



 Mind York  
**Mental Elf**  
**2024**

15th December 2024

Knavesmire, York

**SPONSOR PROPOSAL**

For more information about any of the services that we provide in York and surrounding areas visit [www.yorkmind.org.uk](http://www.yorkmind.org.uk)

Follow us on  @YorkMind  York\_Mind  York Mind

To have a chat about anything fundraising please contact Emma Chapman, York Mind Corporate Fundraiser [emma.chapman@yorkmind.org.uk](mailto:emma.chapman@yorkmind.org.uk)  
York Mind registered charity number - 1006759, Register of Charities - The Charity Commission

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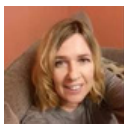


If you have not already heard of us, York Mind is an independent mental health charity that supports individuals experiencing mental health challenges in York to start their recovery journey. With global events and difficult living situations affecting our communities, supporting mental health is more vital than ever.

In recent years, many have faced mental health conditions for the first time or seen loved ones struggle. Your colleagues, customers, suppliers and target communities all have mental health that matters.

Due to increasing economic hardship, York Mind needs funding, partnerships, sponsorships now more than ever to support our local people. At least 1 in 4 currently struggle with their mental health. By supporting your local mental health charity, you invest in the wellbeing of York residents.

With generosity from partners like you, York Mind can continue our critical work supporting recovery and resilience. Together, we can support people with our communities.



Alyson Scott, York Mind CEO



## Our vision

That everyone with mental health problems gets the support and respect they deserve.

# About The Event

Mental Elf is a family friendly ticketed fundraising run hosted by York Mind.

The day will be full of festive cheer for all the family. The circular 5k route is perfect for families (children and pets welcome!) and is accessible to all, you can run, walk, or even skip in true elf style if that takes your fancy. The event is open to all abilities and ages, *children under 16 must be accompanied by an adult.*

**12pm**

## Registration Open

Time for teams to register and grab a goody bag.

**1pm**

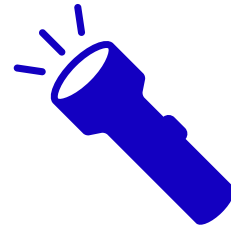
## Mental Elf Warm Up

The biggest ever elf warm up hosted by our fitness partner.

**1.15pm**

## The Run Begins

And here we go – a 5k route for everyone to enjoy!



## INCLUDED IN THE EVENT

5k Fun Run at your own pace

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Live Festive Music & Singing

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Santa's Grotto

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Stalls, live entertainment and refreshments

# Key Sponsor Benefits



We would love for you to come on board as a York Mind Mental Elf sponsor to support our local services. Here are just some of the ways that sponsorship can pay-back your organisation.

Affiliation with York Mind, a well-known local charity that supports people within our communities

Opportunity to try something new and boost staff morale along the way!

A new way to connect with prospective and existing clients

Extensive marketing opportunities to a new and relevant audience

Enhance your CSR credentials by partnering with a local charity

# The Packages



## Headline Sponsor

20 free colleague entry places in the fun run

8 week radio campaign with YO1 featured as headline event sponsor

Featured as part of personal invitation to 500+ business leaders and organisations across York

Business logo to feature on York Mind website homepage with homepage logo and contact information

4 x branding opportunities at Mental Elf registration, finish line and throughout event space, branded external flags

Sponsored press release

Silo sponsored appreciation email to all York Mind database 2000+ local contacts

Hourly acknowledgments on P.A throughout the day of fun run

Logo featured on selected 12-week event social media and promotional materials - full bespoke plan to be worked up with headline sponsor

**£3,000 donation**

# The Packages



## Gold Sponsor

10 free colleague entry places in the fun run

Featured as part of personal invitation to 500+ business leaders and organisations across York

Business logo to feature on York Mind website homepage with homepage logo and contact information

2 x branding opportunities at Mental Elf registration, finish line and throughout event space, branded external flags

Part of the appreciation email to all York Mind database 2000+ local contacts

2 x acknowledgments on P.A throughout the day of fun run

Logo featured on selected 12-week event social media and promotional materials – full bespoke plan to be worked up with sponsor

**£2,000 donation**

# The Packages



## Silver Sponsor

5 free colleague entry places in the fun run

Featured as part of personal invitation to 500+ business leaders and organisations across York

Business logo to feature on York Mind website homepage with homepage logo and contact information

1 x branding opportunities at Mental Elf registration, finish line and throughout event space, branded external flags

1 x acknowledgment on P.A throughout the day of fun run

Logo featured on selected 12-week event social media and promotional materials – full bespoke plan to be worked up with sponsor

**£1,000 donation**



# The Packages



## Start Line Sponsor

3 colleague entry places in the fun run

Solo branded start line banner

Dedicated social media posts thanking your organisation for its support.

Option to include marketing materials within the goodie bag

**£500 donation**

# The Packages



## Finish Line Sponsor

3 colleague spaces in the fun run

Solo banded finish line banner

Dedicated social media post thanking your organisation for its support.

Option to include marketing materials within the goodie bag

**£500 donation**

# The Packages



## Goody Bag Sponsor

Branded race goodie bags to all race attendees

Option to include marketing materials within the goodie bag

Dedicated social media posts thanking your organisation for their support

**£500 donation**

# The Packages



## Medal Sponsor

Logo to appear on medal ribbon

Quotes from your organisation within website news articles and press releases

Quotes can also be provided by York Mind for any PR you wish to do around your sponsorship

Dedicated social media posts thanking your organisation for their support

Option to have company table near finish line

Free entry to the 5km fun run for up to five employees

**£1000 donation**

# Additional Opportunities



## Product Donations

We are asking local businesses to donate items, including refreshments and snacks which can be included in the participant goody bags at the end of the race. Ideally, we are looking for quantities of 250 for each item

Any businesses who donate will receive:  
Dedicated social media posts thanking your organisation for their support  
Mentions of your support during the day through the PA system

## Event Volunteers

We will need support on the day to run the event. If you and / or your team are available to steward please get in touch with Ben Mahon [ben.mahon@yorkmind.org.uk](mailto:ben.mahon@yorkmind.org.uk)



**Thank you!**  
**Please get in touch.**

## **Contact**

**Emma Chapman,  
Corporate Fundraising**

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**Phone 07949 193 246**