

The Road of Excess

Made in Wales Support Pack



Synopsis: Since the days of Dirty Sanchez, Mathew Pritchard finds redemption through sport and fitness, swapping “one addiction for another.” The story kicks off as Mathew prepares to row across the Atlantic in search of meaning, but what is driving him to do this and will isolation at sea for seven weeks be the panacea he’s looking for?

Film Details: <https://filmhubwales.org/en/films/road-of-excess/>

Release Date: Friday 10 October 2025 (World Mental Health Day)

Certificate: 15 (BBFC)

Bookings: Ed Arthur (ed@mitosstudio.com) and Ben Falk (ben@mitosstudio.com)

Distributor: Mitos Studio ([Mitos Studio](https://www.mitosstudio.com))

Format: DCP. MOV / MP4

Accessibility: English subtitles

Content warnings: Strong language, nudity, self-harm

Quads: available upon request

Official website: [The Road Of Excess - Mitos Studio](https://www.theroadofexcess.com)

Facebook: [Mathew pritchard | Facebook](https://www.facebook.com/mathewpritchard)

Instagram: @pritchardswyd (Mathew Pritchard), @panchatronic (Mike 'Pancho' Locke), @dainton_lee (Lee Dainton), @jamiejonestv (Jamie Jones, director), @ed_arthur (co-producer), @bendfalk (Ben Falk, producer).

Hashtag: #TheRoadofExcess #MathewPritchard #DirtySanchez #WorldMentalHealthDay #WMHD2025 #MentalHealthMatters

X: @WMHDay

Trailer: [Vimeo](#)

Tag us in your images @filmhubwales @Madeinwales_ so we can share your screenings!

Welsh Connections

- **Director:** Jamie Jones (grew up in Cardiff; studied in Swansea)
- **Cast:** Mathew Pritchard, Mike Locke, Lee Dainton
- **Locations:** Cardiff, Port Talbot, Llandegfedd Lake, Guerrilla Skate Park Cyncoed, Cwmbrân
- **Funding:** Ffilm Cymru Wales

Audiences

Below are some of the types of audiences we expect The Road of Excess to appeal to:

- Independent documentary lovers
- People interested in British cinema / Welsh stories
- People interested in skating culture
- People interested in Working Class stories
- People interested in Mathew Pritchard / Dirty Sanchez
- Fans of extreme sports / Adventure Cinema
- People interested in addiction / recovery stories

Key Words

If running social media advertising, consider using the following key words/phrases to attract diverse audiences that might be interested in the film:

- British Cinema / Welsh Cinema
- Working Class
- Documentary
- Dirty Sanchez / Extreme Sports
- Male friendships
- Addiction recovery

Event Ideas

- **Q&As:** Mathew Pritchard is keen to support screenings if and where he can for post-film Q&As about the film and his own personal journey. Contact Ed and Ben to discuss.
- **Post-screening discussions:** a chance to talk about the themes of the film: recovery, addiction, extreme sports, fame and loss. Could you partner with a local mental health charity or organisation? Perhaps they could run an information session or provide a space for people to discuss how the issues in the film may have affected them.
- **Special screenings:** Could you partner with local skate parks / groups and offer group discounts? Perhaps a local skate shop could provide a pop-up shop at your cinema?
- **Active sessions:** can you tie in your screening with a local Park Run, or team up with your town leisure centre / gym to offer cinema goers a discounted activity session?
- **Vegan food:** Mathew Pritchard is also known as the Dirty Vegan ([Meet Dirty Vegan Mathew Pritchard - Vegan Food & Living](#)). Could you put on a special screening with vegan snacks? Or get your cinema cafe to go Vegan for the day?

Wider Programming

Features: Road of Excess could be screened alongside similar skating / extreme sports features, such as:

- [Off the Rails](#) (2022, Peter Day): Rikke Brewer and best friend Aiden Knox hone their spectacular Parkour skills, hoping that millions of likes on social media will be their ticket out of boring Guildford. Bookable through rob@perfectmotion.tv
- [Free Solo](#) (2018, Jimmy Chin, Elizabeth Chai Vasarhelvi): An intimate and unflinching portrait of free soloist climber Alex Honnold, as he prepares to achieve his lifelong dream: climbing the face of the world's most famous rock - the 3,200-foot El Capitan in Yosemite National Park...without a rope. Available via [Park Circus](#).
- [Lands End](#) (2024, Ryan Sherman): Barney Page, a professional skateboarder, embarks on a 900-mile journey in memory of his friend Ben Raemers, aiming to raise awareness about suicide and mental health through heartfelt conversations and the impact on skateboarding. Contact [Ryan Sherman](#) to book.
- [47 COPA | Forty Seven Summits](#) (2020, Huw Erddyn): Huw Jack Brassington attempts to run the notorious Paddy Buckley 100km fell running challenge across Wales' highest mountains in 24 hours during a massive summer storm.
- [Breaking The Dragon's Back](#) (2022, Huw Erddyn): Russell Bentley and Simon Roberts compete to be the first Welsh runners to win the gruelling six day race - running 380km and climbing 17,400 metres across the highest mountains in Wales.

