



ACTIVE  
PREGNANCY  
FOUNDATION

# THE ACTIVE PREGNANCY FOUNDATION AWARDS 2025

6th June 2025









# The Active Pregnancy Foundation Awards

## Why the Awards?

Our second Active Pregnancy Foundation Awards celebrates the people, programmes, products, & places supporting women to be active during their childbearing years. The Awards will shine a light on leadership, good practice, innovation, and research. Together we recognise that pregnancy is an opportunity to influence not only women's health, but also that of their families and wider communities.

The event will be held at 10 Union Street, London.

## The Active Pregnancy Foundation

Set up during the first lockdown in 2020, The Active Pregnancy Foundation (APF) are a charity dedicated to breaking down barriers to engagement with physical activity during the preconception, pregnancy and the postnatal period. As well as challenging traditional barriers and social stigmas, we provide access to evidence-based information, guidance, and support; empowering women to make informed decisions around their engagement with physical activity throughout motherhood.

We work with women, healthcare and fitness professionals, researchers, and other sector organisations to support women. We've also partnered with the Institute of Health Visiting to deliver the 'This Mum Moves' educational programme, equipping professionals with the knowledge, skills, and confidence to discuss physical activity during pregnancy and after childbirth.

## Audience

In 2023, the Awards generated significant social media buzz. Blogs, posts, and stories were shared across various platforms and websites by our shortlisted nominees, sponsors, and supporting partners. This widespread publicity reached a highly specific and targeted audience—pregnant and postnatal women, along with the services and providers catering to them.

**Our sponsorship packages are flexible, please contact [laura@youandusevents.co.uk](mailto:laura@youandusevents.co.uk) to discuss.**



# Headline Sponsorship Opportunity – £15,000 + VAT

*One exclusive sponsorship opportunity – allocated on a first come, first served basis*



## Pre Event Promotion

- Naming right e.g. ‘APF Awards in association with ...’
- Logo & link to own website included in a prominent position on the APF Awards website and nomination forms.
- Social media post to announce headline sponsor to 10,000+ followers across sites including Instagram and LinkedIn
- Headline sponsor logo to feature on social coverage promoting the Awards night.
- Logo featured on tickets in prominent position.
- Use of the APFA2025 logo

**A portion of your sponsorship fee will go towards our support fund, ensuring that individuals who may not otherwise be able to attend can participate in this special evening.**





# Headline Sponsorship Opportunity – £15,000 + VAT

*One exclusive sponsorship opportunity – allocated on a first come, first served basis*



## At The Awards

- Logo to appear on screen before and post awards presentation.
- Logo to appear on the opening slide of the Awards presentation.
- Logo to be featured on event signage including for the evening.
- Logo to be included in a prominent position in the printed programme for the evening.
- Opportunity to provide gifted merchandise or one promotional literature piece on tables for attendees (subject to approval).
- Your brand handle to be tagged in any social media activity relating to the Awards.
- A one-minute video supplied by the sponsor to be shown during the awards ceremony.
- Host to directly reference and thank the Headline sponsor at beginning of awards and close.

**Tickets: 5 tickets at a table with premium positioning worth £600**





# Headline Sponsorship Opportunity – £15,000 + VAT

*One exclusive sponsorship opportunity – allocated on a first come, first served basis*

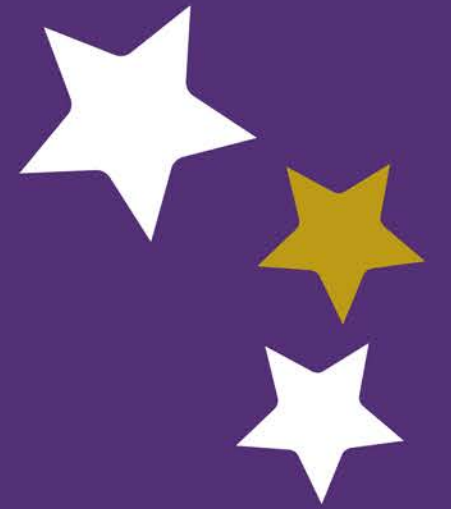
## Post Event Promotion

- Company logo & link to website to remain on the website until 2027 awards launch.
- Sponsorship highlighted on all relevant news releases.
- Unlimited use of photographs taken during the awards.
- Filtered 'opt-in' access to awards marketing database (subject to GDPR)
- First option to sponsor APF Awards 2027.



