

Sleep Number 2021

Honoring Heroes During Military Family Appreciation Month



DID YOU
KNOW?

More than a third (37%) of active-duty spouse respondents to our 2020 Military Family Lifestyle Survey reported they **DO NOT** get enough good quality sleep to function effectively? Somehow, we are not surprised.

What is even more alarming is 15% of active-duty service member respondents and 6% of active-duty spouse respondents reported having a current sleep disorder diagnosis. From frequent moves to deployments, and all of life's challenges in between, military families need their sleep. If they are not thriving, their service members are not mission ready, thus jeopardizing the entire force.



Throughout our enduring seven-year partnership, Blue Star Families and Sleep Number continue to find ways to bring quality sleep to service members, military families, and Veterans.

As a result of the promotion of the 2021 Sleep Number campaign and “Thank You, Military” Sweepstakes, we **reached nearly 1.5 million people** and recruited more than **1,600 new Blue Star Families members!** That is 1,600 more military-connected families to whom we can deliver programs and resources in the future.

For that, you deserve a big THANK YOU!

Sleep Number was one of Blue Star Families’ first cause marketing partners. Since our partnership began in 2014, you have donated \$750,000 to our cause, which has translated into 900,000 military-connected families receiving free access to support, events, and resources through Blue Star Families. Additionally, you have facilitated hundreds of giveaways (valued at more than \$185,000), ensuring #MilFams across the country benefit from quality sleep.

sleep  number.



YEARS OF
SUPPORT

\$900,000
DONATED

which translates
into...

800,000

MILITARY-CONNECTED FAMILIES RECEIVING FREE ACCESS
TO PROGRAMS, RESOURCES, AND EVENTS.

PLUS

40

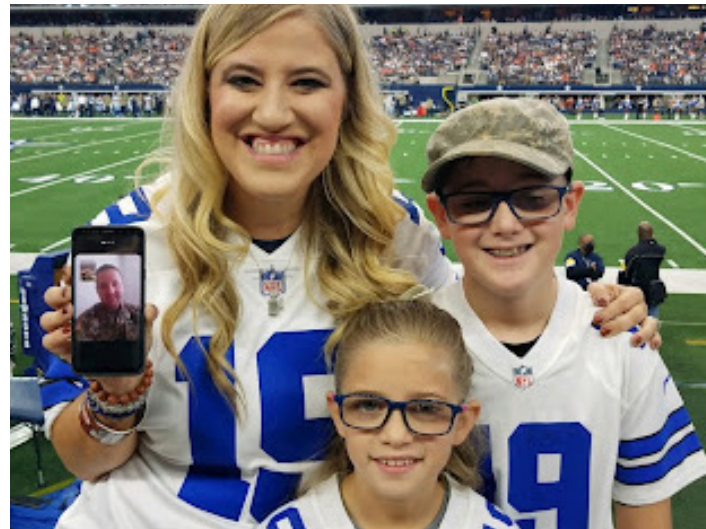
SLEEP NUMBER 360® SMART BEDS

have helped strengthen military families **through better sleep!**



Together, we have not only reached thousands of people through our campaigns, but we have also delivered unforgettable moments to real-life families like this one.

Meet Heather. Her husband is a full-time police officer while also serving in the Texas Army National Guard, and they have two kids. Their family was the lucky winner of a Sleep Number bed and Dallas Cowboys experience back in 2019. In the nearly nine years since he joined the National Guard, their family has endured three long deployments in addition to shorter separations for training and assignments. “Each deployment has impacted me and our kids in different ways,” Heather recalled.



Unfortunately for her family, this year’s deployment came as a shock when her husband learned he had 24-hours to report for duty. “This recent deployment has probably been the hardest on me mentally,” Heather shared. “With only 24-hours notice, we had no time to plan, to say goodbye, or feel even a little prepared. We have had so much back-to-back—between recovering still from the last deployment, COVID-19, and our house being ruined in the Texas freeze, it’s been a lot, and I have really struggled with this one. It is hard being all things for everyone. As moms, we already are, but during a deployment, you really are all the things for everyone. I have to be strong for my kids, strong for my husband serving our country, and try not to fall apart in the process. It can be a lot and a lot of juggling on my part.”

Recognizing the hurdles military families like Heather’s face, Blue Star Families and Sleep Number teamed up to provide her family with a much-needed surprise to attend a Dallas Cowboys football game.

“To look back and be thankful that even in the hardest times of our lives, our family is blessed with the right people and organizations to make that deployment a little less hard,” Heather shared. “The game came at the most perfect time for my kids who were very much hurting. It’s not only a distraction for them, but also for me! It makes the tough days easier to see their joy in those moments, and I couldn’t be more appreciative and thankful.”

