



NATIONAL SLEEP
FOUNDATION



2023 - 2024 SPONSORSHIP PROSPECTUS

PUBLIC AWARENESS INITIATIVES

Sleep Health Resources for the Public

Sleep is a basic human need. That's why the National Sleep Foundation (NSF) works tirelessly throughout the year to advocate and educate the public about sleep health. NSF is the most established resource for promoting sleep health to the public. NSF's two annual public awareness campaigns, **Sleep Awareness Week® (SAW)** and **Drowsy Driving Prevention Week® (DDPW)**, along with consumer insights, benchmarking research, and thought leadership resources are all critical components that help the NSF achieve its goals and mission.

Sleep health equity remains a priority for NSF, and we continue to proactively seek opportunities to find actionable solutions to address racial, ethnic, and socioeconomic sleep health disparities, including disaggregating data in surveys, conducting community-level research to gain insights, and advocating for equitable sleep healthcare access.

We welcome companies and organizations to collaborate with NSF in our public awareness campaigns. With your support, we can continue educating the public about the importance of sleep health.

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

SPONSOR ENGAGEMENT

Collaborating to Promote Sleep Health

NSF's public awareness campaigns for sleep health and safety continue to have a meaningful impact with the public. Our sponsors play a big part in that success. Year after year, our industry collaborators have the significant benefits of visibility and credibility in the market, wider exposure to the communities that matter to them, and demonstrated leadership supporting the sleep health mission. We invite like-minded organizations like yours to join us and show everyone your dedication to sleep health.

Supporter Profiles



**Consumer
Products**



**Financial
Services**



Health Care



Transportation



Manufacturing



Pharma/ Device



**Federal, State,
and Local
Government**



Foundations

By the Numbers



7 Billion+
Media Impressions to date



**Drowsy Driving
Prevention Week**



**Sleep Awareness
Week**



100+
Public Health
Resources

SLEEP AWARENESS WEEK®



Sleep Awareness
Week®

powered by  the National Sleep Foundation

March 10-16, 2024

This annual event promotes healthy sleep habits and emphasizes the importance of making sleep a priority for overall health and well-being. The campaign emphasizes the benefits of good sleep and how it affects health, well-being, and safety. In keeping with its commitment to staying up-to-date, NSF conducts its Sleep in America® Poll each year and releases the results during Sleep Awareness Week®.

Sleep Awareness Week® Engagement



Share research-based advice on the benefits of quality sleep, including the 2024 Sleep in America® Poll



Make proactive recommendations to help anyone and everyone be their Best Slept Self®

Sleep in America® Poll

The Sleep in America® Poll has been conducted for 17 consecutive years to gather vital information about the public's behaviors and opinions concerning sleep-related topics. The 2023 Sleep in America® Poll demonstrates sleep health is strongly associated with mental health in the general population. Results show that many Americans who are dissatisfied with their sleep also experience mild or greater levels of depressive symptoms. In addition, nearly all American adults with very good overall sleep health have no significant depressive symptoms.



People with difficulties falling or staying asleep just 2 nights a week have higher levels of depressive symptoms than those without sleep difficulties.



Almost 7 in 10 Americans (65%) who are dissatisfied with their sleep also experience mild or greater levels of depressive symptoms.

DROWSY DRIVING PREVENTION WEEK®



November 5-11, 2023

Drowsy driving is a risk to public health. NSF's goal is for every driver to get the sleep they need to be rested and alert to drive safely. Awareness and prevention of drowsy driving—often referred to as the "fourth D" among drunk, drugged, and distracted causes of impaired driving—have been a core part of NSF's advocacy agenda since its founding in 1990. Drowsy Driving Prevention Week® (DDPW) is a sleep and safety campaign hosted by NSF for the public. With 2023 marking its 16th anniversary, this campaign serves as an annual focal point for the public about the importance of having adequate sleep before driving.

Drowsy Driving Prevention Week® Engagement



Urge the public to get the recommended amount of sleep the night before driving (7-9 hours on average)



Emphasize the risks of drowsy driving and share easy-to-use tools that could assist in reducing the number of impaired drivers on the road

Drowsy Driving Survey



95 percent of Americans think drowsy driving is risky, but a majority of drivers do it anyway



6 in 10 drivers (62%) have driven a car when they were so tired they had a hard time keeping their eyes open, a projected **150+ million US motorists**



37 million motorists are estimated to drive drowsy at least once per year



Almost 2 in 10 drivers (18%) are overly confident in their ability to drive after sleeping only 2 hours or less the previous night



Drivers who get NSF's recommended amount of sleep per night (7-9 hours for most adults) **are less likely to drive drowsy**

SPONSORSHIP BENEFITS

Virtual Focus Group with NSF Experts

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

Media Contributor

Join NSF as we promote our campaigns to the public. This benefit includes the option of one media opportunity, such as radio, television, and digital, as determined by NSF and media sources. Media contributors can appear with NSF representatives or provide content for recognition and inclusion in talking points as appropriate.