# Award Category Sponsorship Opportunities

We have selected four key areas and these are our 'headline' categories.  
We intend to secure a 'Category Sponsor' for each.  
Within each category there will be a selection of individual awards.





## People

This category shines a light on professional excellence as well as women who lead by example and inspire others.

Judged by Public (after shortlisted by expert panel):

- Woman of the Year

Judged by Expert Panel:

- Pre- & Postnatal Instructor of the Year
- Mother Athlete of the Year
- This Mum Moves Ambassador of the Year
- Sport Practitioner of the Year [e.g. coach, scientist, manager]
- Perinatal practitioner of the Year [i.e. healthcare or allied professionals e.g. GP, Midwife, Physio, Health Visitor, OBGYN, psychologist, nutritionist]
- Research Excellence Award – researcher, research group, academic, etc.
- Inequalities Changemaker of the Year

Sophie Power – Woman of the Year 2023





## People Sponsorship Opportunity – £5,000 + VAT

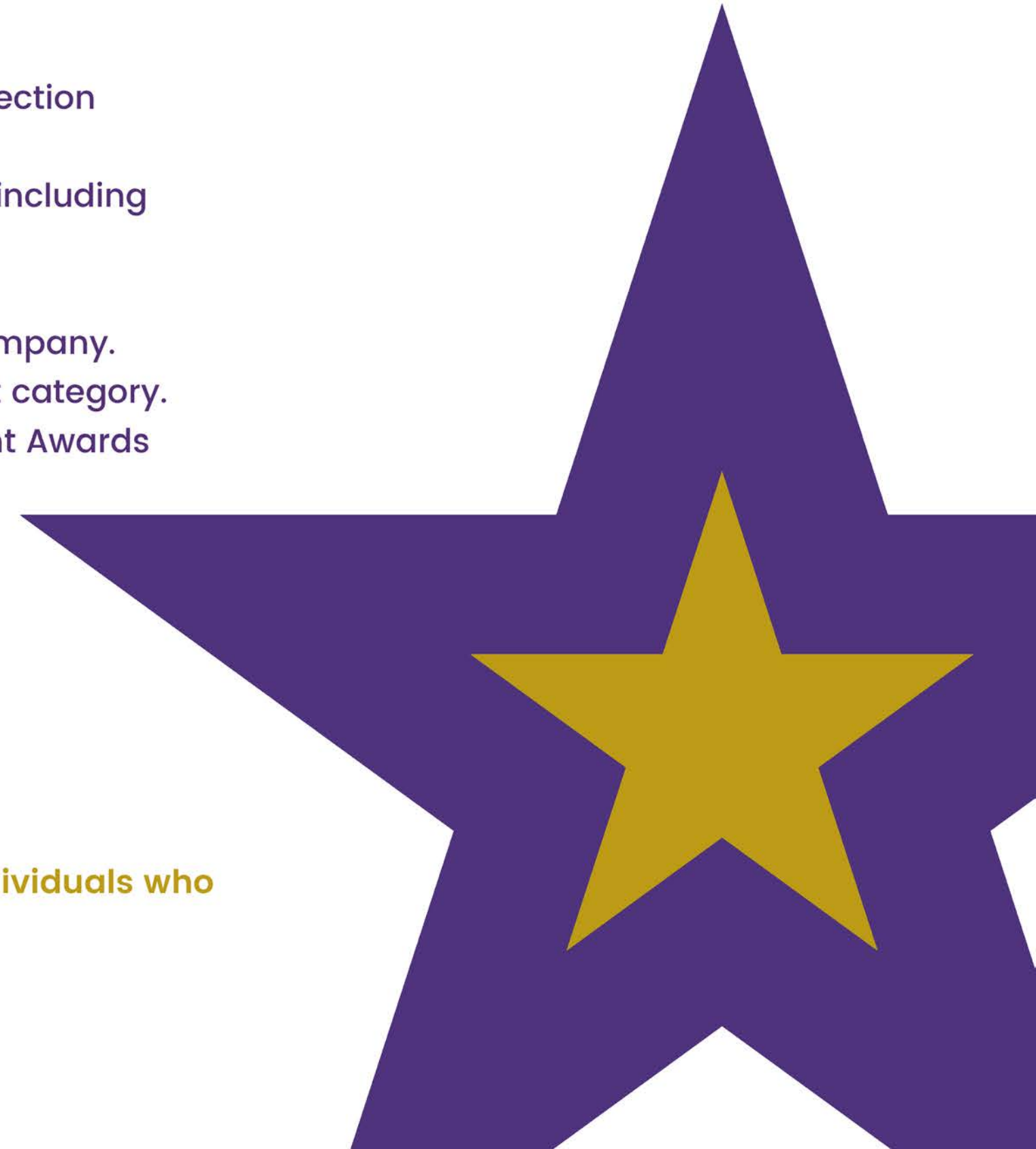
*Limited to one per category – allocated on a first come, first served basis*

