the mentl awards 2026

CONNECT WITH EMPLOYERS INVESTING IN PEOPLE.



Partnership opportunities.

Align your brand with a community taking action on mental health and wellbeing.

Community. Impact. Resilience.



A COMMUNITY TAKING ACTION.

85%	300,000+	400+
Historical finalist organisation attendance	Estimated MENA workforce of represented organisations	Guests at the 2025 gala

Entrants invest time, entry fees and evidence in sharing their work. Their participation demonstrates commitment to mental health and wellbeing.

Historical 2023-2025 community data. Workforce is not direct sponsor reach.



THE ORGANISATIONS INSIDE THE COMMUNITY.

Retail	Majid Al Futtaim, Alshaya, Chalhoub
Finance	Standard Chartered
Energy	ADNOC, ENOC
Engineering	WSP, Siemens Energy
Healthcare	Mediclinic, Aster
Education	GEMS, NYU Abu Dhabi
Professional services	Deloitte, BCG

Examples represented across previous awards years.

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REACH WITH PROFESSIONAL RELEVANCE.



18,982
LinkedIn connections

62.7%
LinkedIn roles: manager level or above

1,738
Active email subscribers

68.2%
Of mapped email subscriber roles are manager or above

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BEYOND THE GALA.
A PROVEN PLATFORM.



730,000+	2,000	75%
Audience reach	Watch / listen hours	Senior roles

What Good Employers Are Doing Differently

The opening episode of our 2026 awards podcast season. Useful conversations distributed through YouTube, podcast platforms and social media.

Reported results for this episode, rather than a forecast for every partnership.



VISIBILITY THAT LIVES ON.

2.4 MILLION+

YouTube views

Partner recognition can extend across LinkedIn, email, YouTube, podcasts and the Moving the Needle playbook. Recent videos featuring partners' branding have collectively generated more than 2.4 million views.

Combined video performance reported by mentl, not views attributable to each sponsor.

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WHY PARTNER WITH MENTL?

01 BRAND ALIGNMENT

Demonstrate your commitment to healthier workplaces alongside credible action.

02 RELATIONSHIPS

Connect with employers and leaders already engaged in wellbeing.

03 VISIBILITY

Build recognition through the gala and relevant community content.

04 COMMERCIAL OPPORTUNITY

Give interested organisations a clear, consent-based route to engage with your team.



CREDIBILITY IS PART OF THE VALUE.

Our podcast, YouTube and playbook explore useful ideas, leadership experience and practical progress.

Partner recognition supports that work. Editorial remains values-led.

Independent judging remains protected.

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FIND YOUR PARTNERSHIP.

HEADLINE **$60,000**	Naming rights; four award categories; 10 seats; playbook page and podcast episode.
GOLD **$30,000**	Two award categories; 10 seats; playbook page and podcast episode.
SILVER **$20,000**	One award category; eight seats; digital and gala visibility; red-carpet interview.
RECEPTION **$20,000**	Reception partnership; one award category; eight seats; digital and gala visibility.
DESSERT **$15,000**	Dessert / beverage partnership; one award category; eight seats; gala visibility.
BRONZE **$7,500**	Present one award; four seats; digital and gala visibility; red-carpet interview.
COMMUNITY ALLY **$2,500**	Two seats; collective thanks; screen recognition and digital listing.

USD. VAT excluded. Highlights from the package matrix; full inclusions and availability confirmed in your proposal.

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MORE WAYS TO CONTRIBUTE.

Signature Trophy	$25,000
Transport	$10,000 in kind
Wellbeing	$10,000 in kind
Music	$5,000
Gifting	$5,000

CONTENT OPTIONS

Six-episode series	$40,000
Playbook	$5,000 / sponsor rate $3,000
Podcast	$7,000 / sponsor rate $3,500

USD. VAT excluded. Options subject to agreed scope.

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REGIONAL HEART.
GLOBAL RESONANCE.



A community anchored in the GCC, with connections across MENA and wider international markets.

Reach leaders across business, healthcare, education, government and wellbeing. Show employees, clients and communities what your organisation stands for.

VISIBLE VALUE. CLEAR REPORTING.

Your partnership report brings together delivered visibility, content performance and agreed engagement activity.



LET'S BUILD A PARTNERSHIP WITH PURPOSE.

27 November 2026

Asateer Tent, Atlantis The Palm, Dubai

Let's explore how your brand can be part of this community.

Speak with Scott: awards@mentl.space