

World Sleep Day[®]

World Sleep Day[®]
March 16, 2018

Presented by
World Sleep Society
(founded by WASM & WSF)

Corporate Sponsorship Opportunities

World Sleep Day[®] is an annual event, intended to be a celebration of sleep and a call to action on important issues related to sleep, including medicine, education, social aspects and driving. It is organized by the World Sleep Day Committee of World Sleep Society (founded by WASM and WSF) and aims to lessen the burden of sleep problems on society through better prevention and management of sleep disorders. As of 2017, World Sleep Day had delegates in nearly 70 countries around the globe.

www.worldsleepday.org #WorldSleepDay

We invite you to partner with World Sleep Day[®]

World Sleep Day is an annual awareness event hosted by World Sleep Society (founded by WASM and WSF). By working together and sharing our success stories, we strive to increase the world wide awareness of sleep related problems.

Through World Sleep Day efforts, nearly 70 countries around the globe have distributed press kits to the local media, held awareness activities, and created historical videos of achievements in the field of sleep medicine. We are on track to add even more countries in 2018!

Through sponsorship, companies can gain recognition worldwide. We look forward to discussing how we can partner with your company to grow our initiative of bringing awareness of sleep health worldwide.



Dr. Liborio Parrino

Chair, 2018 World Sleep Day Committee

2017 World Sleep Day[®] Committee

Liborio Parrino (Italy), Chair, Richard Allan (U.S.A.), Ximena Alvarado (Bolivia), Manvir Bhatia (India), Rayleigh Ping-Ying Chiang (Taiwan), Miguel Meira e Cruz (Portugal), Antonio Culebras (U.S.A.), Samanta Dall'Agnese (Brazil), Marta Gonçalves (Portugal), Ravi Gupta (India), Camila Hirotsu (Brazil), Lenise Jihe Kim (Brazil), Elena M. Majano (El Salvador), Ghulam Mustafa (Pakistan), Marc Narayansingh (Canada), Laura Palagini (Italy), K.D. Pathirana (Sri Lanka), Muhammad Sayed (U.S.A.), Luigi Ferini Strambi (Italy)

2017 World Sleep Day Accomplishments

- ◆ 295+ delegates signed up to participate
- ◆ 155 sleep awareness activities occurred in 2017
- ◆ 58 countries notified us of participation. **New!** Events in the countries of Jordan, Switzerland, Israel, United Arab Emirates, Algeria, Qatar & Estonia
- ◆ 826 individuals joined our campaign
- ◆ #WorldSleepDay was trending on both Twitter and Facebook

Sponsorship Levels & Benefits

Bronze - \$1,000: Name and logo on worldsleepday.org, use of “World Sleep Day 2018 Sponsor” wording in promotions. Does not include rights to use World Sleep Day® logo on sponsor’s educational materials.

Silver - \$2,500: Bronze benefits + rights to use World Sleep Day® logo on sponsor’s educational materials*. Sponsor can produce and distribute educational materials expanding the key messages of World Sleep Day®.

Gold - \$10,000: Silver benefits + a separate paragraph insert within globally-distributed press release*, a separate educational page on worldsleepday.org*, distribution of key media points through social media, and access to World Sleep Society sleep experts for review of sleep content. Past Gold Sponsors have created educational content using the World Sleep Day theme to help educate patients on specific sleep disorders.

Diamond - \$20,000: Gold benefits + a separate education and awareness activity with a World Sleep Day representative in attendance.

Nonprofit - Reduced Price: Sleep societies, sleep centers or other nonprofits seeking participation will receive reduced sponsorship cost by promoting sleep health worldwide. Join us by becoming a local World Sleep Day® delegate via worldsleepday.org.

** Requires approval of material by World Sleep Society*

*** Contact us to discuss combining World Sleep Day and World Sleep Congress sponsorships.*

EXAMPLES OF GLOBAL MEDIA OUTLETS COVERING WORLD SLEEP DAY IN 2017. To view videos/articles, visit: worldsleepday.org/about-us/media

THE
HUFFINGTON
POST

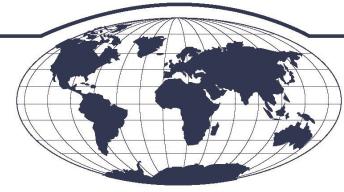


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World Sleep Day® Delegates Represent...

Algeria	Estonia	Libya	Saudi Arabia
Argentina	Finland	Lithuania	Scotland
Armenia	France	Malaysia	Serbia
Australia	Georgia	Mexico	South Africa
Austria	Germany	Netherlands	Spain
Bolivia	Guatemala	New Zealand	Sweden
Brazil	Hong Kong	Nigeria	Switzerland
Bulgaria	Hungary	Pakistan	Taiwan
Caicos Islands	India	Peru	Thailand
Canada	Indonesia	Philippines	Turkey
Chile	Israel	Poland	United Arab Emirates
China	Iran	Portugal	United Kingdom
Colombia	Ireland	Puerto Rico	Uruguay
Czech Republic	Italy	Qatar	USA
Denmark	Japan	Republic of Moldova	Venezuela
Egypt	Jordan	Romania	Vietnam
El Salvador	Kuwait	Russia	

Declaration

Whereas, sleepiness and sleeplessness are a global epidemic that threaten health and quality of life,

Whereas, much can be done to prevent and treat sleepiness and sleeplessness,

Whereas, professional and public awareness are the first step to action,

We hereby declare the disorders of sleep preventable and treatable medical conditions in all countries of the world.

Contact info

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www.worldsleepday.org