

# The British Columbia Dental Hygienists' Association



## Sponsorship and Marketing Opportunities

Contact Denise Pulice, BCDHA Communications & Corporate Relations  
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1.888.305.3338 within BC  
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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.*

## 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).

## 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).*

## 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 is a total of over 200 graduating students each year. This is the perfect opportunity to promote your company, product or services.

## In the Community

### **Social Responsibility- Caring Campaign**

#### **Helping to provide access to dental hygiene services**

### **Sponsorship \$1000**

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



The British Columbia Dental Hygienists Association's Caring Campaign will provide dental hygiene care for underserved or disadvantaged British Columbians who might not otherwise be able to access these important services. This project is a collaborative initiative between the British Columbia Dental Hygienists' Association (BCDHA), corporate sponsors and independent dental hygiene practitioners across BC. BCDHA will work with dental hygiene providers who will identify a deserving family and then provide the preventive services that will be paid for by the Caring Campaign.

## 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. Products for adults, children and seniors is appreciated.



## 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. For example, one of the shows we regularly attend is the [Vancouver Baby & Family Fair](#). BCDHA provides 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 6- 12, 2019

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.

1 x ad - \$175

3 x ad - \$475

6 x ad - \$900

Ad includes graphic, 150 words intro with link to document or website. Does not have to be consecutive months. For distribution dates contact Denise.

Banner ad – placed across top of BCDHA's monthly eNewsletter 1 x - \$750

- **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-eighth 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) or call 604-415-4559, toll free within BC 1-888-305-3338.