



Mental Elf Festive Fun Run 2025



The importance of supporting people's mental health has never been clearer. In recent years, more and more people have experienced mental health difficulties themselves or seen loved ones struggling.

Your colleagues, customers, suppliers, and the wider community all have mental health – sometimes it's positive, sometimes it's challenging. Right now, 1 in 4 people are finding it hard to maintain good mental wellbeing.

This is the ideal time to demonstrate your company's commitment to improving mental health for everyone.

By choosing to partner with your local mental health charity, you are directly investing in the wellbeing of local people. With the help of generous support from businesses like yours, Brecon and District Mind can continue to provide vital services in the community.

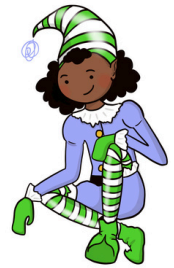
Mental Elf is a festive 5k fun run along Y Promenâd in Brecon. It's set to be a vibrant event with plenty of runners and spectators, making it a fantastic opportunity to showcase your business while supporting essential mental health work.

This year's event takes place on Sunday 30th November 2025, and to ensure all funds raised go straight to Brecon and District Mind, we're inviting sponsors to help cover the event costs.





Sponsorship Packages 2025



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





Sponsorship Packages 2025



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





Sponsorship Packages 2025



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
- Any additional stalls people are willing to set up and run

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 Ali:

ali@breconmind.org.uk
07961412081

Brecon & District Mind, Ty Croeso, St David's House, 48 Free Street,
Brecon, LD3 7BN
Registered Charity Number - 1145211

