

Mental Elf 2023

Festive Fun Run

 Mind BLMK



Sponsorship opportunities

Supporting positive mental health and wellbeing across
Bedfordshire, Luton and Milton Keynes.

What we do Mind BLMK

Mind BLMK works across our communities to support positive mental health and wellbeing.

Working closely with a range of partners, we offer a number of activities from our wellbeing centres and local venues to make a difference to the mental health and wellbeing of people in Bedfordshire, Luton and Milton Keynes, and our aim is to make sure that no-one has to face a mental health problem alone.

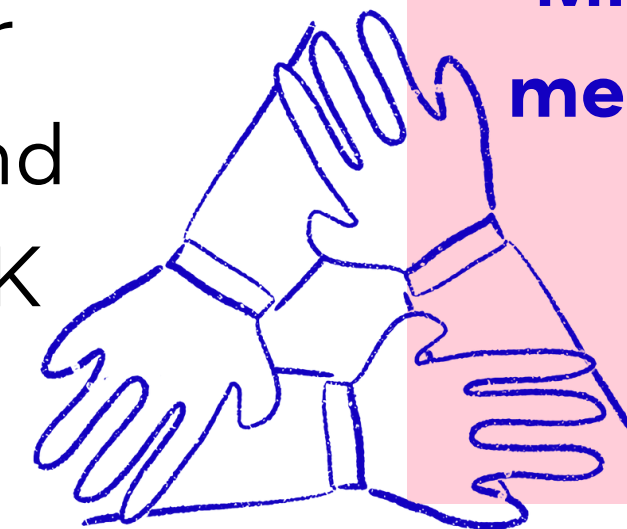
In 2022, we helped over 6000 individuals through peer support groups, crisis support, mind matters groups and our other key services. You can read the full Mind BLMK 2022 Impact Report [HERE](#).



If it was not for the service that Mind offers at Florence Ball House, I believe that I would not be here today. While this statement sounds dramatic it is the hard truth and for this, I am extremely grateful.



Mind BLMK helped me get my life back together



The Event

Mental Elf is a unique event which focuses on bringing people together, not only to fundraise, but to raise awareness of mental health and wellbeing. It promotes the benefits of physical activity, connecting with people and doing something to help others.

It's an inclusive and non-competitive event, accessible and open to all ages and abilities, and of course, Christmas fancy dress is very much encouraged!

The fundraising event will take place at the beautiful [Shuttleworth](#), with an exclusive route around the grounds. Each entrant will receive a victory medal and other exclusive goodies.





What does a ticket include?

- A place in the Mental Elf 5k 2023 and victory medal
- FREE warm up session with a personal trainer
- Mental Elf 2023 goodie bag
- Access to the Mind BLMK Paddock with food/drink vendors
- Access to Shuttleworth House Christmas Market
- FREE visit to Santa's Grotto
- FREE access to the Shuttleworth Collection (usually £15.50 Adult Ticket)
- FREE access to Swiss Gardens (usually £15.50 Adult Ticket)
- Discounted entry to "Shuttleworth in Lights display"



Ticket Prices

All Early Bird tickets are 10% off (limited availability)

£20 ADULT (16+)

£16 CONCESSION (30% off for students with valid ID, or senior citizens)

£10 Child (5 – 15)

FREE = Under 5's

£50 = Family Ticket: £50 2 x Adults, 2 x under 16's

Group Save: Groups of 6+



Event Information

Shuttleworth, Alder Drive,
Biggleswade, Bedfordshire, SG18 9DT

Sunday 10th December 2023

🕒 Registration at 10am, 5k starts at 11:30am and the rest of the day will be an opportunity to explore all the activities on offer.

More information including maps, timings, exclusive entries and more to be released closer to the event!

11.10am

Warm up at the startline with personal trainer.

1pm onward

Opportunity to grab food/drink from the vendors, shop around the Christmas market, and explore the hangars and swiss gardens.

