



WallFlower - Emma Steel (NEW ZEALAND)

*An international arts competition supporting photographers, filmmakers, and musicians with lived experience of mental illness to tell their stories and challenge stigma through creativity.*

# OUT FROM THE MIST

Representations of Mental Illness

## PARTNERSHIP OPPORTUNITY



# Snapshot

Out From The Mist is an international photography, film, and music competition that creates a platform for people with lived experience of mental ill health to share their stories through creative expression. Now entering its eighth year, the competition challenges perceptions of mental ill-health beyond stereotypes of “tragic” or “heroic,” instead showcasing the diverse, nuanced realities that exist in between.

Out From The Mist is a global platform for real stories - we connect individuals, carers, mental health professionals, legislators, and the broader community with lived experience stories they can identify with or learn from.

## Sponsor Exposure

### During the Competition (July – August):

- Show up across a global, purpose-driven campaign
- Align with a leading mental health advocacy organisation
- Reach an engaged audience of creatives, advocates and supporters
- Be part of real, unfiltered lived experience storytelling

### Awards Night & Exhibition (Live Streamed Internationally):

- Demonstrate meaningful social impact during **Queensland Mental Health Week** and **National Mental Health Week**
- Be seen by both a live audience and a global online audience
- Be represented on all exhibition materials, social media and marketing content



Melancholia - Gazelle Pezeshkmehr (NORWAY)

# What Makes It Different

## World-Class Industry Professionals

Distinguished judges working across photography, film and music offer personalised feedback to emerging artists.

## Representation and Conversation

Authentic representations and open discussion of mental illness experiences, challenging stigma and inspiring hope.

## Global Stories. Real Impact.

Artists from 29+ countries sharing work - fostering connection and understanding through online community.

## Ongoing Advocacy

Showcases at mental health industry events, informing and influencing mental health policy and programs with lived experience stories.

Real stories. Global stage. Tangible impact.



Treading the equilibrium - Carly Burns (AUSTRALIA)

# Impact

Out From The Mist is more than a competition — it's a global platform for connection, understanding and change.

**Skill Development:**

Winners receive \$10,000 in prizes and professional development opportunities with industry professionals

**Creative Expression:**

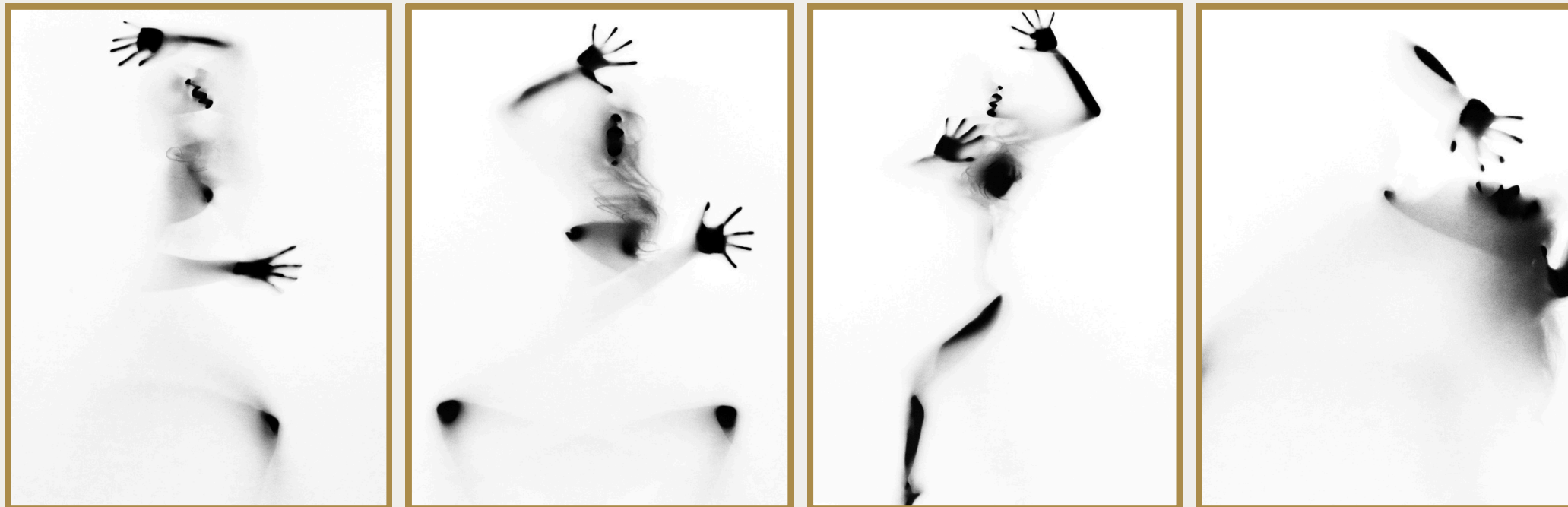
90%+ of entrants say the process of participating helped them better understand their mental health

