



Kroenke Sports & Entertainment

sleep  number.



START >



KSE

Kroenke Sports & Entertainment

WHY SLEEP NUMBER:

- Sleep Health is critical in maintaining your physical and mental well-being, including brain function, immune system and overall mood.
- Use the Sleep Score feature (determined by gender, age, how many hours you wish you sleep each night, time you went to bed, how much time on screens, and wake up time) and then learn stats about
- Would amplify both brands by aligning sports performance with sleep health.



SLEEP NUMBER SPORTING PARTNERS:

LA Rams, Dallas Cowboys, Minnesota Vikings

Official sleep partner of the NFL

80% of NFL players use Sleep Number products, even without the partnership.



A NUMBERS G4ME

FEATURING JORDAN FULLER

sleep  number.



OFFICIAL SLEEP PARTNER



MISSION STATEMENT:

- "To improve the health and well-being of society through better sleep."
- Aligns with KSE's values of achieving the highest standard of work and promoting the safety and well-being of both the athletes and fans.

SIGNAGE

20th Street 10
Park Ave 1
30th Ave 1
Junction I-70 110

STADIUM SIGNAGE:

MOE's, Stadium Vision and Dasher boards and courtside/stanchions help optimize the most visuals throughout the stadiums in order to get more eyes on the company.



PERMANENT CONCOURSE

- Permanent concourse so fans can interact and learn about Sleep Number and their sleep health whenever they want.
- There will be a Sleep Number bed in this concourse so fans can try out the different features.
- BA's will be assisting fans and handing out free gifts, like coupons, wrist bands, etc.
- Fans will be able to see the most recent promotions that are available through the content channels.

