Corporate Sponsorship Opportunities
2020 will be the 13th annual World Sleep Day awareness event hosted by World Sleep Society

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 88 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, 2020 World Sleep Day Committee

2020 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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# World Sleep Day 2019 Overview

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>352+</td>
<td>Official delegates joined the campaign</td>
</tr>
<tr>
<td>53</td>
<td>Countries notified us of participation in World Sleep Day</td>
</tr>
<tr>
<td>201</td>
<td>Sleep awareness activities added to WorldSleepDay.org</td>
</tr>
<tr>
<td>7</td>
<td>Award winning activities</td>
</tr>
<tr>
<td>#WorldSleepDay</td>
<td>Hashtag used 65,000 times in 24 hours</td>
</tr>
<tr>
<td>26,168</td>
<td>Views with 255 shares for the announcement post for World Sleep Day</td>
</tr>
<tr>
<td>1 Million</td>
<td>Views on the World Sleep Day website</td>
</tr>
</tbody>
</table>

Examples of global media outlets covering World Sleep Day 2019:
- BBC News
- NBC News
- Forbes
- Newsweek
- Men’s Health
- USA Today
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.

<table>
<thead>
<tr>
<th>Sponsorship Levels &amp; Benefits</th>
<th>BRONZE $1,000</th>
<th>SILVER $2,500</th>
<th>GOLD $10,000</th>
<th>DIAMOND $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name and logo on worldsleepday.org</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of “World Sleep Day 2020 Sponsor” wording in promotions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of World Sleep Day logo on sponsor’s educational materials*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor may produce and distribute educational materials that expand the World Sleep Day key messages</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Separate paragraph insert within globally-distributed World Sleep Day press release*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Creation of educational page on worldsleepday.org*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Distribution of key media points through social media</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to World Sleep Society sleep experts for review or creation of content</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to World Sleep Day representative in attendance or for one speaking engagement</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to World Sleep Day representative in attendance or for multiple events and/or multiple locations</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

* 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 or join us by becoming a local World Sleep Day delegate via 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

State Zip Code

Country

Phone

Fax

Email

Signature

Date

Special requests/alterations to sponsor package:

RETURN TO

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Executive Director
obryan@worldsleepsociety.org

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Rochester, MN 55901 USA

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worldsleepday.org