

# The British Columbia Dental Hygienists' Association



## Sponsorship and Marketing Opportunities

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## Dental Hygienists - Keeping Smiles Healthy for Life

### About Dental Hygienists

Dental hygienists form the sixth largest health profession in Canada. Dental hygiene is the only profession that is primarily focused on the prevention of oral disease. With increasing evidence regarding the link between oral health and general health, dental hygienists are well-positioned to continue their role as an essential part of the healthcare team.

Dental hygienists have more direct contact with consumers than any other oral health professional. Often they will make product recommendations to their clients.

### About BCDHA

Formed in 1964, the British Columbia Dental Hygienists' Association (BCDHA) represents over 3800 member dental hygienists across the province. The BCDHA is dedicated to the principle that all British Columbians should have access to the quality preventative oral health services dental hygienists provide.

BCDHA supports our members in advancing the role of the dental hygienist as an interdisciplinary and intersectoral primary care professional within the broad system of primary health care. Support encompasses the areas of dental hygiene research, education, practice, community service, and policy.

### BCDHA is your link to connecting with over 3800 dental hygienists throughout British Columbia.

BCDHA sponsorship opportunities will help you promote your company or products to our member base and the public. We are active on Twitter, Facebook, Instagram, and our monthly electronic newsletter has an **average open rate over 50%** (benchmark 35.44%). We offer a wide range of sponsorship opportunities – from one-time events to regular monthly showcases. Our advertising rates give you maximum exposure for minimum cost.

Contact our office and let us help you create a plan that will best suit your needs and budget.

**Mission statement:** *BCDHA exists so that members are connected to a growing, vibrant professional community.*

*BCDHA provides a range of services and benefits to members to support them in their professional practice and personal life. Below are just a few ways to help you market your products and services to our members.*

## Meetings

### Independent Dental Hygiene Practitioners (IDHP) Meetings - March 8 & 9, 2018

**Full sponsorship \$850**

*Sponsoring company will have the opportunity to present for 10 minutes at the March 8<sup>th</sup> meeting. Company logo will be on display at meeting and included in all promotional material to the membership related to this meeting.*

**Venue \$550**

*Sponsor will be mentioned at start of meetings. Logo will be on display at meeting and included in all promotional material to the membership related to this meeting.*

**Catering \$300**

*Company logo will be on display at meetings and included in all promotional material to the membership.*



These meetings are open to BCDHA members who practice independently as a mobile dental hygienist, in Residential Care or own a stand-alone dental hygiene clinic. The meetings will take place at the Westin Bayshore, on March 8<sup>th</sup> 6 pm to 8pm, and March 9<sup>th</sup> 6:30 am – 8:00 am.

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### BCDHA Annual General Meeting – May 26, 2018

**Full sponsorship \$6825**

*Full sponsorship will also include a complimentary display table, mention at start of meeting and company logo displayed on meeting screen.*

**Breakfast buffet \$2500**

*Sponsorship of \$1000 and over will receive a complimentary display table and mention at start of meeting.*

**Venue \$1000**

**Nutrition Break \$575**

*All sponsors will have company logo displayed at meeting and included in all promotional material to the membership.*

**A/V + Webcast fees \$2200**

*Sponsorship of webcast will have company logo displayed at meeting and included in all promotional material to the membership, plus company logo on landing page of webcast.*

**Display table \$550**

The AGM is held annually at various locations around the lower mainland in BC. The event features a hot breakfast buffet, followed by the business meeting, education and networking opportunities for members. Attendance ranges from 80 to 100 member dental hygienists. **BCDHA welcomes donations of products for door prizes or swag for attendee bags.**



## Continuing Education

BCDHA is always interested in corporate sponsorship for continuing education opportunities for our members. If you or your organization are interested in providing the honorarium and associated costs for a speaker we are eager to speak with you. Please contact Wendy Jobs, Dental Hygiene Practice Consultant at [wjobs@bcdha.bc.ca](mailto:wjobs@bcdha.bc.ca).

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### April 28, 2018 – Creative Communication: The Art and Science of How to make a Difference presented by Susan Isaac

*Speaker sponsored by Johnson & Johnson*

**Venue & catering \$2500**

*Complimentary display table and company logo included in all promotional material to the membership related to this event.*



**Display table \$375**

*Company logo included in all promotional material to the membership related to this event.*

This full day event will be held in the Discovery Room at Burnaby Village Museum, Burnaby, BC from 9:00 am to 3:00 and will include breakfast, lunch and nutritional breaks.

**Note:** Sponsors must not be a direct competitor of Johnson & Johnson. BCDHA reserves the right to accept or deny sponsorship.

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## Virtual Study Clubs

BCDHA has assisted in the establishment of an online virtual study club to increase access to professional development opportunities for dental hygienists throughout BC. The study club meets four times per year and consists of 20 members. Additional virtual study clubs will form as numbers increase.



