

Mental Elf Festive Fun Run 2026

Corporate Sponsorship Opportunities

Unwrap the Power of Giving Back

Partner with us on Mental Elf 2026 and go the extra mile for mental health

About Nottinghamshire Mind

Nottinghamshire Mind is an independent local mental health charity affiliated with the national Mind network. We provide advice, support, and services for people and communities in Nottinghamshire, who are experiencing mental health problems, helping them take control of their wellbeing and live full lives. Events like Mental Elf allow us to continue offering vital services across the county.

Event Overview

Get ready to jingle all the way with us at our **Mental Elf Festive Fun Run 2026** our festive extravaganza taking place at **Sherwood Pines Forest Park**, near Mansfield. Now in its **5th year**, Mental Elf has become a much-loved community event bringing people together to celebrate, have fun, and raise awareness and funds for mental health.

Sunday 6th December 2026 – Festive Fun Run

Our traditional **5km festive run** returns. Runners, joggers, strollers and rollers, along with fancy-dressed elves are all welcome! You can even bring your canine companion.

In 2025, Mental Elf welcomed **over 200 participants**, along with their **families and friends** who came to cheer them on. In 2026, we're aiming for even more to create another day full of joy, connection, and positive mental health promotion.

Why Sponsor Mental Elf 2026?

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 **Nottinghamshire Mind**, 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 Nottinghamshire Mind can continue the work we do.

Partnering with Nottinghamshire Mind for this event gives your business a unique opportunity to:

- **Raise brand visibility** among hundreds of local participants and supporters
- **Align with a trusted, community-focused mental health charity**
- **Demonstrate your commitment to mental wellbeing**
- **Engage employees and customers** in a feel-good, high-energy local event
- **Be featured across our print, digital, and on-site event promotion**

Sponsorship Packages

We have a range of sponsorship opportunities to suit businesses of all sizes. Custom packages are also available on request.

Headline Sponsor – £1,500

- Your logo on all promotional materials (flyers, posters, press releases)
- Prime branding on event signage and banners
- Social media shoutouts leading up to and during the event
- Speaking opportunity or welcome at the event
- Space for a branded stall or activation zone
- Inclusion in post-event press and thank-you materials
- Free team entry to the Festive Fun Run

Supporting Sponsor – £1,000

- Logo on promotional materials and event signage
- Social media mentions
- Space for a stall
- Inclusion in post-event thank-you materials
- 1 free team entry (up to 8 adults)

Festive Fun Run Goodie Bag Sponsor – £500

- Branding on all participant goodie bags

- Logo featured on the website and social media
- Opportunity to include items or flyers in the goodie bags
- Signage at the event

Festive Fun Run Medal Sponsor – £500

- Branding on medal ribbons¹ given to all runners
- Logo featured on the website and social media
- Mention in event day announcements and thank-you's
- Signage at the finish line

Festive Fun Run Start/Finish Line Sponsor – £250

- Branded signage at the start and finish line areas
- Logo featured on the website
- Mention in event day announcements
- Great visibility with all participants and spectators

Fun Run Event Signage Sponsor – £250

- Branded signage throughout the Fun Run route
- Logo featured on the website
- Social media mention and event day acknowledgement

In-Kind Sponsorship

 We also welcome donations of items or services to support the event. Ideas include:

-  Prizes for the best-dressed elf or best festive dog
-  Tombola prizes
-  Raffle prizes
-  Refreshments
-  Volunteer support
-  Promotional printing or supplies

¹ Please note the deadline of 1st August for the Medal Sponsor package to enable branding and logos to be confirmed and submitted to the medal design team.

-  Goodie bag items (200–500 small branded or useful giveaways)

If you're able to donate any of the above, we'd love to hear from you!

Not able to sponsor but want to get involved?

Team entry

Are you looking for something that can bring your employees together? Something that can create a sense of unity and build teamwork after a challenging year? Do you want to support a local charity, have fun, and help others this festive season?

Entry:

- Group and company sign up (up to eight people) discounts can be given to large groups please contact fundraising@nottinghamshiremind.org.uk
- Eager Elf sign-up - discount available on tickets purchased before 30th September 2026

Tickets will be available to purchase via the Nottinghamshire Mind website
www.nottinghamshiremind.org.uk

Join Us

We'd love to have you on board as a sponsor for **Mental Elf 2026**. Your support makes a real difference in the lives of people affected by mental health challenges in Nottinghamshire.

To discuss sponsorship or request a custom package, please contact:

Katie Freeman Email: fundraising@nottinghamshiremind.org.uk
Fundraising Team Phone: 07759 703882

Let's make Mental Elf 2026 the most magical yet – together!

For more information about Mental Elf sponsorship packages, team or individual registration, volunteering or to sponsor an event element please contact us at fundraising@nottinghamshiremind.org.uk

Thank you!

⁴⁶ Thank you to Lancashire Mind who created the original concept of Mental Elf.