### **Category includes 6 individual awards**

- Category naming right e.g. 'Category sponsored by ...'
- Logo & link to own website included in a prominent position on relevant category section on website.
- Social media post to announce category sponsor to 10,000+ followers across sites including Instagram and LinkedIn.
- Logo to appear on relevant award category presentation slide on stage.
- Host to thank at the start of the award category and read a short bio about the company.
- Logo to be featured in a printed programme for the evening alongside the relevant category.
- Your brand handle to be tagged in any social media activity relating to the relevant Awards category.
- Sponsorship highlighted on all relevant news releases.
- Unlimited use of photographs taken during the awards.
- Use of the APFA2025 logo
- Company representative to hand over the awards on stage.

**Tickets: Two complimentary tickets to the awards worth £240**

**A portion of your sponsorship fee will go towards our support fund, ensuring that individuals who may not otherwise be able to attend can participate in this special evening.**

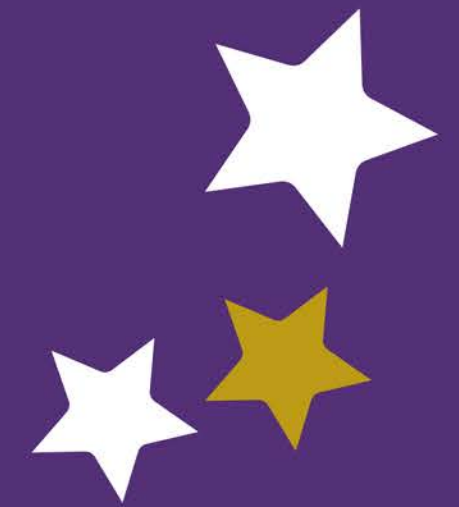




## Programmes

This category celebrates the 'nuts and bolts' of delivery and reach. We invite nominations of classes, programmes, projects and campaigns that are engaging and empowering, demonstrate a good understanding of the audience, whilst also being delivered in line with best practice standards.

- Online Workout Programme of the Year: This could involve an online preconception, pregnancy, or postnatal workout programme.
- Class of the Year: This category involves a preconception, pregnancy, or postnatal exercise class that is delivered in-person.
- Community Project or Initiative of the Year
- Campaign of the Year





# Programmes Sponsorship Opportunity – £3,000 + VAT

*Limited to one per category – allocated on a first come, first served basis*

## **Category includes 4 individual awards**

- Category naming right e.g. 'Category sponsored by ...'
- Logo & link to own website included in a prominent position on relevant category section on website.
- Social media post to announce category sponsor to 10,000+ followers across sites including Instagram and LinkedIn.
- Logo to appear on relevant award category presentation slide on stage.
- Host to thank at the start of the award category and read a short bio about the company.
- Logo to be featured in a printed programme for the evening alongside the relevant category.
- Your brand handle to be tagged in any social media activity relating to the relevant Awards category.
- Sponsorship highlighted on all relevant news releases.
- Unlimited use of photographs taken during the awards.
- Use of the APFA2025 logo
- Company representative to hand over the awards on stage.

