

Spring Clean Your Sleep with Resmed

FY26Q1 promotion

Resmed Authorised Dealer
Overview Brief
18 August 2025



**WIN
1 of 5**

Dyson vacuums
or Air Purifiers
valued up
to \$1,000



dyson



Promotion details

Spring Clean Your Sleep with Resmed
FY26Q1 promotion

Promotion mechanics

FY26Q1 'Spring Clean Your Sleep with Resmed'



To celebrate the upcoming Spring season, during 1st September–31st October 2025 customers who purchases both an AirSense11 and mask in one transaction and registers items with sleepvantage will go in a draw to win 1 of 5 Dyson prizes.

- 1** Customers purchase an AirSense11 and mask in one transaction from any Resmed Authorised Dealer
PROMO PURCHASE PERIOD: 1st September – 31st October 2025
- 2** Register the AirSense11 and mask in one registration with sleepvantage, by 15th November 2025
All fields must be completed, including serial number, date + location of purchase, proof of purchase upload
- 3** Promotion instructions and marketing assets to support promotion available from 19th August 2025
[RAD Launch Pad \(Promotions\)](#) and [Marketing Hub](#)
- 4** All AirSense11 and masks registered to sleepvantage during campaign period will go in a draw on 20th Nov 2025
5 x de-identified and eligible sleepvantage registrations will be selected at random by independent agency (TPAL)
- 5** Winning customers will be contacted via email and phone no later than 25th November 2025
to verify choice of Dyson product and confirm delivery address for the prize shipment

Full Terms and Conditions available: <https://www.sleepvantage.com.au/hubfs/Terms-and-Conditions>

Promotion lucky draw prizes

FY26Q1 'Spring Clean Your Sleep with Resmed'



Each eligible entry will go into a draw to win 1 of 5 Dyson products and will choose one model from these four options*:



OR



OR



OR



[OPTION 1] DYSON VACUUM

- [Dyson Gen5detect™ Absolute](#)
- VALUED AT RRP\$994.00

[OPTION 2] DYSON VACUUM

- [Dyson V15s Detect Submarine™ Absolute vacuum](#)
- VALUED AT RRP\$995.00

[OPTION 3] DYSON AIR PURIFIER

- [Dyson Purifier Hot+Cool HP2 De-NOx \(Nickel/Gold\)](#)
- VALUED AT RRP\$949.00

[OPTION 4] DYSON AIR PURIFIER

- [Dyson Purifier Cool™ purifying fan \(white/silver\)](#)
- VALUED AT RRP\$949.00

*All prizes are subject to availability. Resmed will attempt to provide winners with an equivalent substitute product if one of the prizes is unavailable.

Marketing Assets

FY26Q1 ‘Spring Clean Your Sleep with Resmed’



Flyer (A5 - packs of 25)



Web banners



Social media post (square)



Poster (A3 - each)

Promotion assets available to order and download from [Marketing Hub](#)

Marketing Assets

FY26Q1 ‘Spring Clean Your Sleep with Resmed’



Spring clean your sleep with Resmed

WIN 1 of 5
Dyson vacuums or Air Purifiers valued up to \$1,400

View details on how to enter

Resmed

How to enter

- 1 Purchase a Resmed AirSense 11 & mask between 1st September – 31st October
- 2 Register both products with Sleepvantage
- 3 Go in the draw to win 1 of 5 Dyson prizes!

Terms and Conditions apply

Resmed

Spring is here and it's the perfect time to give your sleep a fresh start

Swipe for tips to spring clean your sleep

Resmed

Keep a consistent sleep schedule

Frequent changes to your sleep schedule can leave you tired or restless. Going to bed and waking up at the same time every day - even on weekends - helps keep your body clock in sync.

Resmed

Get morning sunlight exposure

Expose yourself to natural light in the morning. This helps synchronize your internal clock with the external environment.

Resmed

Limit evening light from screens

Reduce exposure to bright lights, especially blue light from screens, in the evening, to promote melatonin production and signal to the brain and body that it's time to sleep.

Social media posts
(vertical for carousel posts)

Resmed

Establish a bedtime routine

Engage in relaxing activities before bed, such as reading or taking a warm bath, to signal to your brain and body that it's time to wind down.

Resmed

Engage in Physical Activity

Moderate physical activity during the day, especially outdoors in natural light, can enhance sleep quality by exerting excess energy that may keep you up at night.

Resmed

Limit Naps

Avoid long naps during the day, especially in the late afternoon or evening, to ensure you build enough sleep pressure for nighttime.

Resmed

Create a Sleep-Friendly Environment

Make sure your sleeping environment is cool, dark, and quiet to enhance sleep quality. This also means removing any distractions like electronic devices.

Promotion assets available to order and download from [Marketing Hub](#)



Partner engagement marketing prize

Spring Clean Your Sleep with Resmed
FY26Q1 promotion

Partner engagement marketing prize

FY26Q1 'Spring Clean Your Sleep with Resmed'



PARTNER MARKETING PRIZES!

Share your 'Spring Clean Your Sleep with Resmed' promotion social media posts, customer email outreach and photos of your in-store activations with your Resmed Account Manager, to be in the running to win a Resmed marketing package prize. This is an opportunity for you to work with Resmed's marketing team to develop co-branded custom marketing content to support you in amplifying your company brand to boost your business growth, alongside our Resmed Authorised Dealer logo to proudly display our partnership!

MAJOR PRIZE: one (1) valued at \$5,000

MINOR PRIZE: one (1) valued at \$2,500

Past winners have used a marketing prize funds towards co-branded assets including: store signs and window decals, video production, point-of-sale display, radio and print ads, team t-shirts and badges, premium carry bags, car wraps and even a billboard advertising campaign on a major highway!

HOW WILL WE ASSESS PARTNER MARKETING PRIZE WINNERS?

CAMPAIGN ENGAGEMENT

- ☐ # of campaign assets ordered from Marketing Hub (print and digital)
- ☐ # of eligible customer purchases and sleepvantage registrations to the promotion from your location
- ☐ # of lucky draw winning customers from your location

PARTNER x CUSTOMER ENGAGEMENT

- ☐ # of social media posts on your owned channels
- ☐ # co-branded eDM emails sent to your customers
- ☐ # of web banners and digital assets on your website
- ☐ # of displays of promo marketing assets in your store locations and/or websites (bonus points for creativity!)
- ☐ # of sleepvantage registrations from your company during promo period