

SPONSORSHIP PROSPECTUS

● INTERNATIONAL **MENS DAY**

ADELAIDE NOVEMBER 19

STAND TALL . SPEAK UP . SHOW UP



We grow **stronger**
not by walking alone,
but by walking **together**.

EVENT DETAILS

● **INTERNATIONAL
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Stand With Us.

A Powerful Platform for Change.

International Men's Day 2025 is more than a date on the calendar — it's a rallying call. Held on Wednesday 19th November at Hilton Adelaide, this powerful event brings together South Australia's leading voices in business, government, and community to celebrate the contribution of men and boys, while shining a spotlight on the mental health and wellbeing challenges too many still face in silence.

Founded locally by Hon. Sarah Game MLC, this annual event is building momentum as a platform for meaningful connection, bold conversations, and real impact.

By partnering with us, you are not only aligning your brand with purpose — you're helping to fund vital work through MATES in Construction, a charity saving lives across some of Australia's most vulnerable industries.

This is your opportunity to stand tall, speak up, and show up — as a sponsor with presence, influence, and purpose.

Join us.

Event Details



Date: Wednesday 19th November 2025



Time: 6:30pm – 11:30pm



Location: Hilton Adelaide, 233 Victoria Square, Adelaide, SA



Dress Code: Formal



KEY ATTENDEES

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Here's a powerful and professional section you can include in your sponsorship prospectus or event materials to highlight key attendees of International Men's Day 2025.

Who Will Be in the Room

International Men's Day 2025 is proud to welcome some of South Australia's most respected leaders, changemakers, and corporate decision-makers — ensuring powerful conversations and meaningful connections.

Confirmed and Invited Attendees Include:

- The Hon. Peter Malinauskas MP, Premier of South Australia
- Senior Cabinet Ministers and Members of Parliament across health, education, mining, infrastructure, sport and community portfolios
- Hon. Sarah Game MLC, Founder of the International Men's Day SA event
- Senior Executives and Directors from leading South Australian corporations
- Industry Leaders from construction, health, mining, agriculture, government, and professional services
- Mental Health and Suicide Prevention Advocates
- Influential Community Champions and Philanthropic Supporters

With every major decision-maker in the state represented, this is a rare opportunity for sponsors to position their brand in front of a high-impact audience committed to community, wellbeing, and real-world change.

For more information about how to sponsor the event or donate to the fundraising activities, please contact events@imdadelaide.com.au



OUR KEY THEMES

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Stand Tall. Speak Up. Show Up.

This year's theme is a bold invitation — to stand with men and boys, speak openly about their challenges, and show up as leaders, allies, and advocates for change.

International Men's Day 2025 is a platform for progress — exploring mental health, masculinity, connection, and contribution through storytelling, leadership, and community engagement.

The conversation will focus on:

Mental Health & Suicide Prevention

- Highlighting the silent crisis affecting thousands of South Australian men — and the support systems that save lives.

Masculinity & Modern Identity

- Redefining what strength, resilience, and vulnerability mean today.

Connection & Belonging

- Fostering stronger communities through open dialogue and shared responsibility.

Celebrating Contribution

- Honouring the everyday men who model integrity, empathy, and strength — and in doing so, help shape better communities for everyone..

We aim to:

- Raise funds and awareness for MATES in Construction and supporting charities
- Create a safe, inclusive space for meaningful conversations
- Engage decision-makers from government, industry, and community
- Celebrate diverse male role models
- Inspire real action — at home, in workplaces, and through policy

This is not just a dinner. It's a catalyst for change.



GOLD SPONSOR

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Lead With Purpose. Be Seen as a Catalyst for Change.

As the Gold Sponsor of International Men's Day 2025, your organisation will be positioned as a champion of mental health, social connection, and positive community leadership. This is your opportunity to align with a powerful cause, amplify your brand message, and be part of a movement driving awareness, action, and impact.

You won't just be supporting an event — you'll be investing in change.

- Gold Sponsor status in all sponsor listings including Event website, all digital media channels, all eDM event marketing and registration portal
- 2 x complimentary seats at the head table seated next to The Hon. Peter Malinauskas MP, Premier of South Australia
- A 2-minute address at the opening session to thank The Hon. Sarah Game MLC
- Verbal acknowledgment by MC during event proceedings as the Gold Sponsor
- First access to purchase a table of 10 in a premium position, hosting an SA Minister along with your key clients or guests
- Meet and greet opportunities with high-profile attendees including government leaders and industry influencers
- Inclusion in media releases and PR opportunities (where available)
- Your logo and or hyperlink will appear on all Event email marketing campaigns including speaker announcements, special offers and other confirmation emails to all event attendees, including printed materials
- Exclusive social media post to announce your partnership including 2 LinkedIn posts acknowledging sponsorship
- Digital signage on the event presentation on stage screen

\$15,000+gst

SOLD

SILVER SPONSOR

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Stand Proud. Champion Community Impact.

