

Mental Elf 2023
Sponsorship Packages





What is Mental Elf

Mental Elf is a festive fun run and family day held in Witton Park in Blackburn on Sunday 3rd December 2023.

The event includes:

- 5k fun run plus 10k mega elf distance both featuring surprise festive boosts at every kilometer
- Plus 2k mini elf route and free family entertainment & activities

The event is attended by an average of 300 people each year and we encourage elf fancy dress.

This inclusive, fun, community focused event was created and still exists to bring people to stand together and raise funds and awareness for better mental health across Lancashire.

Why Sponsor Mental Elf

There's no better time to show your company's commitment to improving mental health for everyone in Lancashire. In choosing to support your local mental health charity, you are choosing to invest in the health of local people. A sponsorship package at Mental Elf will provide your business with:

- Increased brand visibility
- Demonstrate community support
- Reach new customers
- Boosts staff moral

And so much more!

It's thanks to the support and generosity of companies like yours that Lancashire Mind can continue the work we do. Mental Elf provides Lancashire Mind with an opportunity to:

- Bring in income to fund services and support
- Raise awareness of services and support
- Encourage conversations
- Continue to break down the stigma surrounding mental health conditions

About Lancashire Mind

Lancashire Mind is a local, independent mental health charity.

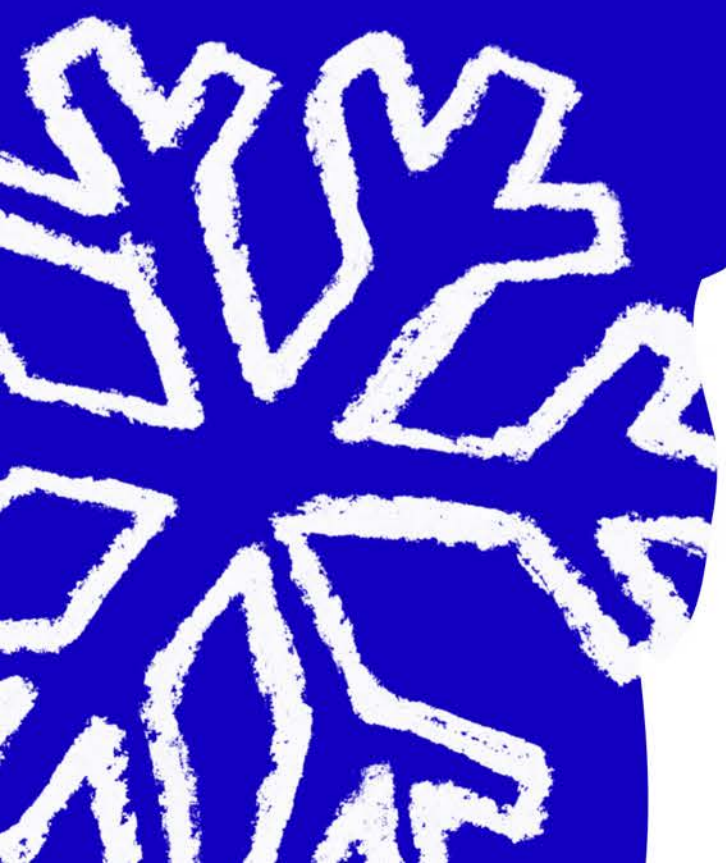
We want to work with Lancashire, for Lancashire - we believe in a future where everyone in Lancashire has the opportunity to have the best mental health and wellbeing possible. To achieve this we:

Connect Minds through ongoing engagement to understand people's experience of mental health in Lancashire.

Change Minds by challenging stigma and increasing knowledge around mental health.

Support Minds by offering services which meet the needs of local people and communities.

We believe that everyone can achieve mental wellbeing and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.



Sponsorship Packages

Main Event Sponsor

- Logo to appear on all event promotion including our website, social media, leaflets, press releases, staff email signatures (which can also be used by your staff).
- Quotes from your organisation within website news articles and press releases.
- Quotes provided by Lancashire Mind for any PR you wish to do around your sponsorship.
- Signage at the event.
- Option to include marketing materials within the goodie bags.
- Option to have a company table near the registration station.
- Dedicated social media posts thanking your organisation for its support.
- Mentions of your support during the day through the PA system.
- Free entry to the 5k race for up to five employees.

Cost £1,200



Medal Sponsor

- Logo to appear on the medal ribbon- if confirmed in time for production.
- Quotes from your organisation within website news articles and press releases.
- Quotes provided by Lancashire Mind for any PR you wish to do around your sponsorship.
- Option to have a company table near the registration station.
- Dedicated social media posts thanking your organisation for its support.
- Mentions of your support during the day through the PA system.
- Free entry to the 5k race for up to three employees.

Cost £800

Start/Finishline Sponsor

- Logo to appear at the start/finish line.
- Quotes from your organisation within website news articles and press releases.
- Quotes provided by Lancashire Mind for any PR you wish to do around your sponsorship.
- Dedicated social media posts thanking your organisation for its support.
- Mentions of your support during the day through the PA system.
- Half price entry to the 5k race for up to three employees.

Cost £500

Goody bag Sponsor

- Water and snack given to each person at the end of the event in a goody bag.
- Sponsor card to be given to each person
- Option to include marketing materials on goody bag table, pull up banners, etc.
- Quotes from your organisation within website news articles and press releases.
- Quotes provided by Lancashire Mind for any PR you wish to do around your sponsorship.
- Your signage at the event
- Dedicated social media posts thanking your organisation for their support.
- Mentions of your support during the day through the PA system.
- Half price entry to the 5k race for up to three employees.

Cost £500



Sponsorship Packages

Route Sponsor

- Logo to appear on 5k and 10k route
- Quotes from your organisation within website news articles and press releases.
- Quotes provided by Lancashire Mind for any PR you wish to do around your sponsorship.
- Signage at the event.
- Dedicated social media posts thanking your organisation for its support.
- Mentions of your support during the day through the PA system.
- Half-price entry to the race for up to three employees.

Cost £800

KM marker Sponsor (5 available)

- Logo to appear signage for the km sponsored
- Quotes provided by Lancashire Mind for any PR you wish to do around your sponsorship.
- Dedicated social media posts thanking your organisation for its support.
- Mentions of your support during the day through the PA system.

Cost £100 per Km

We have lots of other ways you can support Mental Elf 2023

Please email nicolatomkins@lancashiremind.org.uk for further information or with any other questions that you may have.