Quarterly Dedicated Content on NSF Digital Channels

NSF's two one-week public awareness campaigns are just the beginning; your organization can engage with content that aligns with your priorities on a quarterly basis throughout the year. This is an excellent opportunity to elevate your organization's initiatives and contribute to the public's overall sleep health.

Content Segment Underwriter

Amplify your brand as we mention your organization in a mutually agreed content segment produced by NSF. The proposed content will be featured on www.theNSF.org and NSF social media channels.

Virtual Campaign Kick-off with NSF Board of Directors

Join the NSF Board of Directors for a Virtual Campaign Kick-off. During this interactive event, you'll have the chance to get a first glimpse at campaign highlights, learn more about NSF's mission and impact on sleep health, and engage with current Board members.

NSF Poll Results and Briefing

Gain early access to the Drowsy Driving Report and Sleep in America® Poll results. We will host exclusive executive briefings for each public awareness campaign to share comprehensive insights based on our findings.

NSF Public Awareness Campaign Sponsorship Badge

Your organization will receive from NSF a digital badge exclusive to sponsors for each public awareness campaign you support. This badge can be displayed on your website and social media to showcase your participation and commitment to sleep health and overall well-being.

Logo Recognition

Maximize your exposure with your organization's logo featured alongside NSF. Once sponsorship is confirmed, your logo will be prominently displayed on www.theNSF.org for the year following each campaign your organization participates in as a sponsor.

SPONSORSHIP LEVELS



Sleep Awareness
Week®

Platinum
\$50,000

Choice of Virtual Focus Group
with NSF Experts
OR
Media Contributor

Quarterly Content on
NSF Digital Channels

Choice of Virtual Focus Group
with NSF Experts
OR
Media Contributor

Quarterly Content on
NSF Digital Channels

Gold
\$25,000

Invitation to attend the 2023
Drowsy Driving Prevention Week®
Virtual Kick-off with
NSF Board of Directors

Drowsy Driving Prevention Week®
Content Segment Underwriter

Invitation to attend the 2024
Sleep Awareness Week®
Virtual Kick-off with
NSF Board of Directors

Sleep Awareness Week® Content
Segment Underwriter

Silver
\$15,000

2023 Drowsy Driving Breaking
Report and Briefing

Exclusive use of the 2023 NSF
Drowsy Driving Prevention Week®
Sponsor Badge

Logo Recognition on
www.theNSF.org

2024 Sleep in America®
Report and Briefing

Exclusive use of the 2024 NSF
Sleep Awareness Week®
Sponsor Badge

Logo Recognition on
www.theNSF.org

Organizations interested in sponsoring both campaigns can qualify for discounted sponsorship rates.

SPONSORSHIP GUIDELINES

To guarantee inclusion in all campaign marketing activities, organizations must confirm their participation no later than six weeks before the public awareness campaign begins.

Logo Specifications

To ensure the best display of your organization's logo, please submit a high-resolution image at a minimum of 300 dpi.

Logo Submission Deadlines

Drowsy Driving Prevention Week®- Friday, October 27, 2023

Sleep Awareness Week®- Friday, March 1, 2024

Usage of NSF Brand and Logo

NSF will distribute the 2023 Drowsy Driving Prevention Week® and the 2024 Sleep Awareness Week® brand guidelines and toolkit approximately four weeks prior to each respective public awareness campaign.

Content Guidelines for Sponsorship Benefits

NSF is a 501(c)3 nonprofit corporation committed to advancing excellence in sleep health theory, research, and practice. No sponsorship benefits associated with content should be considered as an advertorial for a specific product or service. NSF is responsible for content development and can work with your organization to ensure appropriate inclusion of industry insight and expertise to help inform the public. NSF will refrain from promoting specific products in all content pieces. Sponsor-related content will be shared with sponsors for accuracy review prior to final publication.

Drowsy Driving Prevention Week® and Sleep Awareness Week® are registered trademarks of the NSF. All mentions of Drowsy Driving Prevention Week® and Sleep Awareness Week® must be attributed to the NSF. We encourage your organization to join us in celebrating our campaigns to raise awareness of the importance of sleep health. Please adhere to all NSF branding guidelines if your organization chooses to use NSF assets in cross-promotions.



NATIONAL SLEEP
FOUNDATION

www.theNSF.org