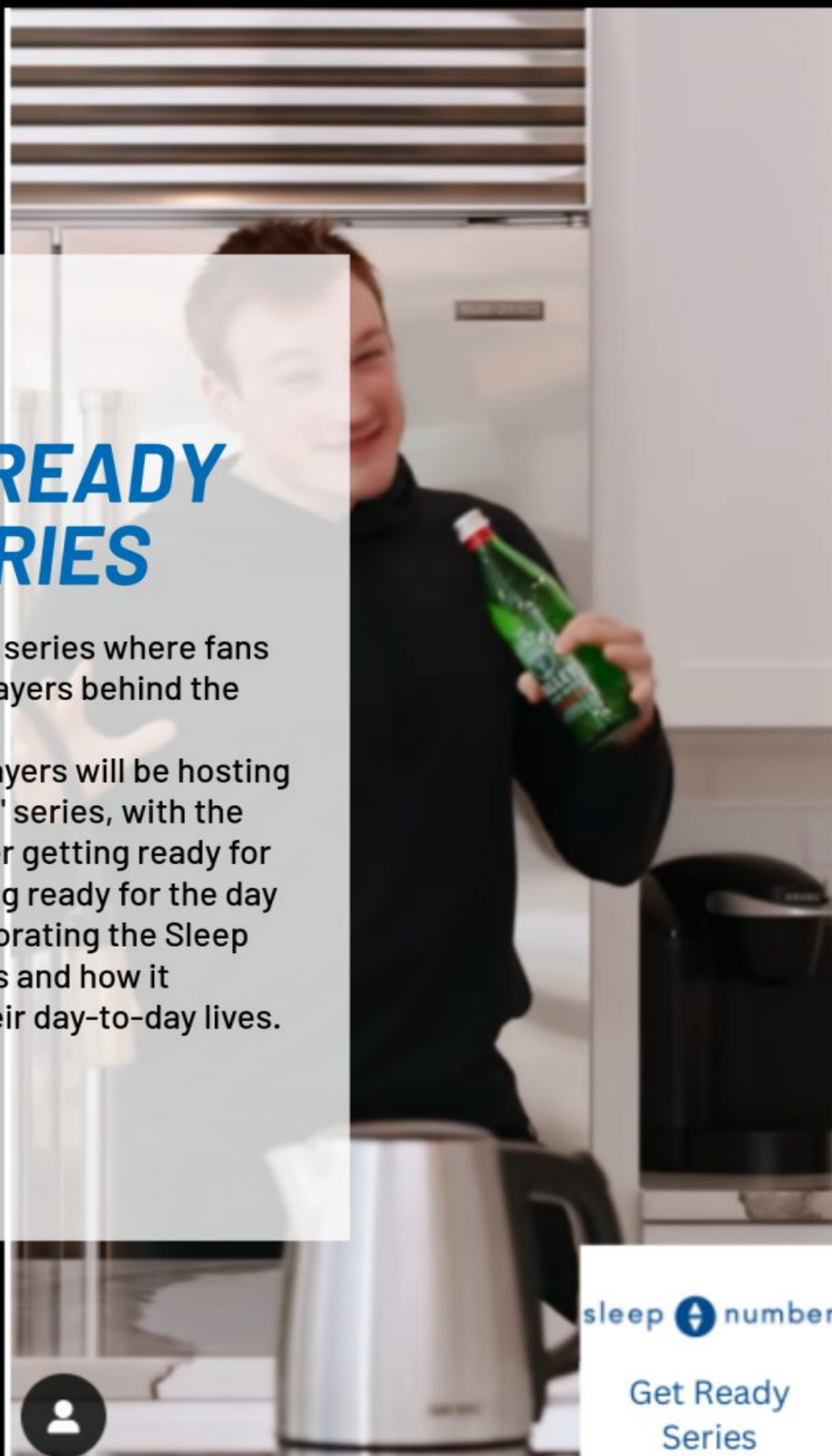


MEDIA

20th Street 30
Park Ave 1
38th Ave 1
Junction I-70 10

GET READY SERIES

- Social Media series where fans get to see players behind the scenes
- A few Avs players will be hosting a "Get Ready" series, with the players either getting ready for bed or getting ready for the day while incorporating the Sleep Number beds and how it improves their day-to-day lives.



Sleep Number and coloradoavalanche

Original audio



Behind-the-scenes fun filming our Avs families 😄

#AvsFamilyValues

33w



tracie.stephanie Those cuties Linnea and Luke! 🥰

33w 19 likes Reply



checo_at_5280 🥰 🐾 ❤️ 💙

33w 1 like Reply



mamamadecolorado This is so sweet!

33w 4 likes Reply



Liked by rrythescienceguy and others

April 17



Add a comment...

SLEEP SCORE Q & A

- During media day, players will get asked questions relating to Sleep Number, like who has the best Sleep Score or Sleep IQ.
- The players can make jokes about it and make it a fun and engaging activity for viewers, while also getting more visibility on the partnership between KSE and Sleep Number



coloradoavalanche

Paid partnership with **Sleep Number**
Original audio



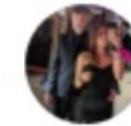
coloradoavalanche Team bus: M

1w



nbaergat

1w 1 like Reply



abbyyy.segal josh being in .5 is killing me

1w 11 likes Reply



shiirtify

1w Reply



Liked by skyec.xo and others

November 30



Add a comment...

"WELL RESTED" CAM

Sleep Number sponsored social media posts for players coming back to their first game after injuries.



sleep number
"Well Rested"
Cam

 coloradoavalanche 

 coloradoavalanche  RossCo is well rested and ready to get back in the groove.
6w

 ahnjoulie    let's go!!
6w Reply

 bwollenberg I love that Woody always rocks sneakers
6w 1 like Reply

 jesshuang_95 Let's get the win! 
6w 1 like Reply

 Liked by skyec.xo and others
October 27

 Add a comment...



DIGITAL

DIGITAL SIGNAGE

DFD's. TV Banners and On-Ice Projections optimize viewership for fans watching on mobile devices and TV's.



Create new digital banners for each of the team's websites so when fans come to the teams websites, they see the latest Sleep Number promotions and advertisements, enhancing touch points visuals on the partnerships.

Save 40%

Sleep Number® Special Edition smart bed

COLORADO AT CAROLINA

GAME

Top Stories

- A Carolina Clash with the Canes
- Lehkonen and Toews Join MacKinnon, Makar, Rantanen at 4 Nations Face-Off
- Avalanche Erase Four-Goal Deficit, Beat Sabres 5-
- Back in Buffalo: Casey Mitte

