



Kentucky Dental Association

## 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 Email blast 4X per year
- o E-newsletter - 200 characters plus link - monthly
- o Facebook post - as requested, 6X maximum
- o KDA Website Banner

### 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)
- o Recognized sponsorship of one KDA annual meeting event
- o Updated mailing list 1 per year
- o Email blast 2X per year
- o E-newsletter - 200 characters plus link - quarterly
- o Facebook post - as requested, 4X maximum

### 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)
- o Updated mailing list 1 per year
- o E-newsletter - 200 characters plus link - quarterly

### BRONZE LEVEL PATRON (\$3,500)

- 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

**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](mailto:todd@kyda.org)**

#### Please note:

- See Media Kit for ad material specs and deadlines
- For planning purposes, 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 ready



Kentucky Dental Association

**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](mailto: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