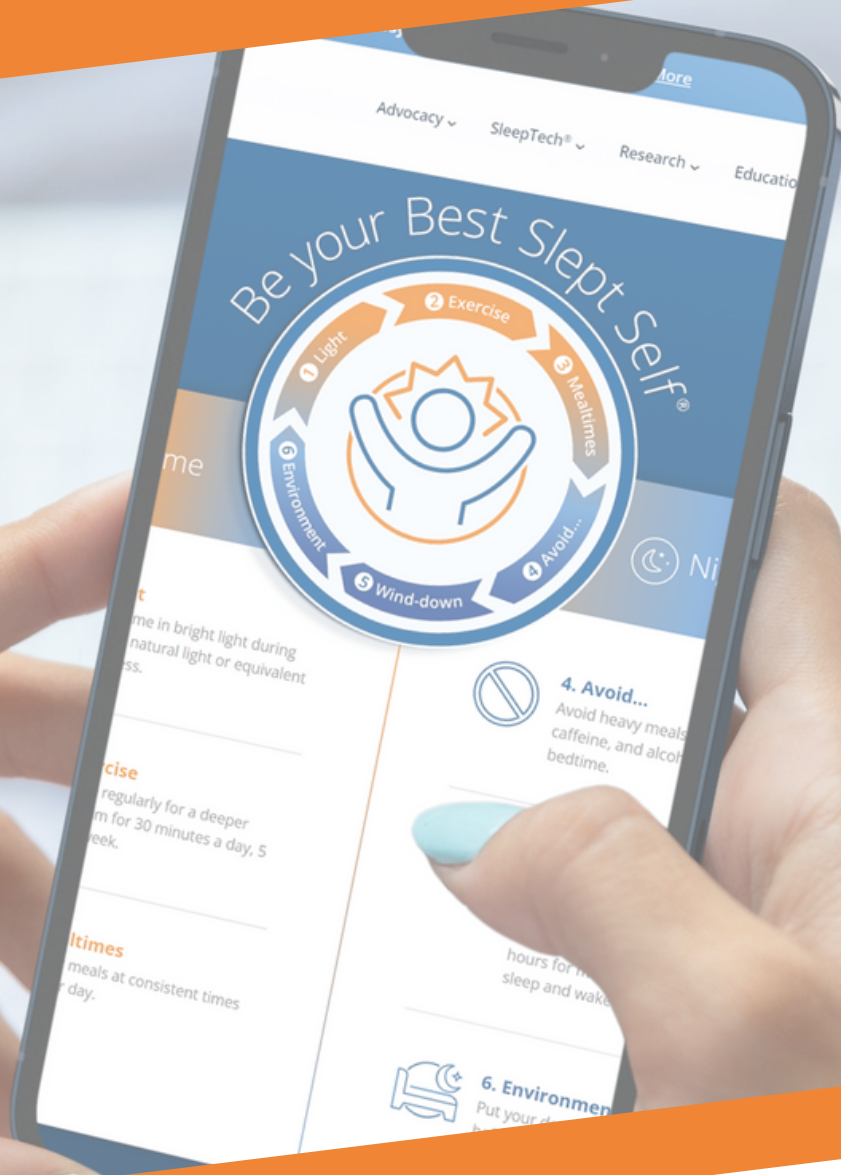




NATIONAL SLEEP FOUNDATION



Sleep Awareness
Week®

powered by  the National Sleep Foundation

2023 PARTNERSHIP PROSPECTUS

MARCH 12-18



powered by the National Sleep Foundation

SLEEP AWARENESS WEEK[®]

Celebrating 25 Years

The National Sleep Foundation (NSF) will observe its 25th Annual Sleep Awareness Week[®], March 12 – 18, 2023. The annual celebration promotes sleep health and encourages everyone to prioritize sleep to improve their health and well-being. This annual campaign highlights the benefits of optimal sleep and how sleep affects health, well-being, and safety. To ensure NSF has the latest insights and data, NSF conducts its Sleep in America Poll[®] annually and releases the findings during Sleep Awareness Week.