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Sleep IQ app

Save 40%
Sleep Number® Special Edition smart bed

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SCHEDULE 2024-25 ▼

UPCOMING

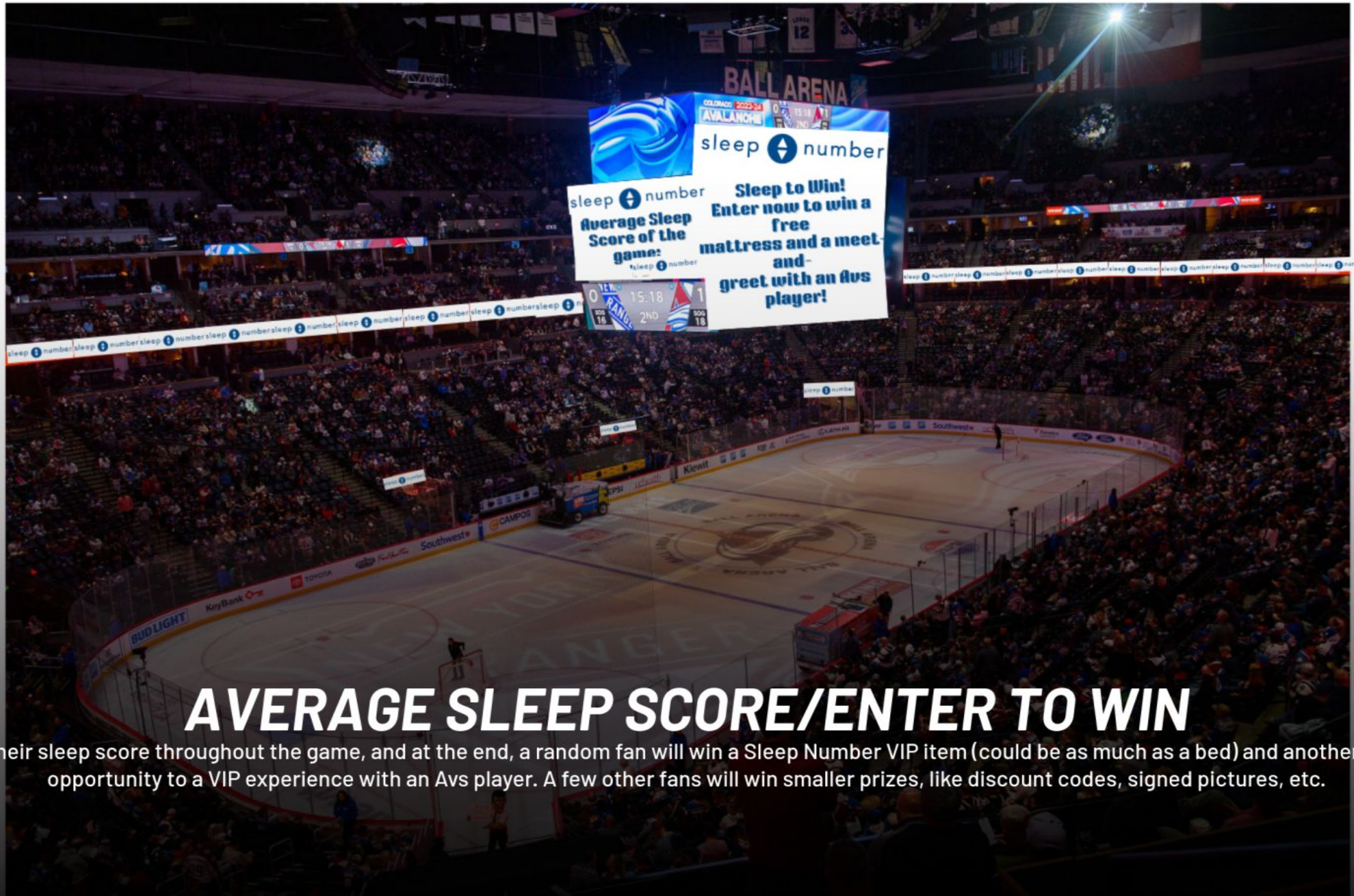
PAST

Regular Season

NEED HELP? CHAT WITH US

A black and white photograph of a city skyline at night. In the foreground, a bridge with multiple arches spans a body of water. Below the bridge, a road with a sign is visible. The sign lists '20th Street', 'Park Ave', '38th Ave', and 'Junction I-70' with corresponding mile markers. The background is filled with numerous skyscrapers and buildings, some of which are illuminated. The word 'GAMEDAY' is superimposed in large, white, bold, italicized capital letters across the center of the image.

GAMEDAY



AVERAGE SLEEP SCORE/ENTER TO WIN

Fans can enter their sleep score throughout the game, and at the end, a random fan will win a Sleep Number VIP item (could be as much as a bed) and another fan would win the opportunity to a VIP experience with an Avs player. A few other fans will win smaller prizes, like discount codes, signed pictures, etc.

