

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): January 28, 2026



**SLEEP NUMBER CORPORATION**

(Exact name of registrant as specified in its charter)

**Minnesota**

(State or other jurisdiction of incorporation)

**000-25121**

(Commission File Number)

**41-1597886**

(IRS Employer Identification No.)

1001 Third Avenue South, Minneapolis, MN 55404

(Address of principal executive offices) (Zip Code)

(763) 551-7000

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value \$0.01 per share	SNBR	Nasdaq Global Select Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**ITEM 7.01 REGULATION FD DISCLOSURE**

On January 28, 2026, Sleep Number Corporation (the "Company") announced that it has entered into a three-year brand deal with Travis Kelce and TMK Enterprises LLC (collectively, the "Athlete Parties") wherein they will collaborate with the Company to further amplify the benefits of life-changing sleep and expand market reach. As a part of the deal, the Athlete Parties' compensation will include cash and a restricted stock unit award under the Company's 2020 Equity Incentive Plan, as amended, with vesting over three years. Athlete Parties also agreed to make open market purchases of the Company's stock. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

The information furnished shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act") nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, or the Exchange Act, as amended, except as specifically identified therein as being incorporated by reference.

The furnishing of the information set forth in this Item 7.01 (and Exhibit 99.1 hereto) shall not be deemed an admission as to the materiality of any information in this Current Report on Form 8-K that is required to be disclosed solely by Regulation FD.

**ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Description of Exhibit</b>
99.1	<a href="#">Press Release dated January 28, 2026</a>
104	Cover Page Interactive Data File (embedded within the Inline XBRL document)

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**SLEEP NUMBER CORPORATION**  
(Registrant)

Dated: January 28, 2026

By: /s/ Samuel R. Hellfeld  
Name: Samuel R. Hellfeld  
Title: Executive Vice President, Chief Legal and Risk Officer

## Sleep Number Welcomes Travis Kelce as its Newest Strategic Partner and Investor

### *Kelce to Collaborate with Sleep Number on National Advertising and Content*

**MINNEAPOLIS, January 28, 2026** — Today, Sleep Number Corporation (Nasdaq: SNBR) announces a strategic partnership with three-time Super Bowl champion Travis Kelce and welcomes him as its newest investor. Kelce is a longtime Sleep Number customer, using the company's products since 2019, and understands the benefits of life-changing sleep. Through this strategic partnership, Sleep Number and Kelce will work together to share Kelce's Sleep Number journey and the effects Sleep Number products have had on his performance, recovery and overall wellbeing.

"Travis Kelce brings a winning mindset on and off the field. He understands first-hand the importance of sleep in everyday performance, especially in recovery," said Linda Findley, Sleep Number President and CEO. "Travis' passion for and awareness of the health benefits of sleep, combined with his business acumen, will be a helpful accelerator of our work as we continue to share our story and attract new, younger consumers to the brand."

Over the next three years, Kelce will be featured in Sleep Number's national advertising campaigns, including new TV commercials and digital content across social platforms and other channels.

"I'm intentional about where I invest and the brands I align with. I've slept on a Sleep Number bed for years, and it's been a constant through different seasons of my career and life," said Kelce. "The ability to adjust the bed as my recovery needs change is something I've personally relied on, and it's why becoming an investor felt like a natural next step. This partnership reflects my confidence in where the company is headed and the growing opportunity around sleep."

As part of the strategic partnership, Kelce will acquire common stock in the company on the open market and be granted compensatory restricted stock units that will vest over the initial three-year term of the relationship, subject to customary vesting conditions. Kelce will become one of Sleep Number's top shareholders with under 5% company ownership, aligning his interests with that of all shareholders.

Sleep Number has been focused on revamping its marketing foundation and establishing a more effective and impactful marketing engine. The three-year brand collaboration with Kelce is one of multiple strategic components of a broader, integrated marketing offense.

This collaboration is a natural extension of Sleep Number's deep engagement with the NFL. Since 2018, Sleep Number has served as the Official Sleep + Wellness Partner of the NFL, a nine-year relationship leveraging players, team partnerships and league-wide initiatives to drive brand visibility, consumer connection and cultural relevance. Today, that impact is clear: 83% of NFL players have a Sleep Number bed\*, underscoring the brand's central role in player wellness and performance.

Kelce is represented by 3 Arts Sports.

\*Based on the number of active roster players eligible for the NFL player Sleep Number® bed program who purchased a bed between 7/23/18 and 12/13/24.

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**About Sleep Number Corporation**

Sleep Number® is the leader in personalized sleep wellness. Its mattresses do more than just last—they evolve. With adjustable firmness, pressure-relieving support and temperature balancing comfort built into every mattress, Sleep Number beds adapt to customers' changing needs, night after night, year after year.

Backed by over 40 years of innovation, 1,000+ patents and patents pending, and billions of hours of sleep data, Sleep Number has helped more than 16 million people achieve their best sleep. The fully integrated model ensures quality, durability, and care at every step—from design and craftsmanship to delivery and long-term support.

Sleep Number products are awarded the industry's top recognitions, including ranked #1 in customer satisfaction for mattresses purchased in-store and online, and #1 in comfort, by J.D. Power. In addition, the company is the Official Sleep + Wellness Partner of the NFL, marking a relationship that leverages player health data, team partnerships, and league-wide initiatives to amplify brand awareness and drive consumer engagement.

Sleep Number mattresses, bases, bedding, and furniture are available exclusively at its 600+ stores nationwide and online. To learn more, visit [SleepNumber.com](https://SleepNumber.com) or a store near you.

**Forward-looking Statements**

Statements used in this news release relating to future plans, events, financial results or performance, including those statements relating to the benefits of the Kelce relationship to the company, the company's plans and expectations for future advertising efforts and allocation of marketing spend, and Kelce's ownership position in the company after the potential vesting and settlement of equity awards are forward-looking statements subject to certain risks and uncertainties which could cause the company's results to differ materially. The most important risks and uncertainties are described in the company's filings with the Securities and Exchange Commission, including in Item 1A of the company's Annual Report on Form 10-K and other periodic reports. Forward-looking statements speak only as of the date they are made, and the company does not undertake any obligation to update any forward-looking statement.

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