

 mind Basildon

# Mental Elf 2025

Midday Sunday December 7<sup>th</sup>



Northlands Park,  
Felmores Road,  
SS13 1SD





# What is Mental Elf?

Mental Elf is a festive fun run bringing together the local community to run, jog, skip, or walk, 5k together and raise awareness and funds for Mental Health support in Basildon, Billericay and Wickford.

2025 will be the first year for this fun event in Basildon, after Lancashire Mind launched the first event in 2014. This year will see more than 50 local Minds, all over the country, host events. We want to join the movement

All of the funds from this event will go towards mental health support services in the Borough of Basildon.



1 in 4 of us will struggle with a mental health issue this year. Its our mission to make sure no one goes through that alone.





# Basildon Mind

We are your local independent mental health charity supporting people here in the Borough of Basildon.

We were established in 1970 to help and support people experiencing mental health issues in hospitals and in the community.

Our services include:



## Counselling

- We provide talking and behavioural therapies to adults, young people and children from the age of 7.

## Helpline

- Our helpline is essential in being the first point of contact for so many people in mental health distress. Sometimes we signpost people to other services but often we are just there with a non-judgemental ear.

## Supported Housing

- Our homes and flats provide a safe space for those with longer term mental health issues hopefully leading towards independent living.

## Crisis-support partnerships

- In partnership with other local Minds, the Crisis Sanctuary provides a drop-in centre for anyone struggling. The Crisis Sanctuary Plus House provides short-term respite as an alternative to hospitalisation.

## Wellbeing

- The 5 Ways to Wellbeing are five simple, practical actions that improve mental health. **Connect** with others, **Be Active** Physically, **Take Notice** of the present moment, **Keep Learning** and try new things, and **Give** back to others. So, we provide 5 Walk and Talk sessions each week, weekly Yoga and gardening at our allotment. Gardening has been shown to be one of the best activities in improving mental health.



# Sponsorship Packages



## Headline Sponsor - £1,500

### Brand Exposure:

- Your logo to feature across event promotional materials including Basildon Mind Website, Social media posts and leaflets.
- Your sponsorship to be included on press releases about the event.
- Dedicated space to have your own stand at the event with company information.
- Ability to have roller banners with your logo on the day at registration.
- Option to include a promotional item in the goody bags.
- Five dedicated social posts ahead of the event and one thanking you for your support post event.

### Team Building

- 5x Free entry places to Basildon Mind's Mental Elf 2025.

## Start/Finish line Sponsor - £600

### Brand Exposure

- Your logo to appear at the Start/Finish line on race day.
- Your logo to feature on the Mental Elf Event page on the Basildon Mind website.
- Three dedicated social media posts.

### Team Building

- 3x Free entry passes to Basildon Mind's Mental Elf 2025



# Goody Bag Sponsor - £200

## Brand Exposure

- Your logo to feature on the Mental Elf Event page on the Basildon Mind Website.
- A promotional item or branded marketing leaflet/card alongside a sponsor card in each goody bag.
- A dedicated social media post thanking you for your support.

## Team Building

- 3x Free entry places to Mental Elf 2025

# KM Marker Sponsor - £75

## 4x available

## Brand Exposure:

Your logo to feature on one of the KM markers during the run.

A dedicated social media post thanking you for your support.

## Team Building

1 Free entry place for Basildon Mind's Mental Elf 2025

**Interested in one of our sponsorship packages? Please get in touch at [fundraising@basmind.org](mailto:fundraising@basmind.org)**







# Other ways to support

## Volunteer



We need some Santa's little helpers to volunteer to help us make this event happen. If you think you might be able to support with one of the following roles, please email us at [fundraising@basmind.org](mailto:fundraising@basmind.org)

- Goody bag packing.
- Route Marshalling.
- Tail Walkers
- Face painting or children's entertainer



## Take part

Round up a team, get your best elf attire ready and run, jog, skip or walk for mental health in Basildon. You can book your tickets right now on our website. We will keep you updated through our social media and our direct emails.

## Donate goods



If your business is able to provide food or drinks or an item for our goody bags then please consider providing a goods donation, Contact [stuarts@basmind.org](mailto:stuarts@basmind.org) if you think you might be able to support.



Basildon Mind, 37 East Walk, Basildon, SS14 1HA.  
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