In January 2018, Sleep Number and the National Football League announced a multi-year partnership to help improve players' performance by maximizing the benefits of a quality night's sleep. Sleep Number – the Official Sleep and Wellness partner of the NFL – will work with players, teams and trainers as they integrate sleep insights into their overall performance regimens.

Partnership Overview

Through this multi-year partnership, every player in the NFL will be offered a Sleep Number 360™ smart bed with SleepIQ® technology. Sleep Number believes sleep is the center of a healthy mind, body and soul, and the 360 smart bed will unlock personalized insights for each player on how to improve their own sleep, and thus their performance. The effortless adjustability of the Sleep Number 360 smart bed – together with the advanced biometrics of SleepIQ technology – will help players understand how better sleep impacts their on-the-field performance.

Sleep and Performance

Over the past few years, Sleep Number has integrated sleep science, biometrics and big data analytics on its proprietary SleepIQ® platform. With one of the most comprehensive biometric consumer sleep databases in the world, Sleep Number has a deep understanding about how sleep impacts performance.

- Most of the benefits of exercise are realized during sleep. While sleeping, the body releases growth hormone, which helps promote both muscle growth and recovery.
- In any game, athletes have to overcome the unexpected. Studies have shown that consistent, quality sleep improves alertness and reaction time to rapid changes in your surroundings.
- When sleep-deprived, the body seeks to conserve energy. For athletes, this can lead to overtraining as they strive to compensate for their bodies' natural responses to lack of sleep.
- Missing out on extended, quality sleep inhibits the body's ability to repair muscles and other cells from the intensity of practices and games. Good sleep promotes faster and better recovery.
- There is a correlation to their SleepIQ® scores and performance stats.

Sleep Number's Current NFL Player Partnerships

During the 2017-2018 season, Sleep Number was named the "Official Sleep + Wellness Partner" of the Minnesota Vikings and Dallas Cowboys, and has built important partnerships with various elite athletes from each team. Each player sleeps on a Sleep Number 360 smart bed; these players include:

- Harrison Smith, Safety, Minnesota Vikings: Smith, at the top of his game, has placed a focus on sleep as a form of recovery to improve his training off the field.
- Terence Newman, Cornerback, Minnesota Vikings: Newman, the "Veteran", has worked to build a strong sleep schedule to improve his physical and mental recovery and performance.
- Pat Elflein, Center, Minnesota Vikings: Elflein, a rookie in 2017, has utilized the 360 smart bed and quality sleep to help his recovery from injury this season.
- Tyron Smith, Offensive Tackle, Dallas Cowboys: Smith, with a history of back and knee injury, has utilized his smart bed to aid in his recovery.
- Ryan Switzer, Wide Receiver, Dallas Cowboys: Switzer, also a rookie this year, has used sleep as a platform for recovery and continuously improving his game.
- Dan Bailey, Placekicker, Dallas Cowboys: Bailey, at the top of his game, has placed sleep at the forefront of his training regimen to improve his kicking game.

Player Quotes about Sleep

"Good sleep I think really compounds throughout the season. It is such a long season, a very physical game, so any chance we can get to recover, we have to take advantage of it," Vikings safety Harrison Smith said. "If you can stack days, stack weeks of getting good rest, it really pays off toward the end of the season, as well."

"I think sleep is probably one of the most important parts of performance. I think they go hand in hand, for sure. The more you sleep, the better your body's recovered; your mind is rested," Terence Newman said. "A lot of people talk about just the recovery for the body, but the mind is just as important."