With partners like you alongside us, we will continue to show up and support military-connected families like hers.

Thank you for continually raising your hand to help. We cannot wait to work together again next year!



2021 Digital Campaign Highlights

This year, we engaged our military-connected families and neighbors through the “Thank You, Military” digital campaign and gifted

10

BLUE STAR FAMILIES MEMBERS

with Sleep Number 360® Smart Beds.

Digital Campaign

70

PIECES OF COVERAGE

4M

ESTIMATED REACH



214,600

DIGITAL REACH (3 EMAIL SENDS)
(1 NEWSLETTER SENDS)

109,717

TWITTER REACH (2 POSTS)

51,773

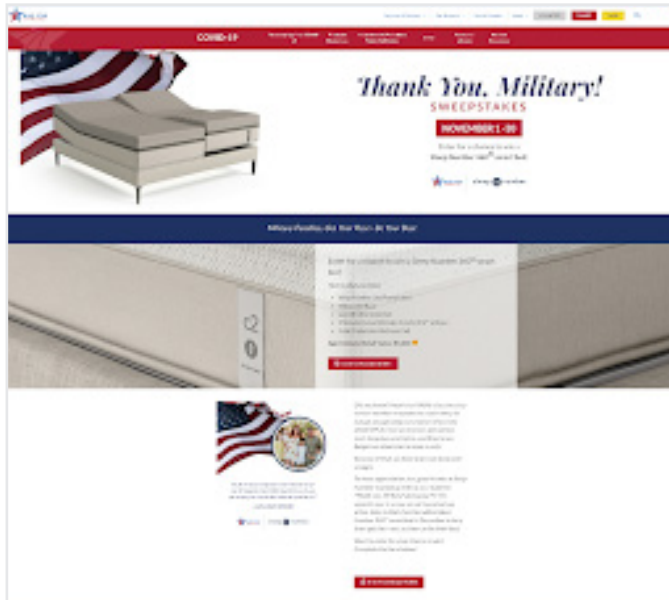
FACEBOOK REACH (7 POSTS)

7,518

INSTAGRAM REACH
(35 POSTS, STORIES & REELS)



Sweepstakes



10

DONATED BEDS (SLEEP NUMBER 360®)

6,764
ENTRANTS

1,611

NEW BLUE STAR FAMILIES MEMBERS

Blue Star Influencers

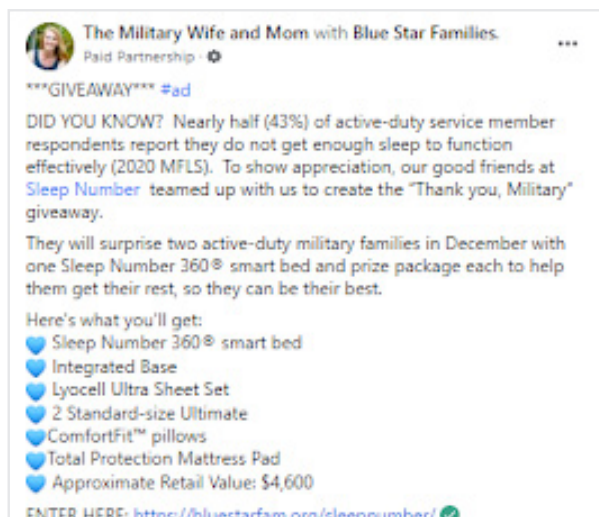
2

BLUE STAR INFLUENCERS

17,981

COMBINED ORGANIC REACH

@themilitarywifeandmom





@movingwiththemilitary



Media



Surprise Bed Reveals

Kansas City, Dallas, San Francisco

Celebrity Support

Sleep Number enlisted help from **Michael Gallup** of the Dallas Cowboys, **Eric Kendricks** of the Minnesota Vikings, **Clyde Edwards-Helaire** of the Kansas City Chiefs, **Von Miller** of the LA Rams, and **Trey Lance** of the San Francisco 49ers to surprise the winners with their new beds. Each NFL team created a video of the player's reveal and their time with the military families.



14

MEDIA OUTLETS
SECURED

1,408,278
TOTAL IMPRESSIONS



TV Episode

Additionally, this year, we partnered on a Moving With The Military episode that generated...

2,224,876
VIDEO VIEWS
(Facebook + Farm & Ranch TV)



I've been super overwhelmed with emotions of gratitude and love. We are definitely feeling blessed this holiday season with this gift.

— Elisiva, Air Force Spouse



...which positioned Sleep Number as a trusted brand that genuinely cares about and supports military families!

View Video [Here](#)



***Thank you, Sleep Number, for being
an outstanding Blue Star Neighbor!***