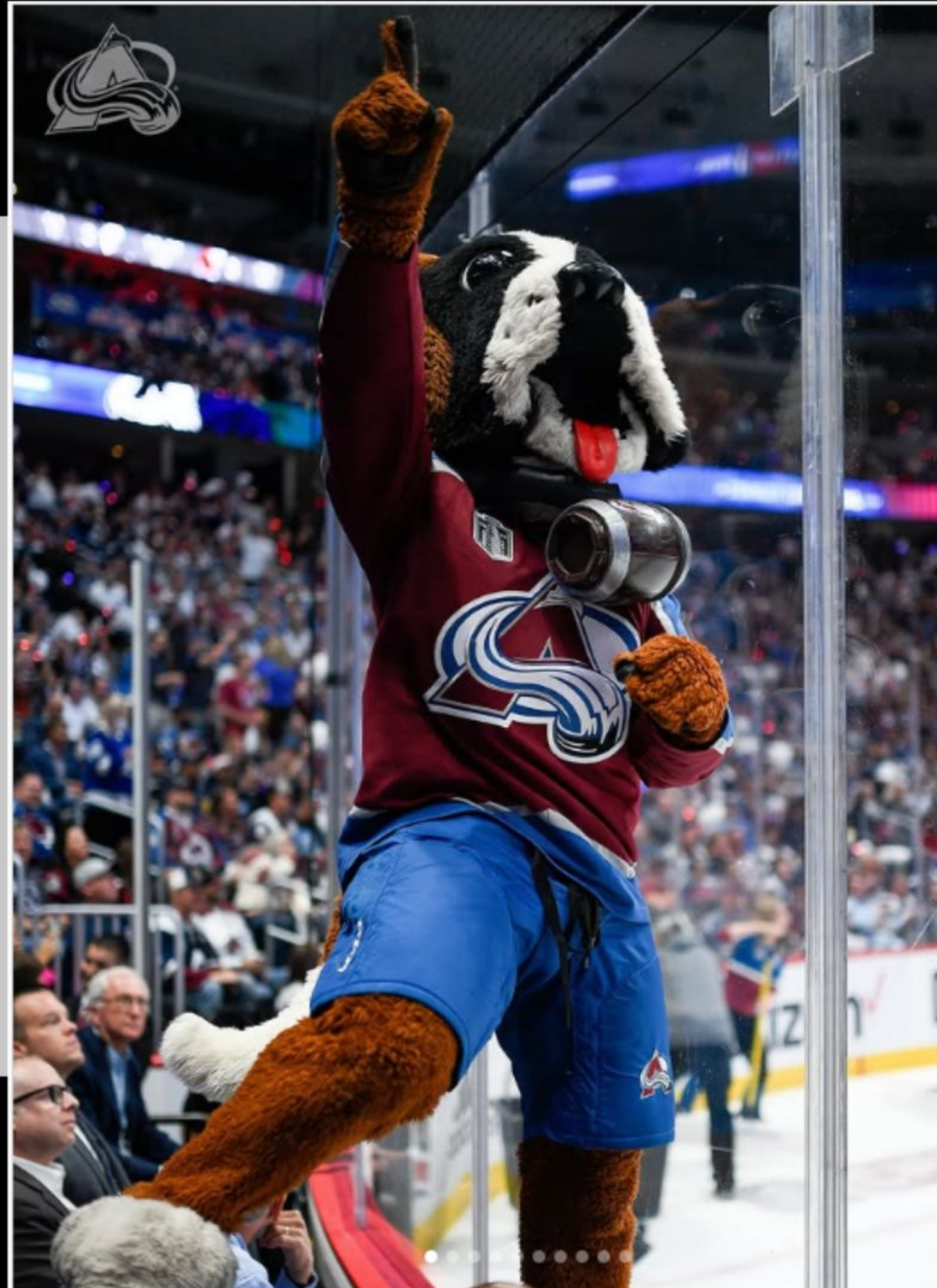
INGRESS/EGRESS

Ingress: Drink coozies that say "stay chill" for fans to use throughout the game and take home for future use
Egress: Sleep Number coupons with discount codes, sleep masks with Sleep Number and the teams' logos on them



SLEEP NUMBER TITLE NIGHT

- March 14, 2025 - World Sleep Day
- Multiple in-game features, like bit with Bernie where he is supposed to do a feature on the ice, but the camera pans to him sleeping on a Sleep Number bed.
- Pajama Night.
- Signage in the suites
- Branding outside the arena
- Multiple giveaways, like pillows, sheets, a bed.
- Concourse technology features so fans can find out their Sleep Score.
- Fans play game of who can get ready the fastest for different



SLEEPING CAM

Camera will pan to fans sleeping, players who missed a shot or is not paying attention on the ice with branded "Sleeping Cam" and PA read with the Sleep Number Logo.



sleep  number
Sleeping Cam



COMFIEST SEAT IN THE GAME

Use the IceDeck to host the comfiest seat of the game, where fans are selected at random to sit in the SleepNumber seats, where they get to sit on memory foam seats for the entire game. PA read to show how fnas can make



COMMUNITY RELATIONS



MILE HIGH DREAMS GALA

Sleep Number will sponsor the Mile High Dreams Gala.

There will be auctions and donation opportunities to donate beds to charities, like cancer research and American Cancer Society.

"Give a bed, win a bed." For every bed that is one by an attendee, another will be donated to a homeless shelter.

Proceeds go to Kroenke Sports Charities.