



# World Sleep Day<sup>®</sup>

HOSTED BY WORLD SLEEP SOCIETY

MARCH 15, 2019 • HEALTHY SLEEP, HEALTHY AGING

## CORPORATE SPONSORSHIP OPPORTUNITIES



**WORLD  
SLEEP  
SOCIETY**  
ADVANCING SLEEP HEALTH WORLDWIDE

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



Brazil

El Salvador

India

Singapore

Thailand

# 12TH WORLD SLEEP DAY®

## 2019 WILL BE THE 12TH ANNUAL WORLD SLEEP DAY AWARENESS EVENT HOSTED BY WORLD SLEEP SOCIETY (FOUNDED BY WASM & WSF).



On this day, volunteers from around the world hold events surrounding the theme of sleep. By working together and sharing our success stories, we increase worldwide awareness of both

sleep related problems as well as the health benefits of good sleep. We invite you to partner with World Sleep Day to amplify our message.

World Sleep Society connects more than **14,000 members worldwide**. Over **75 countries around the globe** have participated in World Sleep Day by distributing press kits to the local media, holding awareness activities, creating historical videos of achievements in the field of sleep medicine, and in many other ways.

Through sponsorship, companies can gain recognition worldwide while supporting the necessity of healthy sleep worldwide.

Dr. Liborio Parrino  
Chair, 2019 World Sleep Day Committee



[worldsleepday.org](http://worldsleepday.org)



[twitter.com/\\_WorldSleep](https://twitter.com/_WorldSleep)



[facebook.com/wasmf](https://facebook.com/wasmf)

## 2019 WORLD SLEEP DAY® COMMITTEE

- Liborio Parrino (Italy), Chair
- Richard Allan (US)
- Ximena Alvarado (Bolivia)
- Manvir Bhatia (India)
- Ravindra Chandrashekhar (US)
- Rayleigh Ping-Ying Chiang (Taiwan)
- Miguel Meira e Cruz (Portugal)
- Antonio Culebras (US)
- Marta Gonçalves (Portugal)
- Ravi Gupta (India)
- Lenise Jihe Kim (Brazil)
- Melissa Lipford (US)
- Elena M. Majano (El Salvador)
- Ghulam Mustafa (Pakistan)
- Laura Palagini (Italy)
- Muhammad Sayed (US)

*World Sleep Society (WSS) and World Sleep Day Committee, or any person affiliated with WSS does not endorse or recommend commercial products, treatments, or companies.*

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# 2018 WORLD SLEEP DAY® OVERVIEW



**282+**

Official delegates joined the campaign



**149**

Sleep awareness activities added to worldsleepday.org

**55**

Countries notified us of participation in World Sleep Day



**6**

Award winning activities



**#WorldSleepDay** climbed to #2 on the, US, UK and Worldwide Top Trends on Twitter

**10,000**

views with 89 shares for the announcement post for World Sleep Day



## EXAMPLES OF GLOBAL MEDIA OUTLETS COVERING WORLD SLEEP DAY 2018



**InStyle**



**Forbes**

**BAZAAR**  
Harper's



**Men'sHealth**



**1 million**

Views on the World Sleep Day website

# WHY BECOME A SPONSOR?

World Sleep Day® offers a worldwide stage. With participants ranging from sleep medicine professionals to the patients living with sleep disorders, World Sleep Day is all encompassing. Find your sleep audience with World Sleep Day.

## SPONSORSHIP LEVELS & BENEFITS

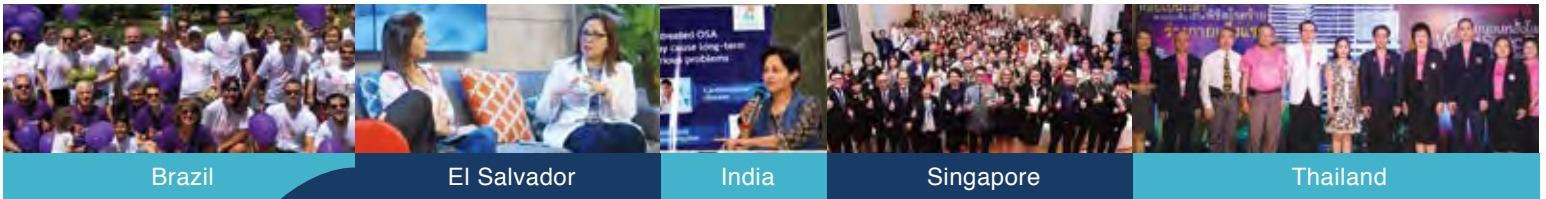
	BRONZE \$1,000	SILVER \$2,500	GOLD \$10,000	DIAMOND \$20,000
Name and logo on <a href="http://worldsleepday.org">worldsleepday.org</a>	✓	✓	✓	✓
Use of “World Sleep Day 2019 Sponsor” wording in promotions	✓	✓	✓	✓
Use of World Sleep Day logo on sponsor’s educational materials*		✓	✓	✓
Sponsor may produce and distribute educational materials that expand the key messages		✓	✓	✓
Separate paragraph insert within globally-distributed press release*			✓	✓
Creation of educational page on <a href="http://worldsleepday.org">worldsleepday.org</a> *			✓	✓
Distribution of key media points through social media			✓	✓
Access to World Sleep Society sleep experts for review or creation of content			✓	✓
Access to World Sleep Day representative in attendance or for speaking engagement(s)				✓

\* Requires approval of material by World Sleep Society

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

Nonprofit – Reduced Price: Sleep societies, sleep centers or other nonprofits seeking participation will receive reduced sponsorship rates by promoting sleep health worldwide.

Contact us at [info@worldsleepsociety.org](mailto:info@worldsleepsociety.org) or join us by becoming a local World Sleep Day delegate via [worldsleepday.org](http://worldsleepday.org).



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## SPONSORSHIP APPLICATION

### SPONSORSHIP LEVELS *(Prices in U.S. Dollars)*

- Diamond Sponsorship (\$20,000)
- Gold Sponsorship (\$10,000)
- Silver Sponsorship (\$2,500)
- Bronze Sponsorship (\$1,000)

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City and Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Special requests/alterations to sponsor package: \_\_\_\_\_

\_\_\_\_\_

### RETURN TO

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