10am

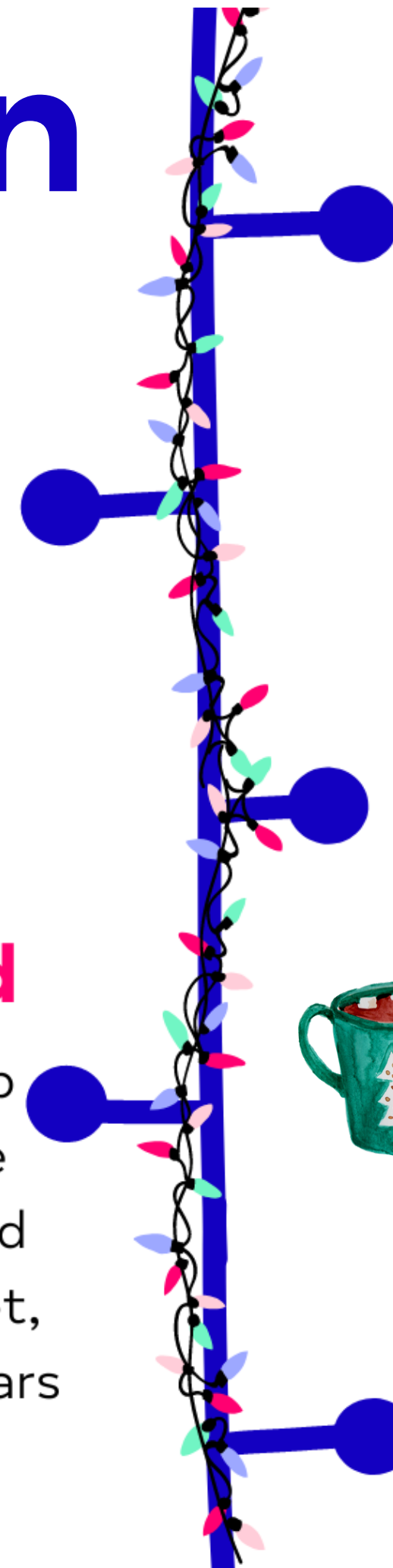
Event registration in the Paddock

11.30am

5k begins!

5pm onwards

Option to visit the Shuttleworth in lights display.



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**Main Event
Sponsor - £1000**

- Logo to appear on all event promotion including our website, blog posts, internal communications, social media post regarding the event, leaflets, posters, promotional banners, press releases, staff email signatures (which can also be used by your staff) - all highlighting that you are the main event sponsor.
- Logo to appear on all participants running numbers, which will be pinned on all runners.
- Free pitch at the Paddock to promote your business.
- Quotes can also be provided by Mind BLMK for any PR you wish to do around your sponsorship.
- Your logo to appear on start/end of race area signage, registration point, Santa's Grotto, Shuttleworth House market and the Runway Café.
- Marketing card with detailed description of your business, plus website and contact details to go in goodie bags.



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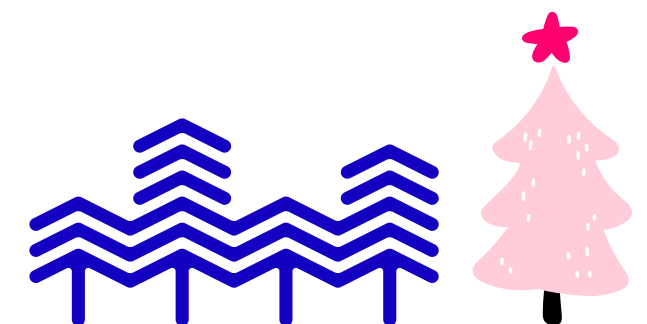
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**Main Event
Sponsor - £1000**

Continued:

- Logo on the Mental Elf medal packaging
- Option to include promotional marketing materials within the participant goodie bag (e.g. pens, notepads, etc)
- Dedicated social media posts thanking your organisation for its support.
- Social media posts created by us that you can use to promote the event, and promote positive mental health and wellbeing
- Mentions of your support during the day through the PA system.
- FREE entry to the 5km race for up to five employees.



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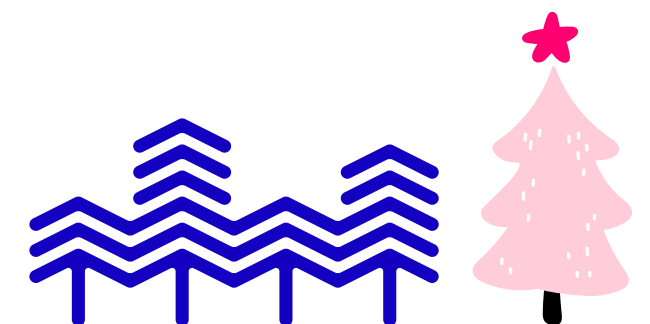
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**Marketplace
Sponsor - £750**

- Logo to appear within the Mind BLMK event Paddock; registration area, Santas Grotto, posters, signage. Please provide any branding materials you would like to be displayed.
- Free pitch at the Paddock to promote your business.
- Logo to appear on sign leading up to the Paddock highlighting that you are the Marketplace Sponsor.
- Details of your organisation's support within website news articles and press releases.
- Quotes can also be provided by Mind BLMK for any PR you wish to do around your sponsorship.
- Dedicated social media post thanking your organisation for its support.



