



[www.sleephealthfoundation.org.au](http://www.sleephealthfoundation.org.au)

*Raising  
awareness of  
sleep health*

# Partnership Proposal



## Our Mission

*Improving people's lives through better sleep.*

## Our Vision

*The leading national advocate for sleep health.*

### Why should you partner with us?

The Sleep Health Foundation is a non-profit organisation and Australia's leading public advocate for sleep health. Healthy sleep is vital for physical health, mental wellbeing, safety and productivity. While sleep problems affect us all from time to time, research suggests that over 20% of the population suffer from sleep problems on a daily or near daily basis. Despite this sleep health receives little attention relative to other aspects of healthy living such as diet and exercise. The Sleep Health Foundation is working to change this through:

- **Advocacy** – The Foundation effectively delivers the sleep health message to the community (through its media, social media and website resources) and to community leaders and government (through direct dialogue). A Senate resolution passed on the 27 June 2013 recognises the importance of sleep disorders and specifically noted the role and aims of the Foundation in addressing these.
- **Collaboration** - The Foundation collaborates with key players to promote sleep health. These include patient groups (such as Sleep Disorders Australia), professional organisations (such as the Australasian Sleep Association), businesses (through our corporate sponsorship programs) and research bodies (such as the new Cooperative Research Centre for Alertness, Safety and Productivity).

**Best practice** - The Foundation promotes industry best practice standards to ensure a high standing for sleep therapies in the minds of the community and its leaders. Its recently released Code of Practice for Suppliers of Sleep Therapies, has been endorsed by sleep professionals through the Australasian Sleep Association.

**Resources** – The Foundation makes educational material about sleep and its problems freely available through its website and social media outlets. This popular and widely acclaimed resource includes over 60 information sheets, sleep tips, a sleep blog and a children's page. Thousands of GPs have direct access to our patient resources.

**Communication** - The Foundation has a rapidly growing database of 'e-newsletter subscribers' and a growing social media presence through its Facebook page. Through our media liaison representative we have developed close working relationships with journalists in newspapers, magazines, TV and radio throughout Australia. For many we have become the first point of contact for comment on aspects of sleep.

**A partnership with the Sleep Health Foundation will link your organisation to the SHF mission to improve people's lives through better sleep.**

In just three years, the Foundation has established a dynamic presence. It is spreading the sleep health message through a strong media and web presence, engagement with government and community leaders, interaction with other health bodies, and an ongoing program of preparation and distribution of information designed for the public by sleep experts. Our strength is a capacity to align community, corporate and professional views for the benefit of sleep health. **Joining this effort identifies your organisation as one that is concerned with sleep health and is backing a national effort to improve it.**

**The Sleep Health Foundation is an advocate for quality and forms partnerships with and facilitates dialogue between selected organisations that are also committed to improving the nation's sleep.**

The qualities the Foundation looks for in its partners include:

- An interest in sleep health.
- A focus on integrity and fair dealing.
- Provision of accurate information to clients and suppliers.
- Recognition of the value of an evidence-base for products designed to promote sleep health.



- Ensuring purchasing decisions of clients are based on their preference, not sales pressure.
- Behaviour that encourages client and supplier loyalty and return business.
- A culture that looks to compete by building reputation, not by damaging the reputation of competitors.

The Foundation recognises that there are different ways in which it can partner with businesses that share its values and is keen to hear your ideas on how we can work with your organisation.

### There are several ways in which your organisation can engage with the foundation

Privileges associated with corporate partnership vary according to the level of support.

