



National Sleep Foundation Sponsorship Opportunities

Stay on the Edge

NSF is the Leading Independent Voice of Sleep Health

Sleep is a basic human need. We believe that it's not only a critical part of how we look, feel and perform every day, it's also the thread that runs through some of the highest priorities for people's health and well-being. That's why the National Sleep Foundation (NSF) works tirelessly year in and year out to champion sleep health and educate the public. NSF is the most established resource for promoting sleep health to the public.

Our two groundbreaking annual public awareness campaigns, **Sleep Awareness Week® (SAW)** and **Drowsy Driving Prevention Week® (DDPW)**, are the longest-running and highest-impact efforts of their kind. We bring together like-minded supporters from the sleep community, science and medicine, industry, and policymaking. NSF's campaigns are fueled by consumer insights, benchmarking research, and subject matter expertise that helps NSF advance its goals and mission.

Everyone deserves the opportunity to get enough of the quality sleep they need to thrive. Sleep health equity remains a priority for NSF, and we continue our

work to address racial, ethnic, and socioeconomic sleep health disparities. We're intentional about our work to promote positive change in communities, across the lifespan, and through innovation.

We welcome companies and organizations to collaborate with NSF in our public awareness campaigns. With your support and leadership, we can continue to help anyone and everyone be their **Best Slept Self®**.

Join NSF's campaigns and show your commitment to sleep health!

Sincerely,



John Lopos
CEO, National Sleep Foundation



Collaborating with NSF Promotes Sleep Health

Our awareness campaigns for sleep health and safety continue to have a measurable impact with topics relevant the public. When we work together with our industry and institutional collaborators, they get significant visibility and credibility in the market, with wider exposure to the communities that matter to them.

Be your Best Slept Self®

About NSF

NSF's promise to the public is to help anyone and everyone be their Best Slept Self®.

Mission

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



SUPPORTER PROFILES



Consumer Products



Financial Services



Manufacturing



Pharma/Device



Healthcare



Transportation



Federal, State, and Local Government



Foundations

BY THE NUMBERS

11
BILLION+

Media Impressions to date

16+
YEARS

Drowsy Driving Prevention Week

26+
YEARS

Sleep Awareness Week

34+
YEARS

Fielding the Sleep in America® Poll

100+

Public Health Resources

Sleep Awareness Week®

When NSF talks about sleep health, the world listens. Join NSF in its annual event promoting healthy sleep habits for better health and well-being. Every year during Sleep Awareness Week®, NSF conducts its Sleep in America® Poll and releases the results on a timely sleep health topic. This annual campaign garners billions of impressions each year.

Join NSF



Sleep Awareness Week®

March 9-15, 2025

Sleep Awareness Week® Goals



Share evidence-based advice to improve sleep health, including current research results from the 2025 Sleep in America® Poll.



Give practical recommendations to help anyone and everyone be their Best Slept Self®

Sleep in America® Poll

The Sleep in America® Poll is the leading source about Americans' sleep, collecting vital information about the public's attitudes and behaviors with sleep and linked topics. The 2024 Sleep in America® Poll explored the important connection between sleep health and depressive symptoms among teens.

PAST POLL TOPICS INCLUDE

- Sleep and Aging
- Sleep and the Bedroom Environment
- Sleep and Mental Health
- Sleep and Safety
- Sleep Health and Scheduling
- Sleep and Effectiveness

2024 Poll Results



The American teen is not their Best Slept Self®

- 8 out of every 10 teens don't get enough sleep.
- The typical teen gets an 'F' for practicing healthy sleep behaviors.



Teens say their sleep and mental health are connected

- Almost $\frac{3}{4}$ of teens say their emotional well-being is negatively impacted when they sleep less than usual.
- Teens who have trouble falling or staying asleep 2 or more nights a week have significantly more depressive symptoms.