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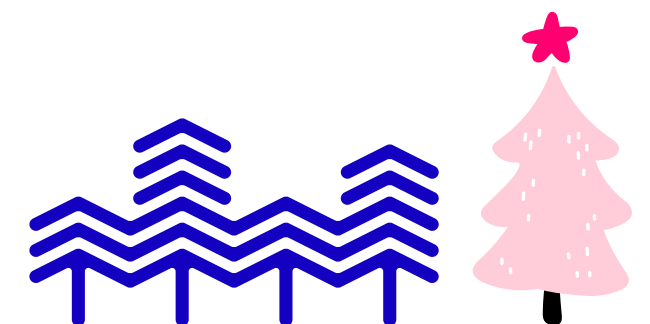
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**Marketplace
Sponsor - £750**

Continued:

- Marketing card with detailed description of your business, plus website and contact details to go in goodie bags.
- Option to include promotional marketing materials within the participant goodie bag (e.g. pens, notepads, etc)
- Mentions of your support during the day through the PA system.
- Half-price entry to the 5km race for up to three employees.



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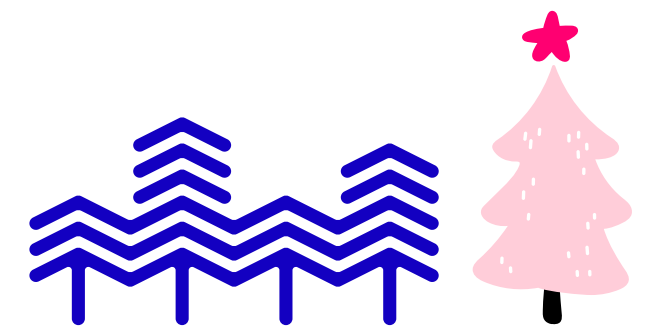
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**Finish Line
Sponsor - £500**

- Logo to appear at the finish line and medal desk.
- Quotes from your organisation within website news articles and press releases.
- Free pitch at the Paddock to promote your business.
- Quotes can also be provided by Mind BLMK for any PR you wish to do around your sponsorship.
- Mind BLMK Social media toolkit: posts created by us that you can use to promote the event, and promote positive mental health and wellbeing
- 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 5km race for up to three employees.



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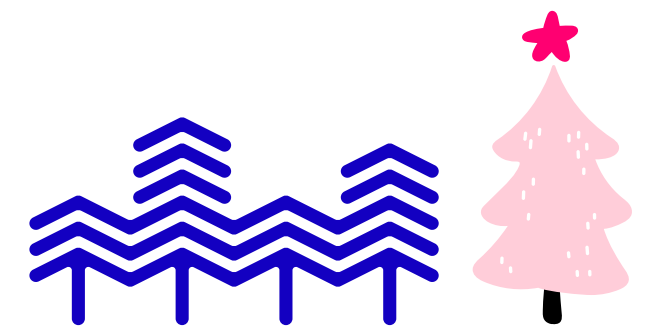
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**Social Media
Sponsor - £250**

- Your logo to appear on all lead up Mind BLMK Story posts, with a swipe-up link to your website.
- Free pitch at the Paddock to promote your business.
- A dedicated social media post thanking your organisation for its support and linking to your website in our bio.
- Sharing your posts on our stories/page
- Mind BLMK Social media toolkit: posts created by us that you can use to promote the event, and promote positive mental health and wellbeing
- Mentions of your support during the day through the PA system.



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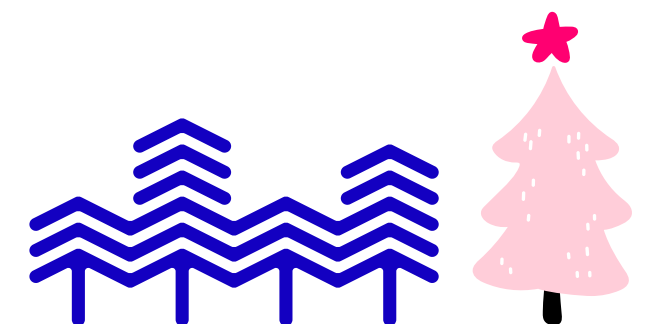
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**Goody Bag
Sponsor - £150**

- Goodie bag sponsor card to appear in each bag.
- Free pitch at the Paddock to promote your business.
- Option to include promotional marketing materials within the participant goodie bag (e.g. pens, notepads, etc)
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- Mind BLMK Social media toolkit: posts created by us that you can use to promote the event, and promote positive mental health and wellbeing
- Mentions of your support during the day through the PA system.