Best Slept Self[®]

Poor sleep health can influence unfavorable health outcomes such as cardiovascular disease and hypertension, diabetes, mental health conditions, and lowered immune response. In 2022, NSF released six simple and concise guidelines for daytime and evening routines that help the public be their Best Slept Self[®].



Sleep Awareness Week[®] Focus Areas

Education



Research-based advice on the benefits of quality sleep, including the 2023 Sleep in America Poll

Equity



How sleep affects health and well-being for everyone and the impact of socially determined conditions

Access



Proactive recommendations to help everyone be their Best Slept Self

ADVANCING SLEEP HEALTH FOR ALL

Sleep Health Theory, Research, and Practice

Sleep is a basic human need. That's why NSF works tirelessly throughout the year to advocate and educate the public about sleep health. Consumer insights, benchmark research, public awareness campaigns, and thought leadership resources are all critical components that help the NSF achieve its goals and mission.

Sleep Health Equity

Sleep health equity is a priority for NSF, and we proactively seek opportunities to find actionable solutions to address racial, ethnic, and socioeconomic sleep health disparities. In 2020, NSF published its *Sleep Health Equity Position Statement*. Since its release, NSF has partnered with various organizations to address sleep health equity, including disaggregating data in surveys and advocating for equitable sleep healthcare access.

Sleep in America[®] Poll

Conducted consecutively for the past 16 years, the annual Sleep in America Poll captures the public's perceptions and behaviors surrounding current sleep topics. The 2022 results concluded lack of light exposure during the day, physical activity, meal inconsistency, and screen use at night influence overall sleep health.



2022 Sleep in America Poll Results



Light Exposure During the Day

Nearly ½ of Americans say they're not exposed to bright light indoors in the morning (49%) or afternoon (47%)



Physical Activity

More than ⅓ of Americans (36%) fall short of CDC recommendations for moderate or vigorous activity, and when they're not physically active, they spend much of their time seated



Meal Regularity

4 in 10 Americans eat meals at inconsistent times



Screen Use at Night

Over ½ of Americans (58%) often look at screens within an hour before bedtime or in bed before sleep

ENGAGEMENT

Collaborate. Expand. Celebrate.

NSF welcomes industry partners to collaborate, expand, and celebrate thought leadership during the 25th Annual Sleep Awareness Week. Over the years, industry partners engaged in the annual campaign report increased industry credibility, expanded exposure to their products and services to existing and potential consumers, and amplified category leadership with the public.

Collaborate with the most established resource for the public to support the awareness of and importance of sleep health. NSF invites industry thought leaders to partner with us to support research and public health sleep initiatives.

Expand your brand and influence by partnering with NSF to reach your target audience and other individuals to share about your products and services.

Celebrate the accomplishments and continued commitment to the overall health and well-being of your organization's employees and consumers.

Sleep Awareness Week Supporter and Partner Profiles



Consumer Products



Foundations



Manufacturing



Banking and Financial Services



Health Care



Pharmaceutical



Federal, State, and Local Government



Insurance



Transportation

PARTNER BENEFITS

Sleep Health Equity Report

Is your organization dedicated to public health initiatives that have a long-term impact on how you do business? Partner with NSF to spearhead our inaugural Sleep Health Equity Report. NSF experts will delve into social determinants of health and the influence of sleep health.

Month-long Content on NSF Digital Channels

Elevate your organization outside of Sleep Awareness Week with NSF. Rather than a traditional advertisement, go beyond the brand to inform the public about the importance of sleep health. We'll provide the audience; your organization provides the content.

Dedicated Day for NSF Curated Content

Content is king. Each day industry professionals and the general public visit www.theNSF.org and NSF social media channels seeking credible resources about sleep health. During Sleep Awareness Week, we welcome your organization to tell us to highlight key initiatives that align with the campaign week.

Sleep in America Poll Results and Briefing

Your organization will have first access to the 2023 Sleep in America Poll results. In addition to the results, we'll host an exclusive executive briefing to share deeper insights from the findings.