Drowsy Driving Prevention Week®

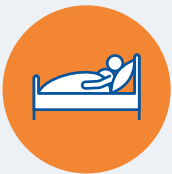
Drowsy driving is impaired driving and a risk to public health. The time has arrived for industry and safety stakeholders alike to help people understand the importance of sleep for staying alert and safe behind the wheel. With 2024 marking its 17th anniversary, this campaign serves as an annual focal point for the public about the importance of having adequate sleep before driving.

Join NSF



November 3-9, 2024

Drowsy Driving Prevention Week® Goals



Urge the public to get the recommended amount of sleep the night before driving (7-9 hours for most adults, and 8-10 hours for most teens)



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

Every year, NSF releases new data about drowsy driving. Our 2023 survey focused on teens. Educating teens, and their parents, about the risks of drowsy driving and the importance of getting the sleep they need before they get behind the wheel can help keep everyone safe on the road.

2023 SURVEY RESULTS: TEENS AND DROWSY DRIVING



In their first two years of driving, **1 in 6 teens** have already driven while drowsy.



95% of teens say drowsy driving is risky, but most rate drunk, drugged, and distracted driving as more dangerous.

"Remaining alert and focused behind the wheel – of any kind of motor vehicle – is the key to operating safely. National Sleep Foundation's Drowsy Driving Prevention Week® reminds everyone that getting enough sleep is of the utmost importance before driving."

*Tom DiSalvi, Schneider Vice President of Safety,
Driver Training and Compliance*

"Waymo's own mission to make it safer for people to get where they're going perfectly aligns with the National Sleep Foundation's dedication to raising awareness about and bringing an end to the dangers of drowsy driving."

Amanda Ventura Zink, Waymo Public Affairs Manager

Sponsorship Benefits

Visibility

Customized Media Opportunity (limit to 2 sponsors)

Join NSF as we promote our campaigns to the public. This benefit includes your organization being recognized in a syndicated article or audio news release. Past distributions have totaled ~155M impressions and 1K pickups. Sponsor can provide content for recognition as appropriate.

Content Segment Underwriter

Amplify your brand's support and leadership in sleep health as we mention your organization in a mutually agreed content segment produced by NSF. Examples of content includes educational articles and mini infographics.

Social Media Contributor

During the campaign month, NSF will post two social media messages that promote educational content developed by NSF. Your organization will be tagged in both social media messages.

NSF Public Awareness Campaign Sponsorship Badge

Your organization will receive 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.

Organization Recognition in Nationally-Distributed Press Release

Maximize your exposure with your organization's name featured in NSF campaign press release as a sponsor. Average potential audience for press release is ~100M.

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.

Research

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.

Custom Research Fielding

Better understand the nation's attitudes and behaviors towards sleep. Field a single custom research item for your organization, developed in collaboration with NSF experts to a nationally representative sample of 1,000 adults. Results will be cross tabulated by age, gender, and race.

Employee Engagement

Virtual Session with NSF Expert

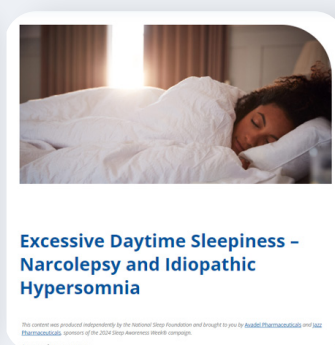
Looking to dive deeper on sleep and offer your staff an opportunity to speak with an NSF expert? NSF will host a one-hour Q&A session focused on sleep health and common tools for better sleep.