As a Silver Sponsor, you'll be recognised as a committed supporter of mental health and wellbeing in our state.

Your contribution helps create a space where meaningful conversations happen — and where men and boys feel seen, valued, and supported. This sponsorship tier offers strong brand alignment with community leadership and a highly engaged audience.

- Silver Sponsor status in all sponsor listings including Event website, all digital media channels, all eDM event marketing and registration portal
- Verbal acknowledgment by MC during event proceedings as the Silver Sponsor
- Priority access to purchase a table of 10 in a premium position, hosting an SA Minister along with your key clients or guests
- Meet and greet opportunities with high-profile attendees including government leaders and industry influencers
- Inclusion in media releases and PR opportunities (where available)
- Your logo and or hyperlink will appear on all Event email marketing campaigns including speaker announcements, special offers and other confirmation emails to all event attendees, including printed materials
- Exclusive social media post to announce your partnership including 1 LinkedIn posts acknowledging sponsorship
- Digital signage on the event presentation on stage screen

\$8,000+gst



BRONZE SPONSOR

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Support That Speaks Volumes.

The Bronze Sponsorship is ideal for businesses and individuals who want to make a meaningful contribution while gaining targeted brand exposure.

Your support will help bring the event to life and ensure its continued success, while aligning you with an initiative that celebrates strength, compassion, and connection.

- Bronze Sponsor status in all sponsor listings including Event website, all digital media channels, all eDM event marketing and registration portal
- Verbal acknowledgment by MC during event proceedings as the Bronze Sponsor
- Access to purchase a table of 10 hosting an SA Minister along with your key clients or guests
- Meet and greet opportunities with high-profile attendees including government leaders and industry influencers
- Inclusion in media releases and PR opportunities (where available)
- Your logo and hyperlink will appear on the event marketing and registration portal
- Your logo and or hyperlink will appear on all Event email marketing campaigns including speaker announcements, special offers and other confirmation emails to all event attendees, including printed materials
- Your logo on any Event printed materials
- Exclusive social media post to announce your partnership including 1 group LinkedIn posts acknowledging sponsorship
- Digital signage on the event presentation on stage screen

\$5,000+gst



MINISTER TABLE

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As an Event sponsor, sitting at a Minister's Table places your brand at the heart of influence and impact. This coveted opportunity offers direct access to senior decision-makers, powerful networking with key industry and government leaders, and meaningful alignment with the pressing issues facing men today—including mental health and suicide prevention.

It signals credibility, elevates your brand through association, and creates high-value conversations in a room that feeds into policy and shapes partnerships. This sponsorship delivers far more than a seat—it offers a platform to drive real change.

- Opportunity to select an SA Minister to host at your table of 10 (9 seats for you and your guests)
- Engage meaningfully with people who shape policy and investment decisions.
- Direct access to senior decision-makers: Ministers and high-ranking officials rarely attend events without purpose. Having the opportunity to host them at their table puts your brand in direct conversation with them.
- This positioning enhances brand perception—especially in sectors like health, education, infrastructure, and male wellbeing.
- Support suicide prevention and men's mental health: Show your stakeholders that you're part of the solution.
- Your logo and hyperlink will appear on the event marketing and registration portal.
- Exclusive social media post to announce your support including 1 group LinkedIn posts acknowledging sponsorship

\$10,000+GST



EVENT SPONSORSHIP

	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	MINISTERS TABLE
Sponsorship Availability	1	2	4	8
Principal Partner status in all sponsor listings including Event website, all digital media channels, all eDM event marketing and registration portal	✓			
A 2-minute address at the opening session to thank The Hon Sarah Game MLC	✓			
2 x complimentary seats at the head table seated next to The Hon. Peter Malinauskas MP, Premier of South Australia	✓			
Priority access to purchase a table of 10 in a premium position, hosting an SA Minister (Prior to public)	✓	✓		✓
Meet and greet opportunities with high-profile attendees including government leaders and industry influencers	✓	✓		✓
Acknowledgement as Event Sponsor in all social media and marketing campaigns	✓	✓	✓	
Your logo and hyperlink will appear on the event website and eDM's	✓	✓	✓	
Your logo on any printed materials (where possible)	✓	✓	✓	
Inclusion in media releases and PR opportunities (where available)	✓	✓	✓	
Social media post to announce your partnership including LinkedIn posts acknowledging sponsorship	✓	✓	GROUP	GROUP
Exclusive digital signage on the event presentation on stage screen	✓	GROUP	GROUP	GROUP
Verbal acknowledgment by MC during event proceedings as a Sponsor	✓	✓	✓	

CONTACT US

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Partnering with International Men's Day is an opportunity to present your organisation's commitment to tackling men's mental health in South Australia.

Get in touch with our International Men's Day Team today –
events@imdadelaide.com.au

Let's Connect



EVENT PRODUCER



BIG FISH
EVENTS GROUP
CREATIVITY • CARE • COMMITMENT

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