



**Mental Elf
Corporate Sponsorship packages
2025!**

 **mind Birmingham**

About Birmingham Mind...

Birmingham Mind are one of the largest independent mental health charities in Birmingham and Solihull. We are proud to provide support, advice and housing for people experiencing problems with their mental health here in our communities. Last year **25,850** people accessed Birmingham Mind services which we could not provide without your support.

We are affiliated to the national charity Mind, but we are independent and obtain our own funding to deliver our services. Fundraising makes a real difference to people in our community, especially events such as Mental Elf which we would love for you to be a part of.

In 2024 we raised **£19,576.52** for Birmingham Mind through Mental Elf with around 400 people taking part, volunteering and supporting on the day.

Mental Elf is our charities flagship fundraising event and our corporate partners are a huge part of its success.

What is Mental Elf?

Mental Elf is a Festive Fun Run for all the family.

Whether you choose to walk, jog, skip or run the 1km/5km route, this event is all about bringing people together of all ages and abilities to raise awareness for mental health and funds for Birmingham Mind.

Each person that takes part will receive a medal and goody bag!



Why sponsor Mental Elf?

Supporting people's mental health has never been more important than it is right now.

At least **1 in 4** people are finding it difficult to look after their mental health right now. That includes your colleagues, customers, suppliers and the communities you want to reach.

Some may be experiencing issues for the very first time. So there's no better time to show your company's commitment to improving mental health for everyone.

By choosing to show your support for **Birmingham Mind**, you are choosing to invest in the mental health for the people living and working here in Birmingham and Solihull.



Partnering with Birmingham Mind for Mental Elf 2025 will allow your business to:

Engage with the local community

Connect with new contacts

Boost your visibility

Enhance employee engagement

Demonstrate your commitment to mental health support



We have a range of opportunities to suit businesses of all sizes to show their support for mental health across Birmingham.

Main Event Sponsor - £1,500

- Your logo to appear on ALL event promotion including our website, social media, leaflets, posters, staff email signatures (which can also be used by your staff)
- Your logo to appear on participant goody bags (bags to be provided by your organisation)
- Minimum of 3 dedicated social media posts thanking your organisation for its support
- Your organisation tagged in ALL social media posts promoting the event
- Your presence at the event with a dedicated promotion table
- Quotes from your organisation within website articles and press releases
- Quotes can also be provided from Birmingham Mind for any PR you wish to do around your sponsorship
- Your signage at the event (please provide)
- Option to include marketing materials within participant goody bags (provided by your organisation)
- Minimum of 2 PR announcements on the day thanking your organisation for its support
- 1 free team ticket for up to 8 people



Medal Sponsor - £1,000

- Your logo to appear on the medal ribbon
- Option to include marketing materials within participant goody bags (provided by yourselves)
- Your signage at the event (please provide)
- A dedicated social media post thanking your organisation for its support
- Your organisation tagged in ALL social media posts promoting the event
- Your presence at the event with a dedicated promotion table (gazebo not provided)
- A quote from your organisation within website articles and press releases
- Quotes can also be provided from Birmingham Mind for any PR you wish to do around your sponsorship
- Minimum of 1 PR announcement on the day thanking your organisation for its support
- 1 free team ticket for up to 8 people



Start and finish line sponsor - £500

- Your logo and signage to appear at the start and finish line (to be provided by your organisation)
- Option to include marketing materials within participant goody bags (provided by your organisation)
- A dedicated social media post thanking your organisation for its support
- Quotes can be provided from Birmingham Mind for any PR you wish to do around your sponsorship
- Minimum of 1 PR announcement on the day thanking your organisation for its support
- 3 free tickets



Bandstand sponsor - £500

- Your branding to be displayed on the bandstand, the central area for Mental Elf. Branding to be provided by your organisation such as pull up banners.
- Option to include marketing materials within participant goody bags (provided by your organisation)
- A dedicated social media post thanking your organisation for its support
- Quotes can be provided from Birmingham Mind for any PR you wish to do around your sponsorship
- Minimum of 1 PR announcement on the day thanking your organisation for its support
- 3 free tickets



Route signage Sponsor - £250

- Your logo on route signage around the route
- Minimum of 1 PR announcement on the day thanking your organisation for its support
- 2 free tickets



Water station Sponsor - £250

- Opportunity for your organisation to have a presence at the finish line with your logo and signage visible to give out water bottles to our participants (please provide banners and signage you have)
- Minimum of 1 PR announcement on the day thanking your organisation for its support
- 2 free tickets

In kind sponsorship

We also welcome donations of items or services to support the event.

These include:

- Snacks such as cereal bars, fruit, crisps etc
- Items to go into goody bags such as candy canes or other festive treats
- Hand warmers for our amazing elf volunteers and staff
- Tombola prizes
- Promotional printing or supplies such as banners, flags, bunting etc
- Promotional adverts on billboards or digital display screens
- Entertainment such as choirs, festive characters or bands



Volunteering opportunities

We could not make Mental Elf a success without the fantastic support of our wonderful volunteers. If you would like to help us at the event, we would love to hear from you. There are a number of roles available including:

- Event set up/take down
- Team leaders
- Route marshals
- Registration desk team
- Start/finish line team
- Medal/goody bag team





**“What a great event!
We all really enjoyed ourselves, and loved being a part of such an incredible event”**

Thank you for taking the time to look through our packages. We hope you will be able to support Mental Elf 2025 as it promises to be another fantastic event. For more information about the packages, gifts in kind, team or individual registration, volunteering or to sponsor an event element, please contact:

fundraising@birminghammind.org

mind Birmingham

Registered with
FUNDRAISING
REGULATOR



Mental Elf 2025

Festive Fun Run

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