



 **Mind** Birmingham

 **Mental Elf**
festive fun run

**Corporate Sponsorship
Packages 2026!**



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 **23,650** 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 2025 we raised **£19,256** for Birmingham Mind through Mental Elf with over 400 people taking part, volunteering and supporting on the day.

Our Mental Elf festive fun run has become our charities flagship fundraising event and our corporate partners are a huge part of its success.

A Fun Run for all!

Participants can 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 our festive fun run?



Prioritising mental health is more important than ever, as businesses seek to create healthier, more resilient, and productive workplaces.

Mental health challenges are affecting more people than ever, with at least **one in four** individuals experiencing difficulties at any given time. This impact extends across your workforce, customers, suppliers, and the communities your organisation serves.

By **partnering** with Birmingham Mind, your organisation can play a **vital role** in improving mental health outcomes across Birmingham and Solihull. Your kind support helps ensure that individuals, families, and communities have access to the services they need. This partnership **reinforces** your organisation's **commitment** to **social impact**, **employee wellbeing**, and **community investment**.



Partnering with Birmingham Mind it allows your organisation to:

Boost your visibility

Connect with new contacts

Demonstrate your commitment to mental health support

Engage with the local community

Enhance employee engagement



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 and your staff email signatures.
- Minimum of 3 dedicated social media posts thanking your organisation for its support
- Your organisation tagged in ALL social media posts promoting the event
- A space for a dedicated promotion table and gazebo for your organisation
- 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 PA 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 PA announcement on the day thanking your organisation for its support
- 1 free team ticket for up to 8 people

“It was a really great day and all of our team really enjoyed volunteering or taking part in the run - thank you so much for having us all.”
- Previous Corporate Sponsor.

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 PA 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 PA announcement on the day thanking your organisation for its support
- 3 free tickets



Goody Bag Sponsor - £400

- Your logo on the goody bag (roughly 400 of them will be made up)
- Option to include marketing materials within participant goody bags (provided by yourselves)
- 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 PA announcement on the day thanking your organisation for its support
- 2 free tickets

Route signage Sponsor - £300

- Your logo on route signage around the route
- Minimum of 1 PA 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 PA 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 our Mental Elf festive fun run 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:

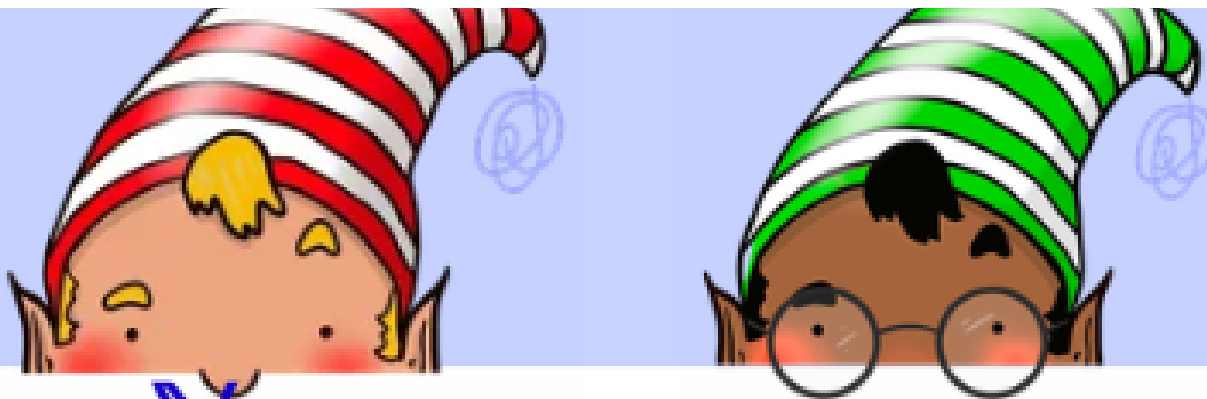
- Event set up/take down
- Team leaders
- Route marshals
- Registration desk team
- Start/finish line team
- Medal/goody bag team





“Thank you for organising such a fun run! And for all your work to support the community in Birmingham. Keep it up and see you same time next year!”

Thank you for taking the time to look through our packages. We hope you will be able to support this year’s event as it promises to be another fantastic fun run. 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



Birmingham
Sponsorship
packages