



Sponsorship Pack

6th March 2025

The Heads Up Cup

Get your game on for mental health in Bradford District and Craven with Mind in Bradford's first 5-a-side football tournament

Whether you're a seasoned player or just looking to have fun, grab a team and join other local businesses on World Mental Health Day for Mind in Bradford's 5-a-side football tournament.

The Heads Up Cup is a great way to engage your staff team with mental health and wellbeing. Here are some statistics with give interesting insight into the importance of wellbeing in the workplace:

Poor mental health accounts for **more than half** of all work-related illnesses.

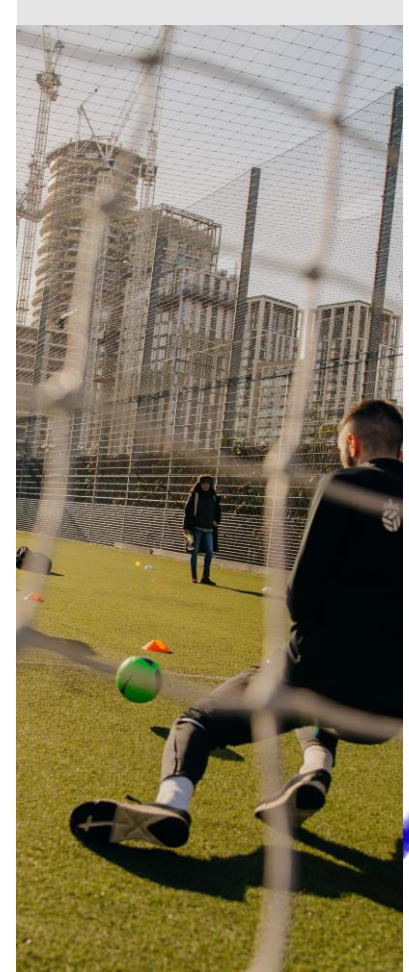
HSE

1 in 5 employees will need to take time off work due to poor mental health.

Mental Health UK

A third of managers feel 'out of their depth' supporting their team with mental health concerns.

MHFA England



About Mind in Bradford

Mind in Bradford are an independent local charity. Our mission is make sure no one in Bradford District or Craven has to face a mental health issue alone.

Thanks to the generosity of our local community we were able to support over 13,000 individuals last year, including:



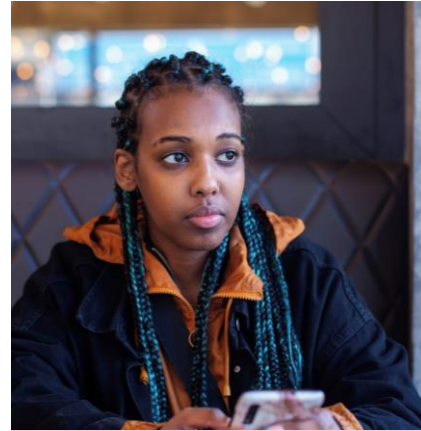
2,995

children and young people supported by Youth in Mind



8,175

Phone calls and live chats were answered by Guide-Line



4,635

Crisis support sessions were provided by Safe Spaces



Thank you for all you do, changing lives and making a difference. Being a client of Mind in Bradford has had a huge impact on my life and I can't thank you enough.

Wellbeing Group attendee



Sponsor the Heads Up Cup

Whether you have a team in the running for the Cup or not, you can sponsor our 5-a-side football tournament and support local mental health services.

Our Sponsors will be included in our Heads Up Cup materials across web, email and socials, helping to show our community that their mental health matters. We have an array of sponsorship options available to suit a variety of organisation sizes and priorities.

Simply choose which sponsor level you would like, and get in touch with Lydia Ngwenya at lydia@mindinbradford.org.uk



Mind in Bradford's audience

2.5k

Unique website users per month

11k

Social media followers

1700

Receive our newsletter each month

Event Sponsor

£150 - This donation could fund a confidential phone call for 10 people in need of emotional support.

What's included?

- Marketing exposure through social media and press releases
- Company branding on info and booking webpage
- A promotional banner displayed at the event
- Acknowledgement in opening and closing speeches on the day

To become an Event Sponsor please contact Lydia Ngwenya at lydia@mindinbradford.org.uk



Man of the Match Sponsor

£300 - This donation could allow 11 children or young people to receive a 1-hour session of 1:1 mental health support

Benefits for your organisation:

- Marketing exposure through social media and press releases
- Company branding on booking and info webpage
- A promotional banner displayed at the event
- Acknowledgement in opening and closing speeches on the day
- Representatives from your business to hand out Man of the Match award

To become a Second Place Sponsor please contact Lydia Ngwenya at lydia@mindinbradford.org.uk



Awards Sponsor

£500- This donation could provide urgent 1:1 support for 18 people in mental health crisis

Benefits for your organisation:

- Marketing exposure through social media and press releases
- Company branding on booking and info webpage
- A promotional banner displayed at the event
- Acknowledgement in opening and closing speeches on the day
- Representatives from your business to hand out Awards (except MOTM)
- Representative from your company addressing participants at the awards ceremony

To become a Awards Sponsor please contact Lydia Ngwenya at lydia@mindinbradford.org.uk



Next steps

Sponsoring the Heads Up Cup is easy!

Simply decide which sponsor you would like to be, and get in touch with Lydia Ngwenya, our Fundraising & Business Development Manager, to let us know!



Lydia Ngwenya

**Fundraising and Business
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