host acknowledgment

Spoken recognition from the stage during the ceremony.

On-stage award presentations

Sponsor representative presents selected categories on stage.

Category sponsorship

Alignment with a specific award category relevant to the sponsor's sector or purpose.

Awards programme

Sponsor presence in the printed or digital awards programme.

Table materials

Brand visibility on selected table collateral, menus, QR cards or programme inserts.

Gifting partner

A branded gifting moment for guests, finalists or winners that extends the memory of the night beyond the room.

Experience partnerships

Beverage partner

Brand alignment with drinks service, welcome drinks, mocktails or bar visibility.

Music partner

Support the live music, DJ, soundscape or performance layer of the night.

Branded dessert partner

A premium branded dessert, chocolate, sweet course with organisation logo.

Well-being activation partner

A thoughtful on-site activation around pause, reflection, connection or practical support.

Transport or mobility partner

Guest support through event through ride codes, VIP transfers, finalist transport, drop-off branding or post-event safe-ride support.

Venue / event partnership

The venue partner becomes the home of the awards community for the night.

This is not just venue visibility; it is association with a regional movement around workplace mental health, leadership, inclusion and well-being.

The package includes:

- venue named as official event partner
- logo presence on key event materials
- recognition from the stage
- inclusion in selected social and post-event content
- use of official photography from the night
- access to the event highlights video for venue marketing
- venue tagging where relevant across event content
- visibility to hundreds of senior guests, finalists, judges, sponsors and workplace well-being leaders
- post-event visibility through attendee social sharing

Signature creative partnership

Design the mentl trophy competition sponsor

Our public, student or creative-community competition to design and manufacture the mentl awards trophy.

The process begins before the awards, is captured on video, and is played during the ceremony.

Visibility before the event, a stage moment during the event, and a shareable story afterwards

Extensions:

- student design challenge
- people's choice vote
- making-of film
- shortlisted trophy display at the event

Opportunity

matrix.

Core sponsorship tier (all prices exclude VAT).

Package	Price	Naming Rights	Category	Present Award	Host Stage Thanks	Main Screen	Media Wall	Digital Campaign	Table / Seats	Moving The Needle Playbook Page	Moving The Needle Podcast Episode	Red Carpet Sponsor Interview
Headline Partner	\$60,000	Yes	Yes 4 Key Categories	Yes 4 Key Awards	Yes	Yes premium placement	Yes premium placement	Yes top-tier	Table of 10	Yes Full page	Yes premium episode	Yes
Gold Partner	\$30,000	No	Yes 2 Key Categories	Yes 2 Key Awards	Yes	Yes strong placement	Yes	Yes strong	Table of 10	Yes full page	Yes episode	Yes
Silver Partner	\$20,000	No	Yes 1 Key Category	Yes 1 Key Award	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 8	No (upgrade available)	No (upgrade available)	Yes
Reception / Arrival Partner	\$20,000	No	Yes 1 Key Category	Yes 1 Key Award	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 8	No (upgrade available)	No (upgrade available)	Yes
Dessert / Beverage Partner	\$15,000	No	Yes 1 Category	Yes 1 Award	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 8	No (upgrade available)	No (upgrade available)	Yes
Bronze Partner	\$7,500	No	No	Yes 1 Award	Yes	Yes tiered	Yes tiered	Yes tiered	4 seats	No (upgrade available)	No (upgrade available)	Yes
Community Ally	\$2,500	No	No	No	collective thanks	roll of honour	No	Yes listing	2 seats	No	No	No

Signature moment partners (all prices exclude VAT).

Package	Price	Naming Rights	Category	Present Award	Stage Thanks	Main Screen	Media Wall	Digital Campaign	Table / Seats	Playbook Page	MTN Podcast	Red Carpet
mentl Trophy Contest Sponsor	\$25,000	No	Yes 2 Key Categories	Yes 2 Key Awards	Yes	Yes strong placement	Yes	Yes strong	Table of 8	Yes full page	Yes episode	Yes
Transport / Mobility Partner	\$10,000 in-kind value	No	No	Yes 1 Award	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 4	No	No	Yes
Well-being Activation Partner	\$10,000 in-kind value	No	No	Yes 1 Award	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 4	No	No	Yes
Music Partner	\$5,000	No	No	No	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 2	No	No	Yes
Gifting Partner	\$5,000	No	No	No	Yes	Yes tiered	Yes tiered	Yes tiered	Table of 8	No	No	Yes

Add/on & Content Extras	Moving the Needle full-page inclusion	Included in Presenting & Gold	One full page in the digital playbook. Can be a creative partner page, OpEd, Q&A or partner perspective. Positions the sponsor inside the evidence-led playbook, not just the live event.
	Moving the Needle Live / podcast episode	Included in Presenting & Gold	One 30-minute live / podcast episode aligned with past winners, judges or practical lessons from the awards. Distributed through YouTube Live, Spotify, Apple Podcasts and Amazon Music, with short-form clips.
	Moving the Needle Series Sponsor	\$40,000	Official sponsor of a short series, six episodes. Includes YouTube Live, podcast distribution, branded episode graphics, short clips, sponsor recognition and performance summary. Predicted performance 4 million impressions, 2,300+ watch hours.
	Upgrade: Moving the Needle playbook page	Standard price \$5,000 Sponsor price \$3,000	Can be a creative brand page, OpEd, Q&A, partner perspective or practical thought-leadership feature.
	Upgrade: Moving the Needle podcast episode	Standard price \$7,000 Sponsor price \$3,500	One 30-minute live / podcast episode. Distributed through YouTube Live, Spotify, Apple Podcasts and Amazon Music, with short-form clips.

the
mentl
awards 2026

COMMUNITY IMPACT RESILIENCE

We are also open to creating bespoke sponsorship packages shaped around your brand objectives, audience priorities and the kind of impact you want to make.

To discuss a tailored partnership, contact us at awards@mentl.space