**Tickets: Two complimentary tickets to the awards worth £240**

**A portion of your sponsorship fee will go towards our support fund, ensuring that individuals who may not otherwise be able to attend can participate in this special evening.**





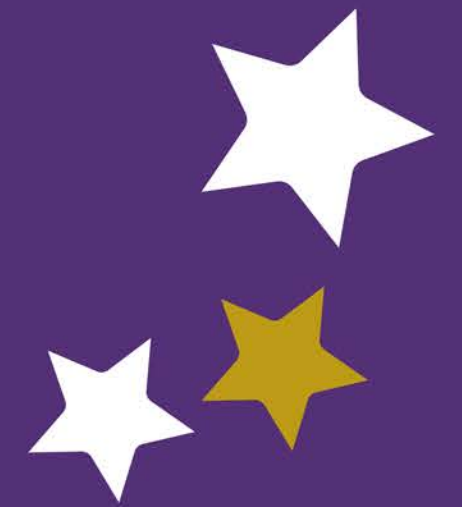
## Places

This category celebrates the places and/or organisations going the extra mile to engage women in physical activities during their childbearing years.

We are looking for examples illustrating how nominees welcome and support women who are pregnant or postnatal.

Judged by Expert Panel:

- Operator of the Year: This could include a Leisure Centre, Independent Gym or Fitness 'Chain'.
- Organisation of the Year: This could include an Active Partnership, Local Authority (District Council) or Sporting National Governing Body.





## Places Sponsorship Opportunity – £2,000 + VAT

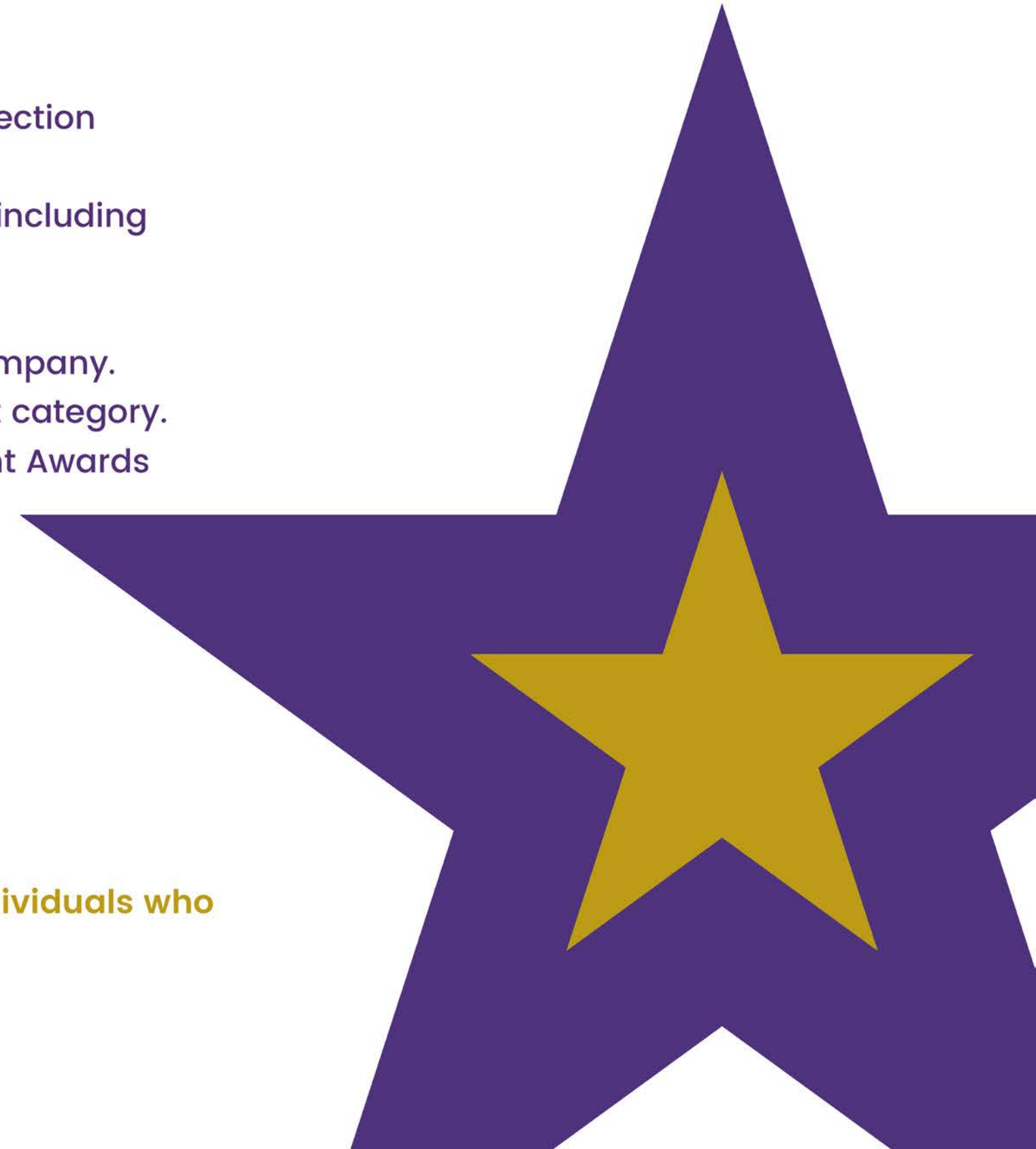
*Limited to one per category – allocated on a first come, first served basis*

