

ELEVATING SLEEP AS A PILLAR OF HEALTH:

# Support the *Sleep Is Good Medicine* Campaign



## Join Our Efforts to Elevate Sleep

The American Academy of Sleep Medicine (AASM) launched the *Sleep Is Good Medicine* campaign to increase awareness of the importance and benefits of healthy sleep among adults ages 18–64 years in the U.S. and to encourage primary care professionals to talk to their patients about sleep. With support from your organization, we can expand the campaign's reach among consumers and health professionals and connect more Americans to the sleep care they need. **We welcome you to join us in our efforts to elevate sleep as a pillar of health.**

Email [sales@aasm.org](mailto:sales@aasm.org) to learn more about our sponsorship opportunities.

### CORPORATE SPONSORSHIP BENEFITS

#### Recognition of your support will include:

- Company name and logo on the campaign website (with a link to your site)
- Digital toolkit providing a campaign support badge, sample social media content, and education materials
- Promotional starter kit with campaign buttons and printed handouts
- Acknowledgment in AASM social media posts, event signage, and communication channels

### CORPORATE SPONSORSHIP OPPORTUNITIES

The table below outlines sponsorship levels and examples of the campaign activities your support will empower. Champion sponsors who contribute \$100,000 or more can work with the AASM to adapt campaign tactics to their specific interests.

### EXAMPLES OF CAMPAIGN ACTIVITIES YOUR SUPPORT WILL EMPOWER



#### Friend

IEP\*  
**\$15,000**

Standard  
**\$25,000**

- Printed campaign materials
- Digital advertising



#### Advocate

**\$50,000**

- Printed campaign materials
- Digital advertising
- Consumer research



#### Patron

**\$75,000**

- Printed campaign materials
- Digital advertising
- Consumer research
- Social media influencer campaign



#### Champion

**\$100,000+**

- Digital advertising
- Consumer research
- Social media influencer campaign
- Animated video development
- Cultural adaptation of the campaign
- Radio and TV PSA campaign

\* \$15,000 Friend sponsor level is only available to current AASM Industry Engagement Program (IEP) sponsors.

# Take Sleep Awareness to New Places

We have accomplished a lot since the campaign's launch in June 2022.

Garnered more than

## 16.8 million digital ad impressions

among consumer and health professional audiences, leading to over 238,000 clicks to the campaign website.

Implemented

## Ask One Question

to help primary care providers start the conversation about sleep with their patients, resulting in over 6.6 million impressions and 40,000 web clicks.

Distributed more than

## 1,000 sleep health education materials

through medical conferences and community events.

Developed an influencer marketing campaign to reach consumers, resulting in

## 1.5 million impressions on TikTok and Instagram

and over 33,500 clicks to the campaign website.



### And we have big plans for the campaign.

- Run advertisements on Google Search to reach consumers where they look for information about sleep and health.
- Implement a paid media campaign on display and LinkedIn to reach health professionals where they consume information.
- Exhibit at more professional conferences, such as the American Academy of Family Physicians annual meeting, to promote the campaign and connect with health professionals in the primary care setting.
- Attend additional health fairs to share campaign messages and materials with consumers.



### With sponsorship and support from organizations like yours, we can take the campaign to new places and have a greater impact.

- Adapt and translate the campaign website and quiz for audiences who speak Spanish.
- Develop a second influencer marketing campaign, building on the success of the first campaign.
- Conduct consumer research with audiences who are more likely to report getting less than the recommended seven hours of sleep—such as Black adults and shift workers.
- Create a continuing education opportunity for primary care professionals to learn more about how to help their patients get healthy sleep.