**Connection:**

85%+ report feeling less isolated through sharing their story

**Understanding:**

95% of Awards Night attendees said the event increased their understanding of mental health



*As a mother of a child who self-harms and has no will to live, I feel stuck in a mental state where I feel trapped like in a soundproof room where my soul is screaming and trying to reach my child. I feel like I'm in a womb and she's in a big scary world and I can't find a way to break through this membrane just to reach my child's heart and heal it and show how much she's loved and how much love and beauty is in her own heart that she can give to the world.*

**Reverse womb - Inese Auzina (IRELAND)**

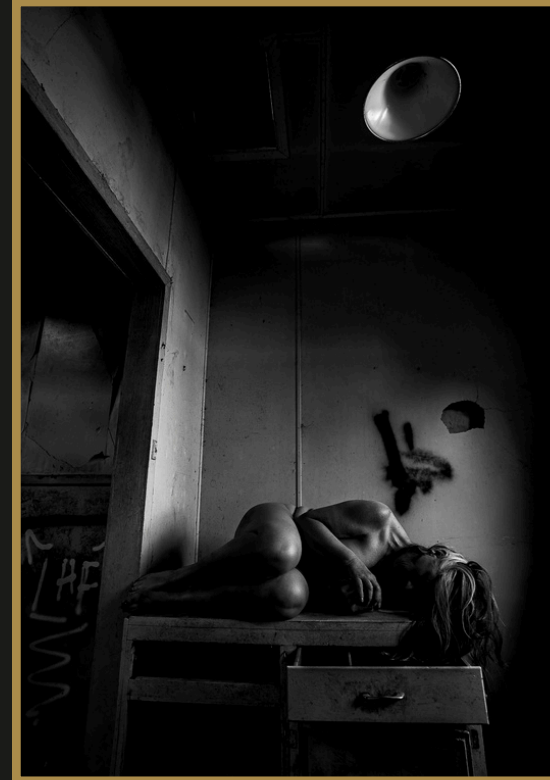
**2023 Finalist**

## Partnerships

Events like this don't happen without sponsors. Your support helps deliver a high-quality, accessible program. Our partners cover essential costs such as event production, exhibition curation, framing, equipment, and promotion. It's you who ensure these stories are seen and heard globally.

By partnering with Out From The Mist, you're helping create real impact — amplifying voices, building connection, and changing the conversation around mental health.

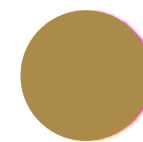
# Impact



out\_from\_the\_mist Sara Nash of Canada entered a four photo series titled 'Relentlessness'. As Sarah explains, the photos are:

" ... self portraits encompass what it is often like to be a carer for someone with mental illness.  
The loneliness in being unable to discuss it with family and friends.  
The isolation of not being a "typical" family.  
The despair and grief of watching your child suffer.  
The piercing sounds of wailing and self harm knowing you are trying your best to help.  
The endless fear of being a failure in protecting them.  
The need to curl up into a foetal position and protect your heart from hurt."

7 h



Beautiful and poignant series ❤️



7 h 1 like Reply



This is so powerful, I am really struggling with this situation I care for my daughter age 19 who has made numerous attempts on her life , there are days I feel so isolated and desperate thank you for this work, I'm not alone



7 h 1 like Reply

# Partnership Opportunities

## Signature Partner

From \$15,000

- Naming rights to the competition or major category
- Lead brand alignment across the full campaign
- Prominent visibility across digital and event touchpoints
- Featured presence at Awards Night & Exhibition
- Opportunity to present a major award

*Category exclusivity*

## Event Partner

From \$6,000

- Alignment with Awards Night & Exhibition
- Brand presence across event promotion and livestream
- On-site exhibition visibility
- Opportunity to present an award

*Strong event presence*

## Category Partner

\$500 – \$5,000

- Sponsor a specific prize or category
- Direct alignment with artists and creative work
- Inclusion across campaign communications

*Flexible entry point*

## Included in all partnerships

- Website, social media and campaign integration
- Direct access to an engaged audience
- Inclusion in campaign communications
- Alignment with authentic, story-driven content

## Limited Partnerships Available

To maintain the quality, integrity and visibility of the platform, we offer a small number of partnerships each year.

We work with each partner to ensure your brand is integrated in a way that is visible, aligned and adds value to the overall experience.

# The Team Behind the Impact

Out From The Mist is hosted by the Mental Illness Fellowship of Australia (MIFA), a national organisation supporting people affected by mental health challenges since 1986. MIFA's work is informed by lived experience, ensuring its programs and initiatives are grounded in real-world insight and understanding.

The competition has grown into a respected international platform, supported by partners including the Queensland Mental Health Commission, Princess Pictures, and Mental Health Online.

Creative direction is led by Michael Lockwood, whose professional expertise and personal connection to the work ensure the project remains authentic, high-quality and impactful.



# Let's Partner

If you're looking to align your brand with a global platform that delivers both visibility and real impact, we'd love to explore what this could look like together.

Start the conversation:

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