### **Category includes 2 individual awards**

- Category naming right e.g. 'Category sponsored by ...'
- Logo & link to own website included in a prominent position on relevant category section on website.
- Social media post to announce category sponsor to 10,000+ followers across sites including Instagram and LinkedIn.
- Logo to appear on relevant award category presentation slide on stage.
- Host to thank at the start of the award category and read a short bio about the company.
- Logo to be featured in a printed programme for the evening alongside the relevant category.
- Your brand handle to be tagged in any social media activity relating to the relevant Awards category.
- Sponsorship highlighted on all relevant news releases.
- Unlimited use of photographs taken during the awards.
- Use of the APFA2025 logo
- Company representative to hand over the awards on stage.

**Tickets: Two complimentary tickets to the awards worth £240**

**A portion of your sponsorship fee will go towards our support fund, ensuring that individuals who may not otherwise be able to attend can participate in this special evening.**





## Products

This is the 'Woman's Choice Award' and will be judged on the positive impact a product has had on enabling a pregnant or postnatal woman to become or stay active.

For example, it could be a:

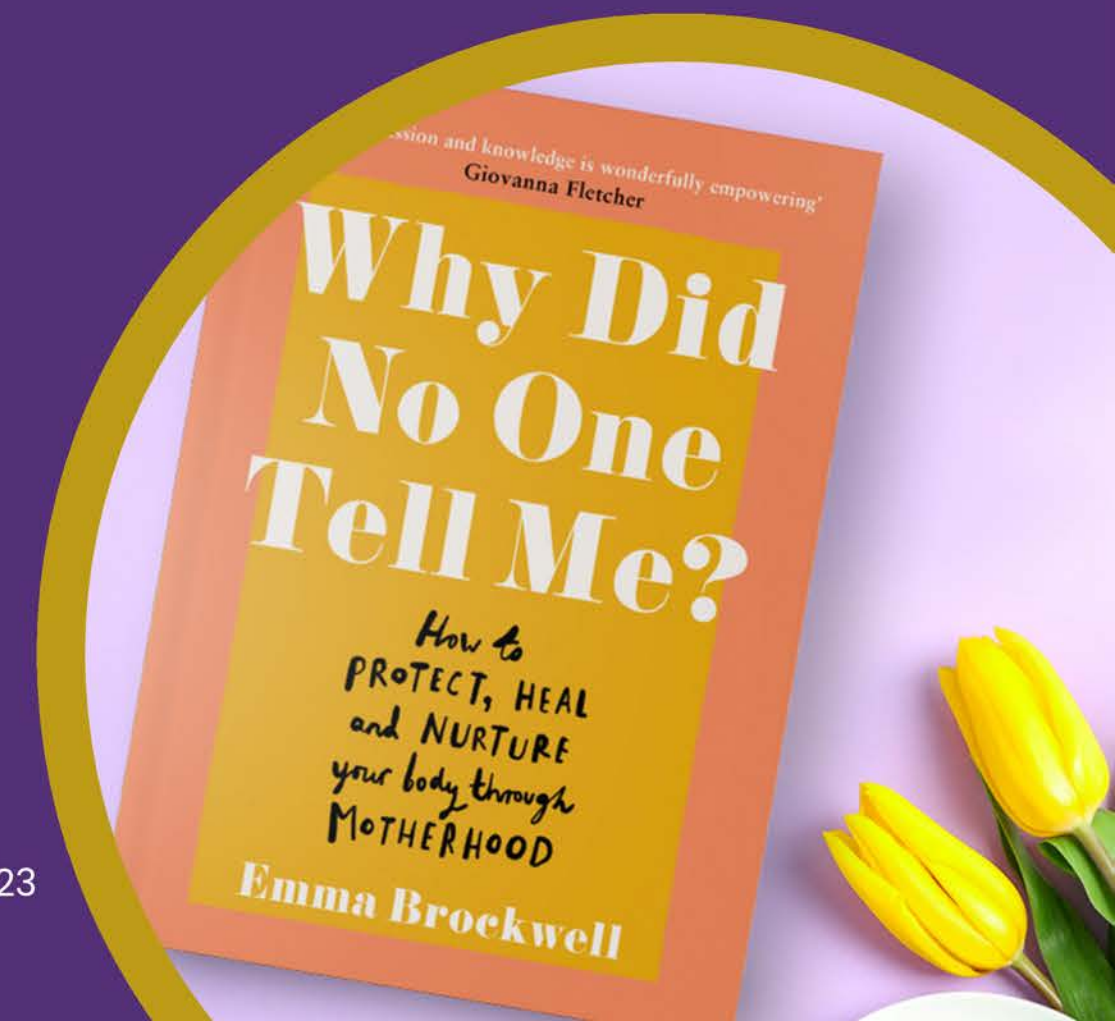
- Babywearing product e.g. a wrap, sling or carrier
- Running buggy
- App
- Book
- Podcast

We invite women to send in their stories and user experiences highlighting how the product has helped them to overcome barriers or facilitated their active pregnancy or postnatal journey.

This award will be voted for by the public (after shortlisted by expert panel).



