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)
- Advertisement in KDA Today (6-full page)
- Updated mailing list 1 per year
- **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- E-newsletter - 200 characters plus link - monthly
- Facebook post - as requested, 6X maximum-you provide
- **NEW** Two dedicated emails per year sent directly to 4th year dental students
- **NEW** Website Banner

GOLD LEVEL PATRON ($8,000) (20% discount for 2020)
- Advertisement in KDA Today (6-half page)
- Updated mailing list 1 per year
- **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- E-newsletter - 200 characters plus link - quarterly
- Facebook post - as requested, 4X maximum-you provide
- **NEW** One dedicated email per year sent directly to 4th year dental students
- **NEW** Website Banner

SILVER LEVEL PATRON ($4,000) (20% discount for 2020)
- Advertisement in KDA Today (6-quarter page)
- Updated mailing list 1 per year
- **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- E-newsletter - 200 characters plus link - 2X per year
- **NEW** Website Banner

BRONZE LEVEL PATRON ($2,800) (20% discount for 2020)
- Advertisement in KDA Today (2-quarter page)
- Updated mailing list 1 per year
- **NEW** Quarterly Patron/ADA Member Advantage Spotlight e-publication
- **NEW** Website Banner

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

KDA Patron Plan Revised 6 30 20
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

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