**Speaker sponsorship**

*If you are interested in the opportunity to sponsor a speaker for a meeting please contact Wendy Jobs, Dental Hygiene Practice Consultant at [wjobs@bcdha.bc.ca](mailto:wjobs@bcdha.bc.ca).*

**Product or gift card valued at \$100 or more for prize draw**

*Sponsor will be recognized in BCDHA member publications and on social media sites; Facebook, Twitter and Instagram.*

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# Recognition

## Member Grants

### **Full sponsorship \$5000**

*Sponsor will be recognized in all BCDHA member publications and company logo included in all material to the membership related to member grants.*

BCDHA allocates funds to provide financial support to our members, or groups of members who undertake activities that serve to raise the profile of the profession and to increase the public's understanding of the dental hygiene profession. Members apply for funding to assist them in developing a project, program or activity.

## Graduating Student Nametags

### **Full Sponsorship \$1200**

*Sponsor will be recognized in letter to students and on social media. Sponsor will also have the opportunity to include a one page ad sheet with letter.*



Each year BCDHA presents the graduating dental hygiene students at the University of British Columbia, Vancouver Community College, Camosun College, Vancouver Island University, College of New Caledonia and Vancouver College of Dental Hygiene with a complimentary BCDHA nametag and a letter of congratulations. There are a total of 175 graduating students each year. This is the perfect opportunity to promote your company, product or services.

## In the Community

### **Social Responsibility; Helping to provide access to dental hygiene services**

#### **Full Sponsorship \$1000**

*Sponsor will be recognized in BCDHA member publications and on social media sites; Facebook, Twitter and Instagram.*



The BCDHA Board of Directors has set a goal to increase the public's recognition of dental hygienists as primary care providers and increase the public's access to dental hygiene care without barriers. BCDHA participates in various projects throughout the year to meet these policy statements; BCDHA would like to partner with a corporate sponsor to provide dental hygiene care to meet the preventive oral needs of one family who has been identified as being underserved and disadvantaged.

BCDHA will work with a dental hygienist provider who will identify a deserving family and then provide the preventive services.

## Community Education Events

### Product Donation

*Opportunity to promote your company and oral care product(s)*

Our members are often invited to speak to community groups, preschools, students and seniors. Our dental hygienist volunteers provide oral care demonstrations, answer questions and hand out product samples and brochures.



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## Health Fairs

### BCDHA booth rental fee and/or product donation

*Company logo included in all promotional material to the membership and product promotion to the public.*

BCDHA is invited to attend various health fairs, trade shows and community activities throughout the year. We provide our member volunteers with the necessary materials to make these events a success. Our dental hygienist volunteers answer questions, offer product samples and provide oral care demonstrations.



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## Oral Health Month

### National Dental Hygienists Week™, April 7- 13, 2018

April is Oral Health Month and an important part of this celebration is National Dental Hygienists Week™ (NDHW). NDHW focuses on the importance of maintaining good oral health practices and helping Canadians understand the role and importance of the dental hygiene profession.

BCDHA is involved with various initiatives during this month, and especially during NDHW, to help increase the public's awareness and visibility of the dental hygiene profession.

If you would like the opportunity to be involved and work with our Association on an initiative, please contact Denise Pulice at [dpulice@bcdha.bc.ca](mailto:dpulice@bcdha.bc.ca).

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## Advertising Opportunities:

BCDHA can provide you with various advertising opportunities to promote your company products or services to over 3800 dental hygienists in BC.

- **eNewsletter** – Emailed monthly to all members. Opportunity to advertise and/or showcase new product or service.

Frequency	1x	6x	12x
Cost per newsletter	\$525	\$2400	\$1899

- **Website** – homepage button ad includes link to company website and promotion via social media

One month	\$200	Three months	\$500
Six months	\$900	Twelve months	\$1700

- **OUTLOOK** – printed newsletter published in Spring & Fall and mailed to over 3800 member dental hygienists. Submission deadlines March 15 and September 15.

AD SIZE	AD DIMENSIONS	FREQUENCY			
		1 x	2 x	3 x	4x
Full page	7 3/4" W x 10 1/2 " H	\$1200 PER ISSUE	\$840 PER ISSUE	\$720 PER ISSUE	\$600 PER ISSUE
One-half page	7 3/4" W x 5 1/4" H	\$550 PER ISSUE	\$385 PER ISSUE	\$330 PER ISSUE	\$275 PER ISSUE
One-quarter page	3 3/4" W x 5 1/4" H	\$380 PER ISSUE	\$266 PER ISSUE	\$228 PER ISSUE	\$190 PER ISSUE
One-eight page	3 3/4" W x 2 1/4" H	\$180 PER ISSUE	\$126 PER ISSUE	\$108 PER ISSUE	\$90 PER ISSUE

All advertising rates subject to 5% GST.



If you do not see an opportunity that meets your marketing needs, we will be happy to work with you to create a solution that will work with your timing and budget.

Please contact Denise Pulice, Communications & Corporate Relations at [dpulice@bcdha.bc.ca](mailto:dpulice@bcdha.bc.ca).