Email Sponsorships@theNSF.org to sign up

EXAMPLES OF CAMPAIGN BENEFITS



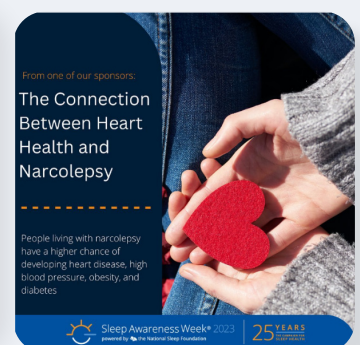
Thank You Post to Campaign Sponsors



Avadel and Jazz Pharmaceuticals, 2024 SAW Gold Sponsors
Content Segment Underwriter



Primasun, 2023 SAW Platinum Sponsor



Jazz Pharmaceuticals, 2023 SAW Gold Sponsor

Sponsorship Benefits



Sleep Awareness
Week®



**DROWSY DRIVING
PREVENTION WEEK®**

Platinum \$50,000

- **Choice of**
Virtual Session with NSF Expert
or Custom Research Fielding
- Customized Media Opportunity
(limit to 2 sponsors)

- **Choice of**
Virtual Session with NSF Expert
or Custom Research Fielding
- Customized Media Opportunity
(limit to 2 sponsors)

In addition to Gold and Silver Benefits (limit to 2 sponsors)

Gold \$25,000

- Content Segment Underwriter
- Social Media Contributor

- Content Segment Underwriter
- Social Media Contributor

In addition to Silver Benefits

Silver \$15,000

- 2025 Sleep in America® Poll Briefing
- Exclusive Use of the 2025 NSF Sleep Awareness Week® Sponsor Badge
- Organization Recognition in Nationally-Distributed Press Release
- Logo Recognition on www.theNSF.org

- 2024 Drowsy Driving Report Briefing
- Exclusive Use of the 2024 NSF Drowsy Driving Prevention Week® Sponsor Badge
- Organization Recognition in Nationally-Distributed Press Release
- Logo Recognition on www.theNSF.org

Email Sponsorships@theNSF.org to sign up

Congressional Briefing Sponsorship Opportunity

National Sleep Foundation will host our 3rd annual Congressional Briefing during the 2025 Sleep Awareness Week® campaign. This program complements NSF's evergreen efforts to educate the public and policymakers about the importance of sleep for health and well-being. Members of Congress, staff, and interested stakeholders will hear from a multidisciplinary expert panel about a key sleep health topic.

Congressional Briefing Sponsorship Opportunity (limit to 3 sponsors)

A \$10,000 sponsorship will include:

- Sponsors' name on all promotional materials, onsite materials, title and sponsor recognition slides, i.e.: "National Sleep Foundation's 2025 Congressional Briefing on Sleep Health. Presented with support from (company name/logo)."
- Announcement of sponsorship and logo featured on NSF's website and across NSF social media activities.
- Highlighted mention in NSF's national press release for the briefing.

Past NSF Congressional Briefings



2023: Sleep Health Equity

NSF held the first ever Congressional Briefing on sleep health equity.

Attended by Rep. Zoe Lofgren (D-CA)

2024: Sleep Health is Mental Health

Organized in collaboration with the Congressional Mental Health Caucus

Attended by Reps. Buddy Carter (R-GA), Paul Tonko (D-NY), and Jamie Raskin (D-MD)

Sponsorship Guidelines and Timing

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

- Drowsy Driving Prevention Week® deadline: Friday, September 20, 2024
- Sleep Awareness Week® deadline: Friday, January 24, 2025

Logo Specifications

To ensure the best display of your organization's logo, please submit a high-resolution vector or PNG logo file with a transparent background. Image must be at a minimum of 300 dpi.

Logo Submission Deadlines

Drowsy Driving Prevention Week®: Friday, October 25, 2024

Sleep Awareness Week®: Friday, February 28, 2025

LOGO SPECS

300 DPI

**VECTOR
OR PNG**

Usage of NSF Brand and Logo

NSF will distribute the 2024 Drowsy Driving Prevention Week® and the 2025 Sleep Awareness Week® brand guidelines and toolkit approximately four weeks prior to each public awareness campaign.

Content Guidelines for Sponsorship Benefits

NSF is an independent 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 endorsement or advertising 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.



www.theNSF.org

For more information about sponsorship opportunities,
please contact **Sponsorships@theNSF.org**