



Supporting people's mental health has never been more important than it is right now. In the last 18 months, many people have experienced a mental health condition for the first time or have seen a loved one experiencing poor mental health.

Your colleagues, customers, suppliers, and the communities you want to reach all have mental health – sometimes it's good and sometimes less so. At least 1 in 4 people will be finding it hard to look after their mental health right now. There's no better time to show your company's commitment to improving mental health for everyone.

In choosing to support your local mental health charity, you are choosing to invest in the health of local people. It's thanks to the hard work and generosity of companies like yours, that Brecon and District Mind can continue the work we do. Mental Elf is a brand-new event for Brecon and District Mind, a 5k festive fun run which takes place in Y Promenâd, Brecon. We are anticipating high numbers of participants and spectators on the day. Partnering with us for Mental Elf 2024 would be an excellent opportunity to raise your business profile, whilst supporting Brecon and District Mind's vital work.

It will take place on Sunday 8th December and in order to ensure that all the money raised goes to Brecon and District Mind we are looking for sponsors to support us with the event costs.



Sponsorship Packages

Main event sponsor - £1000

- 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)
- Minimum of 2 social media posts thanking your organisation for its support
- Your organisation tagged in ALL social media posts promoting the event
- Quotes from your organisation within website articles and a press release
- Quotes can also be provided by Brecon and District Mind for any PR you wish to do around your sponsorship
- Your signage at the event (please provide)
- Option to include marketing materials within the participant goody bag (provided by yourselves)
- Minimum of 2 announcements on the day thanking your organisation for its support through the PA system
- Half-price entry to the 5km race for up to ten employees

Finish line sponsor - £500

- Your logo and signage to appear at the finish line (please provide any banners or signage you have)
- Quotes can also be provided by Brecon and District Mind for any PR you wish to do around your sponsorship
- Your signage at the event (please provide)
- A social media post thanking your organisation for its support
- Minimum of 1 announcement on the day thanking your organisation for its support through the PA system
- Half-price entry to the 5km race for up to five employees



Goody bag sponsor - £500

- Your logo on the goody bag
- Option to include marketing materials within the goody bag (provided by yourselves)
- Quotes can also be provided by Brecon and District Mind for any PR you wish to do around your sponsorship
- Your signage at the event (please provide)
- A social media post thanking your organisation for their support
- Minimum of 1 announcement on the day thanking your organisation for its support through the PA system
- Half-price entry to the 5km race for up to five employees

Event signage sponsor - £250

- Your logo on all event signage on the 5km route
- Minimum of 1 announcement on the day thanking your organisation for its support through the PA system
- Half-price entry to the 5km race for up to three employees

Product donations

We are asking local businesses to donate snacks which can be included in the participant goody bags at the end of the fun run. Ideally, we are looking for quantities of 200-300 of each item. Any businesses who donate will receive:

- A social media post thanking your organisation for their support.
- Minimum of 1 announcement on the day thanking your organisation for its support through the PA system



Volunteering opportunities

If you would like to help us by volunteering at the event, there are a number of roles available including:

- Event set up/take down
- Car park support
- Route marshals
- Registration desk team
- Start/finish line team
- Medal/goody bag team

For more information about Mental Elf sponsorship packages, team or individual registration, volunteering, to sponsor an event element or to make a donation please contact Roz by 18th October:

roz.b@breconmind.org.uk / 07487 523994

 **Mind Brecon and District**



Registered with
**FUNDRAISING
REGULATOR**

Registered charity
number - 1145211

