

**PREGNANT  
THEN SCREWED**

**RESET 2022:**

festival of motherhood and mental health



# RESET 2022

- 12 - 16 September 2022
- An online festival for pregnant women and mothers
- Focus for 2022 will be mental health
- 2,000 attendees expected (attendance last year 1,680)
- Social media following of 220,000+
- A trusted brand for those with purchasing power

# What is RESET?

RESET is Pregnant Then Screwed's annual festival for pregnant women and mothers. Last year we focussed on confidence and work. This year's theme is mental health. This 5 day event will cover everything from parental burnout to birth trauma, and include entertainment such as poetry readings and dance parties.

Attendees can watch the events live or they can watch the recordings of the sessions in their own time. These videos will be uploaded onto YouTube with a link sent to everyone who has a ticket to attend RESET. Tickets cost £6.

# Pregnant Then Screwed?



Pregnant Then Screwed is a charity which is 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. Last year 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.

**PREGNANT  
THEN SCREWED**

# Why support RESET?

RESET festival attracted an audience of 1,680 mothers last year, of which 92% said they would attend a future event. This is your chance to connect with 2,000 mums who drive 70-80% of all consumer purchasing decisions.



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.”*

**PREGNANT  
THEN SCREWED**

# Headline sponsor:



As our headline sponsor you will directly align your organisation with the key aims of Reset - to improve the mental health of mothers. We will promote our partnership across our social media channels, reaching over 220,000 people and we will brand all videos for the festival with your logo.



You will have an opportunity to introduce your work at our opening event, or you could deliver a workshop session as part of the programme. We will work with you to craft an experience that both resonates with our audience and represents your brand.

# Theme Sponsor:

The festival is broken down into 5 themes with each day corresponding to a different theme related to mental health and wellbeing for pregnant women and mothers. 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.



**PREGNANT  
THEN SCREWED**

If you are interested in supporting our work,  
please contact Willow Bowen

[Willow@pregnantthenscrewed.com](mailto:Willow@pregnantthenscrewed.com)

