

**PREGNANT  
THEN SCREWED**

**Sponsorship Opportunity  
for September 2022**



# Pregnant Then Screwed is a groundbreaking organisation changing the narrative for working mums



Last year we supported **over 80,000** pregnant women and mothers. We have **changed the law, won awards**, influenced companies. Our media reach was **30 million+** including front page and headline news in Saturday's Guardian, the Mail on Sunday and the Guardian's G4.

For more of our work:

[https://www.youtube.com/watch?v=9ON09W\\_AQB8](https://www.youtube.com/watch?v=9ON09W_AQB8)

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# Biggest maternal mental health crisis since World War II

Following the pandemic :

- Number of new mothers requesting mental health support +40% in UK
- 9 out of 10 pregnant mothers said virus curbs damaging their mental wellbeing
- 97% said lockdown increased anxiety around childbirth

**WE MUST ACT NOW!!**

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# Phenomenal response to our 2021 RESET festival

RESET festival attracted an online audience of 1,680 pregnant women and mothers last year, of which 92% said they would attend a future event.

Attendees said:

*“Please do more. I loved the flexibility of the sessions, being able to watch them back and finding 'my people' ”*

*“RESET has genuinely changed my life, thank you so much!!!”*

*“It's been really inspiring listening to your lovely speakers and has really lifted my spirits. I've never seen anything like this advertised before. Will definitely be attending again.”*

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# Back with a bang in September 2022!

- Mental health focus
- At least 2,000 attendees expected
- 220 000+ highly engaged supporters via social media channels
- Workshops, speakers, panel discussion, meditation, yoga, disco....
- Maisie Hill, Dr Emma Svanberg, Dear Joan and Jericha. MIND, Black Girl Finance, Frankie Harrison and more.....
- Tickets absolute BARGAIN at £6 for the week and include:
  - Access to various forums for interactive chat with other mums
  - 121 with a therapist to talk about whatever is front of mind



# RESET 2022 is a truly unique sponsorship opportunity

- **Mothers are THE chief influencers for all family purchases:**
  - Account for 70% of all UK household spending across all category types
  - Equates to massive £205bn of the total UK economy
- **Big shift in culture pushing back against idea of ‘a perfect mother’:**
  - 93% of mums don’t think traditional advertising accurately represents their parenting experiences
  - Over 2/3 UK mums follow influencers – brands need to be where mums choose to go
- **Brands are largely responsible for creating the unrealistic motherhood myth:**
  - Help us burst that bubble, support families and give back with sponsorship of RESET 2022

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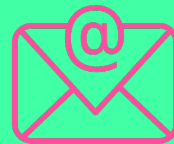
# Tiers of sponsorship offered to a handful of carefully selected brands

Level	Package
<b>Headline</b>	<p>Promotion of partnership across our social media channels – reaching over 220,000.</p> <p>Branding all RESET videos for the festival with your logo.</p> <p>Opportunity to introduce your work at our opening event.</p> <p>Potential to deliver a workshop session as part of the programme.</p> <p>Free support rolling out Pregnant Then Screwed training within your organisation if required.</p> <p>Nb. We will work with you to craft an experience that resonates with our audience/your brand.</p>
<b>One day (per theme)</b>	<p>1) Laughter is the best medicine 2) Perinatal and postnatal mental health 3) Rebuilding after lockdown 4) Mental health and money 5) Empowering change</p> <p>As a theme sponsor you will be listed as the partner delivering that day's events and your logo will be included in all marketing materials.</p>

# If you are interested in.....

- ▣ Showing your support for the maternal mental health crisis
- ▣ Reaching a captive engaged audience of more UK mothers than can fit into x2 Wembley stadiums.....

**Please contact Claire McQuattie**  
**by 5pm on Friday 29<sup>th</sup> July 2022**  
**[Claire@pregnantthenscrewed.com](mailto:Claire@pregnantthenscrewed.com)**



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