#### CORPORATE PARTNERSHIP PRIVILEGES

	SILVER PARTNER (\$10,000 pa)	GOLD PARTNER (\$25,000 pa)	PLATINUM PARTNER (\$50,000 pa)
Business Council Membership	+	+	+
Use of Foundation "corporate sponsor" logo	+	+	+
Company Logo on SHF Letterhead			+
Company Logo on SHF Website with link to company website	+	+	+
Logo on SHF Website Home Page		+	+
Logo on SHF Newsletters			+
Company Profile in SHF Newsletter once per year		+	+
Logo on SHF E-Newsletter		+	+
Logo with link to Company Website on SHF E-Newsletter			+
Company News in the SHF Newsletter Short paragraph each edition		+	+
Advertisement in SHF Newsletter once per year	1/4 page	1/2 page	Full page
Discounts on Good Sleep Partner charges	+	+	+

## 2 The "Good Sleep Partner" Program

Under this provision services and visibility for your organisation are bought from the Foundation including limited branding rights, advice and information. This program involves

## 1 Corporate Partnership

Our corporate partner program is the top tier of support your organisation can provide the Foundation. Corporate Partnership is an expression of shared values and common interests in sleep health. It provides the opportunity for your organisation to build relationships with sleep professionals and the community around a central aim: better sleep health. Corporate partners are part of the structure of the Foundation itself. They are members of the Foundation's Business Council, which has an important advisory role, both in policy development and its implementation. The chair of the Business Council sits on the Foundation Board.

less direct involvement with the affairs of the Foundation than corporate partnership.

Good Sleep Partner charges are negotiable and will vary with the extent and complexity of the work involved. The following is a general guide:

### TIER 1 - SLEEP HEALTH FOUNDATION

#### GOOD SLEEP PARTNER **\$2,500**

Use of “good sleep partner” logo (see below), co-branding of a specific information sheet, links between our website and yours. General advice on specific sleep related topics, but no tailoring/individualisation of Foundation material, which is provided on an as-is basis.

### TIER 2 - SLEEP HEALTH FOUNDATION

#### GOOD SLEEP PARTNER **\$5,000**

Use of “good sleep partner” logo, Foundation information sheets, co-branding of information sheets, links between our website and yours. Individual *product and program development advice*, with some tailoring of Foundation material for your specific needs. No assistance with program *implementation* is available in this tier.

### TIER 3 - SLEEP HEALTH FOUNDATION

#### GOOD SLEEP PARTNER **\$10,000**

Use of “good sleep partner” logo, information sheets, co-branding of information sheets, link to our website from yours. More substantial tailoring and individualisation of sleep health material, plus partnership with individual *product and program development advice plus* provision of spokespeople for media work. Media work will be related to general sleep health issues/shared values rather than endorsement of individual products. Assistance with design and analysis of survey/market research material is also available. Cost of services in this tier is negotiated based on the extent of work done.

*Durations of agreements are negotiable. In general co-branding rights are for 12 months in the first instance. Rights to services under each tier that involve active use of Foundation personnel have been developed with specific time-limited campaigns in mind. For a tier 3 campaign this aspect would ordinarily not exceed 3 months in the first instance with extensions or variations available by mutual agreement. Note that our corporate sponsors are entitled to discounts on these charges.*

## 3 Code of Practice Program

This program is designed to recognise businesses involved in the provision of equipment to treat sleep disordered breathing. It involves a 13 point code that applicant businesses agree to adhere to. Agreement to observe this code is accompanied by Foundation endorsement, including listing on the Foundation website to provide a reference point for prescribers and potential users of these therapies, and use of the code of practice logo (see below).

Programs to recognise or endorse other products or services may occur in the future, dependent on development of auditable standards for them.

## 4 Event Sponsorship

Corporate funding for a specific or targeted event (e.g. Sleep Awareness Day) is also available. Such events are designed to create awareness and media interest and we welcome individual approaches about sponsorship.

## Our Brand

The Foundation is a trusted community resource. Placing our logo on relevant products and services helps clients choose with confidence.



Code of Practice logo



Good Health Partner logo



Sleep Health Foundation Logo

## Further Enquiries

Contact us for more information about any of the above four different engagement opportunities:

**admin@sleephealthfoundation.org.au**

or tel: **02 8814 8655**

The Sleep Health Foundation is a health promotion charity and is endorsed as a deductible gift recipient (DGR) under the Income Tax Assessment Act 1997.

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