



Kentucky Dental Association

1920 Nelson Miller Parkway Louisville, KY 40223-2164 502-489-9121 FAX 502-489-9124

2021 KDA Patron Program

The Kentucky Dental Association (KDA) invites you to support organized dentistry in Kentucky through participation as an official KDA Patron. This program puts your organization out front and center to our member dentists and other members of the dental team. Upon entering into written agreement, our patrons will receive the following recognition based upon their level of financial support to organized dentistry.

PLATINUM LEVEL PATRON (\$12,500+)

- o Recognition on signage at meeting, plus KDA website and KDA Today
- o Double-wide booth in exhibit hall (early preferential assignment)
- o Advertisement in KDA Today (6-full page)
- o Recognized sponsorship of one KDA annual meeting event
- o Updated mailing list 1 per year
- o **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- o E-newsletter - 200 characters plus link - monthly
- o Facebook post - as requested, 6X maximum-you provide

GOLD LEVEL PATRON (\$10,000)

- o Recognition on signage at meeting, plus KDA website and KDA Today
- o Booth in exhibit hall
- o Advertisement in KDA Today (6-half page or three full-page)
- o Recognized sponsorship of one KDA annual meeting event
- o Updated mailing list 1 per year
- o **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- o E-newsletter - 200 characters plus link - quarterly
- o Facebook post - as requested, 4X maximum-you provide

SILVER LEVEL PATRON (\$5,000)

- o Recognition on signage at meeting, plus KDA website and KDA Today
- o Booth in exhibit hall
- o Advertisement in KDA Today (6-quarter page or three half-page))
- o Updated mailing list 1 per year
- o **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- o E-newsletter - 200 characters plus link - 2X per year

BRONZE LEVEL PATRON (\$3500)

- o Recognition on signage at meeting, plus KDA website and KDA Today
- o Booth in exhibit hall
- o Advertisement in KDA Today (2-quarter page)
- o Updated mailing list 1 per year
- o **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication

The process is simple.

Vendors seeking to become KDA patrons submit proposals addressing the following criteria relative to their company, product, and/or services:

- Product and customer service quality
- Company reputation
- Discount for KDA members
- Royalty or share of profits to KDA from member sales
- Conflict/competition with products of other KDA patrons

(NOTE: Participation in patronage program does not imply exclusive endorsement.)

Please forward all proposals to KDA Assistant Executive Director **Todd Edwards at todd@kyda.org**

Please note

- See Media Kit for ad material specs and deadlines

- For planning purposes, the material deadline for all email blasts, e-newsletters and social media posts will be the beginning of each month, unless otherwise specified

- KDA Website Banner size is 1130 x 225 pixels - JPG format

- All items must be camera and/or digital ready



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2021 KDA PATRON PLAN APPLICATION

Beginning Date: _____

Company/Organization: _____

Contact: _____

Address: _____

Email: _____

Phone: _____

Patron Level: (Circle One)

PLATINUM LEVEL PATRON (\$12,500+)

GOLD LEVEL PATRON (\$10,000)

SILVER LEVEL PATRON (\$5,000)

BRONZE LEVEL PATRON (\$3,500)

Please email your completed application to

KDA Assistant Executive Director **Todd Edwards at todd@kyda.org**

Or you may mail your application, along with your check to:

Todd Edwards

KDA Assistant Executive Director

KDA

1920 Nelson Miller Parkway

Louisville, KY 40223