

Sponsorship and Marketing Opportunities

The BC Dental Hygienists' Association



BC Dental Hygienists' Association

Formed in 1964, the BCDHA represents over 4000-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 collaborates with government, the provincial dental hygiene regulatory body and clients to effectively serve members and the public. Dental hygienists who are members of the BCDHA enjoy a range of member benefits and services, including continuing education, advocacy, promotion of the profession, support services, and information on employment issues and guidelines.

About Dental Hygiene

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.

BCDHA is your link to connecting with over 4000 dental hygienists throughout British Columbia

BCDHA sponsorship and advertising 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 frequent electronic emails have an open rate of 50%

Contact Denise Pulice, BCDHA Communications and Corporate Relations Manager
dpulice@bcdha.com

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Advertising Opportunities

Web Banners

Banner advertisements on BCDHA's website are a proven way to reach your target audience. These limited web banner opportunities are hosted on BCDHA.com for a minimum of three months.

Homepage Banner

Promotional banner posted at top of Featured Info on BCDHA homepage

Size: 728w x 90h (pixels)

Inside Banner

Promotional banner posted on any page listed under Resources

Size: 728w x 90h (pixels) or 300w x 250h (pixels)

BCDHA Member Emails

BCDHA keeps their members Informed of Important announcements or Information as required via email notices. Typically, we send 2 - 3 notices per month as needed to over 4000 members with an open rate of 50%.

Email Banner

Promotional banner placed at the top of BCDHA's email notice to over 4000 members. Banner can be hyperlinked to company's website or promotional PDF

Size: 600w x 100h (pixels)

Email Notice

If you have exclusive information/product to promote to our members outside of our scheduled email notices, BCDHA will work with you to target specific areas and members. A word document as you would like to see it in the email and graphic with hyperlink to website or promotional PDF is required.

This will also include posting on social media sites.

Size: Min 250 w to max 600 w / min 100 h to max 300 h

*\$300-\$3,500 /
3-month posting*

*\$150-\$1,500 /
3-month posting*

*\$150-\$500 /banner
50% discount for six
or more*

\$150 /email notice

Sponsorship Opportunities

BCDHA Annual General Meeting

The AGM is a virtual event held yearly at the end of May, early June. Our recent years have seen over 400 members in attendance.

\$250

- Company name listed on PowerPoint and all meeting correspondence and social media posts to members

\$500

- Sponsorship of speaker – 3-minute intro video, logo in PowerPoint

Webinars

Webinars are extremely popular with our members to help them develop professionally and maintain their Continuing Competency requirements for registration.

BCDHA will work with you to create or promote your webinar

*\$2000
per webinar*

- Posting of webinar on Continuing Education page of website
- Emails (2 or 3) promoting webinar to members
- Announcement under Latest News on website
- On-demand version posted on Webinars landing page of website
- Promotion on social media sites

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