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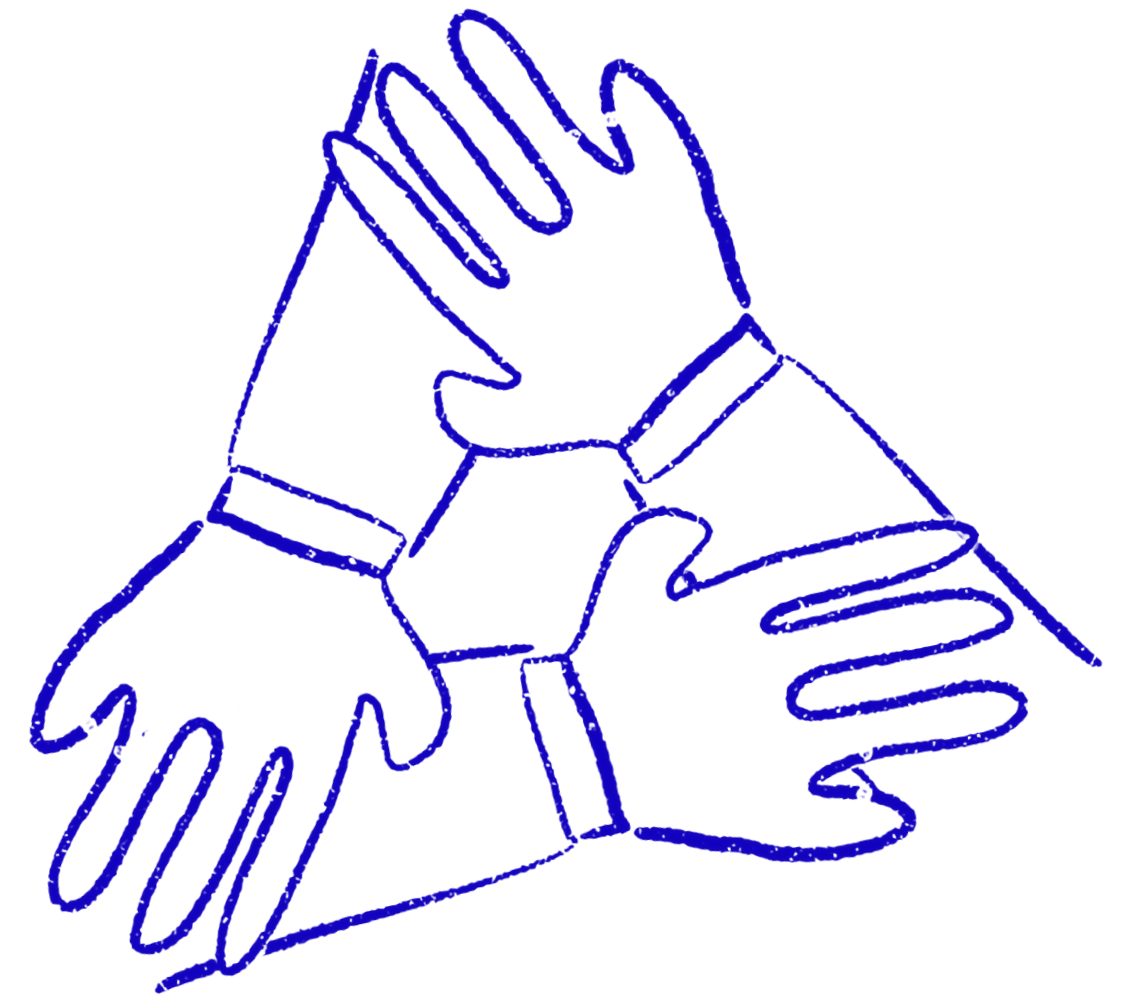
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Other

Other ways to get involved

- Make a donation to support the running of this event
- Volunteer to help out at the event; event management, marshaling, first aid, stallholder, etc
- Donate raffle prizes
- Submit your own team to take part and fundraise for Mental Elf
- Other?
 - if there is another way you would like to get involved, then we'd love to hear from you!



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Thank you for your kind consideration



Contact details:



fundraising@mind-blmk.org.uk



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