



## Kentucky Dental Association

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

### 2020 KDA Patron Program: Get 20% Off at all Levels!

*Let's finish the year on a positive note! Take advantage of our COVID19 Specials!*

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 (\$10,000) (20% discount for 2020)**

- o Advertisement in KDA Today (6-full 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 - monthly
- o Facebook post - as requested, 6X maximum-you provide
- o **NEW** Two dedicted emails per year sent directly to 4th year dental students
- o **NEW** Website Banner

#### **GOLD LEVEL PATRON (\$8,000) (20% discount for 2020)**

- o Advertisement in KDA Today (6-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 - quarterly
- o Facebook post - as requested, 4X maximum-you provide
- o **NEW** One dedicted email per year sent directly to 4th year dental students
- o **NEW** Website Banner

#### **SILVER LEVEL PATRON (\$4,000) (20% discount for 2020)**

- o Advertisement in KDA Today (6-quarter 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
- o **NEW** Website Banner

#### **BRONZE LEVEL PATRON (\$2,800) (20% discount for 2020)**

- 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
- o **NEW** Website Banner

#### **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

**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)**



Kentucky Dental Association

**2020 KDA PATRON PLAN APPLICATION**

Beginning Date: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

**Patron Level: (Circle One)**

PLATINUM LEVEL PATRON (\$12,500+) (Minus 20% = \$10,000)

GOLD LEVEL PATRON (\$10,000) (Minus 20% = \$8,000)

SILVER LEVEL PATRON (\$5,000) (Minus 20% = \$4,000)

BRONZE LEVEL PATRON (\$3,500) (Minus 20% = \$2,800)

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

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