Or Welsh films that have similar themes of mental health, self-care and / or empowerment:

- [Belonging: Tiger Bay Boxing Club](#)
- [Chuck Chuck Baby](#)
- [Dark Horse](#)

- [Eternal Beauty](#)
- [India's 1st Best Trans Model Agency](#)
- [Just Jim](#)
- [Kelly + Victor](#)
- [Life with Emotions](#)
- [Men who Sing](#)
- [The Almond and The Seahorse](#)
- [We Went to War](#)

Shorts: It could also be paired with Welsh shorts that deal with mental health issues:

- [Life with Emotions](#) (2023, Shafin Basheer, 30-mins, docu): Nick Elphick attempts to deal with his mental health struggles and his father's loss by sculpting statues in his image.
- [Mother's Day](#) (2024, Emily Burnett, 15 mins, drama): Emrys wakes to find his mother Wendy a shadow of her normal self. Deep in depression, Wendy calls her mother in Barbados to come care for Emrys.
- [Creepy Pasta Salad](#)
- [All My Happy Friends](#)
- [Dial-a-Ride](#)
- [I Can't Breathe](#)
- [I Choose](#)
- [Lifeline](#)
- [My Brief Eternity](#)
- [Smile](#)
- [Trailblazers](#)

Or skate themed:

- [Fideo Hud](#) - Young skateboarding filmmakers and young musicians from Blaenau Ffestiniog develop their homemade music and skateboarding videos with Cellb..

Made in Wales Assets

We have the following assets for cinemas to use:

- Article by Ian Smith, founder of Helpu, the men's mental health and suicide prevention initiative for Wales: [The Road of Excess – Thoughts on Masculinity, Madness and Connection.](#)
- [Audio Podcast](#): Q&A with Mathew Pritchard, hosted by Rob Corcoran (1 hour).
- [Video Podcast](#): edited version of Q&A with Mathew Pritchard, hosted by Rob Corcoran (15 mins).
- Social media clips:
 1. [Mathew Pritchard.](#)

2. [Jamie Jones](#) (director).

The above are just two examples. Please contact reg@filmhubwales.org to request downloadable versions of all the social media clips to share on your socials.

Campaign and marketing ideas

- **Price:** Offer as part of a ticket offer for young people. Things like buy one get one free/bring a friend/discount under 25's.
- **Audiences:** The film will appeal to people who enjoy documentaries, extreme sports and real-life stories of recovery/addiction. Dirty Sanchez were a group of skaters so skate parks and groups might be interesting.
- **Experience:** Research into audiences highlights how important the whole experience is. Think about promoting post-film discussions along with your screenings. This can include discussions around themes of the film, around addiction and recovery and extreme sports. Create a board on the way out where people can share their thoughts on the film and the experience.
- **Interaction / social media:** There are clips of interviews on Youtube listed below that you can share with your audiences and will help give you insight into Mathew Pritchard.
- **Welsh Connections:** *The Road of Excess* is a story that starts and ends in Wales. There are lots of Welsh connections that might appeal to your audiences that you could include in your marketing material (see **Welsh Connections**, Page 2).

Use the hashtag #MadeinWales as a way of promoting this to your audiences.

Press

Find an example press release template and contact information for Welsh Press [on our website](#).

News and Reviews

- Interviews Mathew Pritchard has done in the past about his addictions and triathlons:
 - [How Triathlon Saved My Life](#)
 - [Struggling with Addiction](#)
 - [Mathew vs Pritchard - Dirty Sanchez - Award Winning Documentary](#)
 - [Life After MTV's Dirty Sanchez | Mathew Pritchard](#)
- Ian Smith's Made in Wales article in [Nation Cymru](#) and [Buzz](#)

Helpful Resources

Getting Better Data – Get Creative with Audience Surveys: We know that audience surveys can be a big challenge. Data is crucial to audience development, to target customers and improve business.

A Simple Guide To: DIGITAL MARKETING: Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.

Facebook and Instagram Ads: With a budget of £10-£30 you can tailor your ads on socials:

- Custom audiences – allows you to target existing customers or leads,
- Location – allows you to target by location (city, state, country),
- Gender – allows you to target by gender (male or female),
- Interests – allows you to target by interest (such as fitness, entrepreneurship, fashion, literature)

A Simple Guide To: AUGMENTING FILM SCREENINGS: Putting on a film screening doesn't have to be about just showing a film. Venues can make their events stand out and attract new audiences by augmenting their screenings with something extra.

If you would like further advice, please contact:

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