Best Slept Self Challenge Content Contributor

Does your organization align with one or more of the six Best Slept Self tenets? Share your category leadership and boost exposure with the public for the week by providing content that underscores good sleep habits. What's more? NSF will equip you with Best Slept Self resources to facilitate a challenge internally with your organization.

Virtual Focus Group with NSF Experts

Looking to explore a new idea or want a better understanding of sleep health theories? Meet with NSF experts to assist in your discovery and implementation process. We'll coordinate schedules; all your team has to do is show up. NSF moderator is available upon request.

Media Tour Contributor

Join NSF as we promote Sleep Awareness Week to the public. The tour includes various broadcast media options, including radio, television, and digital opportunities. Media Tour Contributors can appear with NSF representatives or provide content for recognition and inclusion in talking points.

Guest Blog Post

Exhibit industry thought leadership by sharing current initiatives with an audience focused on sleep health and well-being. Build and expand brand awareness with a blog post featured on www.theNSF.org; we'll boost the content via NSF digital media channels for maximum exposure.

Content Segment Underwriter


Throughout the week, NSF will deploy a multiple media communications strategy to share fresh content and engage with the public. Amplify your brand as we mention your organization in a mutually agreed content segment. After the week concludes, the proposed content will remain on www.theNSF.org and NSF social media channels.

Logo Recognition

You've got a stellar brand; why not display your logo alongside NSF for the week? Logo recognition begins once you secure your partnership level and remains on the www.theNSF.org website for the year as a Sleep Awareness Week supporter.

PARTNER OPPORTUNITIES

Partnership Tiers

 <p>Sleep Awareness Week®</p> <p><small>powered by the National Sleep Foundation</small></p>	Best Slept Self® Premier Partner \$250,000	Best Slept Self® Signature Partner \$100,000	Platinum \$50,000	Gold \$25,000	Silver \$15,000
Sleep Health Equity Report					
Virtual Focus Group with NSF Experts					
Month-long Content on NSF Digital Channels					
Media Tour Contributor					
Dedicated Day for NSF Curated Content					
Guest Blog Post on www.theNSF.org					
Sleep in America® Poll Results and Briefing					
Logo Recognition on www.theNSF.org					

A La Carte Add-on Options*

\$25,000**	Virtual Focus Group with NSF Experts	Media Tour Contributor	Best Slept Self® Challenge Content Contributor
\$15,000**	Month-long Content on NSF Digital Channels	Sleep Awareness Week® Content Segment Underwriter	

*A La Carte options are not available as individual partner options, only available as an add-on option once any partnership tier is secured.

**Investment per add-on option

PARTNERSHIP GUIDELINES

Partnership Deadline

To ensure inclusion in all Sleep Awareness Week marketing activities, all organizations must confirm Sleep Awareness Week participation by **Friday, February 10, 2023**.

Logo

Please submit a vector or high-resolution image at 300 dpi or higher to ensure the best display of your organization's logo. All logos are due by **Friday, February 10, 2023**

Use of NSF Brand and Logo

Once participation is confirmed, NSF will share the 2023 Sleep Awareness Week brand guidelines and toolkit. As a partner, we invite your organization to use NSF assets in cross-promotions. We request that you follow all brand guidelines.

Content Guidelines

NSF is a 501(c)3 nonprofit corporation committed to advancing excellence in sleep health theory, research, and practice. NSF's content is intended to inform and educate the public about sleep health. All content associated with partnership benefits should not be written solely as an advertorial. We're interested in your organization sharing category thought leadership, including but not limited to key industry insights, data analytics, and unique perspectives to inform the public about sleep health and well-being. The promotion of specific products is prohibited in all content pieces. NSF will review and approve all content before publishing it on all media channels.

ABOUT NSF

Mission

The National Sleep Foundation is dedicated to improving health and well-being through sleep education and advocacy.

Goals

- Sleep health is accepted as a crucial measure of overall health
- The natural sleep/wake process is understood as the basis for healthy sleep
- Community, infrastructure, and environments respect sleep health
- Sleep science and insight are rapidly incorporated into accessible health products and services



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www.theNSF.org