Why Did No One Tell Me? – Product of the Year 2023





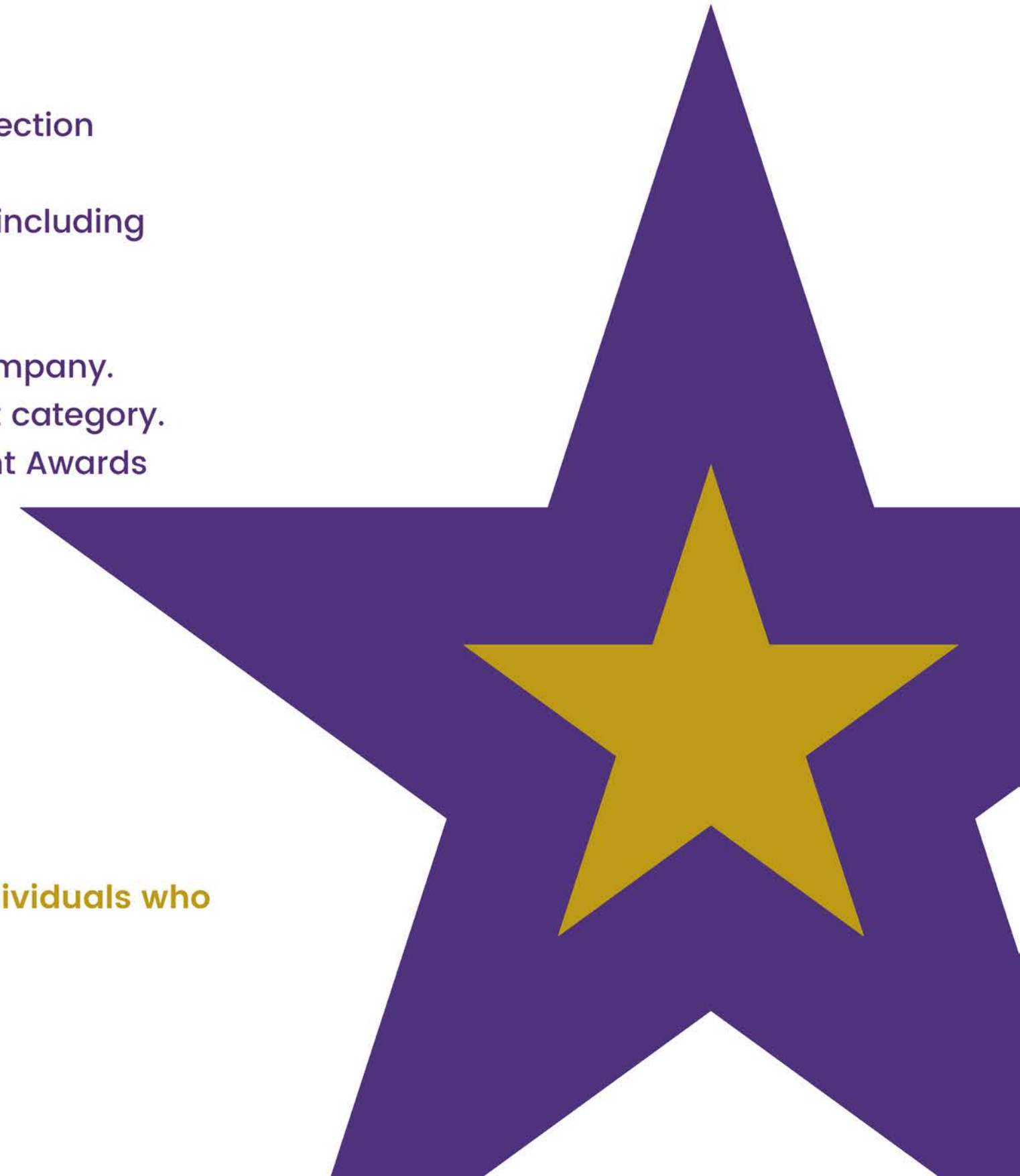
## Products Sponsorship Opportunity – Already confirmed

*Limited to one per category – allocated on a first come, first served basis*

- Category naming right e.g. 'Category sponsored by ...'
- Logo & link to own website included in a prominent position on relevant category section on website.
- Social media post to announce category sponsor to 10,000+ followers across sites including Instagram and LinkedIn.
- Logo to appear on relevant award category presentation slide on stage.
- Host to thank at the start of the award category and read a short bio about the company.
- Logo to be featured in a printed programme for the evening alongside the relevant category.
- Your brand handle to be tagged in any social media activity relating to the relevant Awards category.
- Sponsorship highlighted on all relevant news releases.
- Unlimited use of photographs taken during the awards.
- Use of the APFA2025 logo
- Company representative to hand over the awards on stage.

**Tickets: Two complimentary tickets to the awards worth £240**

**A portion of your sponsorship fee will go towards our support fund, ensuring that individuals who may not otherwise be able to attend can participate in this special evening.**







# Thank you!

Please do get in touch with any questions:

Laura - 07510 118716  
laura@youandusevents.co.uk



[www.activepregnancyfoundation.org](http://www.activepregnancyfoundation.org)



@activepregnancyfoundation



@pregnancyactive



Active Pregnancy Foundation