



## Kentucky Dental Association

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

### 2024 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 Automatic Virtual Exhibit Hall Slot
- 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 Website Banner (Random placement)

#### 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 Automatic Virtual Exhibit Hall Slot
- 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

#### SILVER LEVEL PATRON (\$5,000)

- o Recognition on signage at meeting, plus KDA website and KDA Today
- o Booth in exhibit hall
- o Automatic Virtual Exhibit Hall Slot
- 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 - monthly

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

- o Recognition on signage at meeting, plus KDA website and KDA Today
- o Booth in exhibit hall
- o Automatic Virtual Exhibit Hall Slot
- 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 E-newsletter - 200 characters plus link - monthly

#### The process is simple.

Vendors seeking to become KDA patrons must complete and submit the accompanying application.

**(Please note that participation in our Patron program does not imply exclusive endorsement.)**

Please forward your completed application to KDA Director of Communications, Melissa Nathanson at [melissa@kyda.org](mailto:melissa@kyda.org)

#### WEBSITE ONLY SPONSORSHIP (\$2,400)

- o Virtual Exhibit Hall Slot
- o Website Banner (Random placement)
- o E-newsletter - 200 characters plus link - monthly

#### 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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**2024 KDA PATRON PLAN/SPONSORSHIP APPLICATION**

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

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

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

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

\_\_\_\_\_

\_\_\_\_\_

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

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

**Patron/Sponsorship Level: (Circle One)**

PLATINUM LEVEL PATRON (\$12,500+)

GOLD LEVEL PATRON (\$10,000)

SILVER LEVEL PATRON (\$5,000)

BRONZE LEVEL PATRON (\$3,500)

WEBSITE SPONSORSHIP ONLY (\$2,400)

***Please email your completed application to:***

KDA Director of Communications, Melissa Nathanson at **melissa@kyda.org**

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

Melissa Nathanson

KDA Director of Communications

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Louisville, KY 40223