



Keystone Investor
VIRGINIA DENTAL ASSOCIATION

Sponsorship Opportunities

2024



About the VDA

The Virginia Dental Association (VDA) is a professional organization founded in 1870 to serve the dentists of Virginia through professional development, ethical education and fostering a supportive community. With 4,000 dentist members, the VDA is the voice of dentistry in the Commonwealth serving as an advocate for members and for the oral health of all Virginians.

By selecting an annual sponsorship engagement with the VDA, your company is assured ongoing prominent visibility with VDA members and enhanced value through the packaged offerings.

Sponsorship Offerings

The VDA presents the highest-profile programs for dentists in the state, including the premier dental gathering, the annual Virginia Dental Showcase. The popular Dental Days at the Capitol, online continuing education courses, the quarterly *Virginia Dental Journal*, the annual Specialist Referral Book resource and the frequently visited VDA website (vadental.org) offer your company numerous opportunities to connect with member dentists and the entire Virginia dental community.

By selecting an annual sponsorship engagement with the VDA, your company is assured ongoing prominent visibility with VDA members and enhanced value through the packaged offerings. As a Keystone Investor, you won't miss opportunities to connect with the dental community and you can work collaboratively with the VDA staff throughout the year to build sustained relationships with VDA member dentists and their teams.

Our sponsorship programs run annually from January through December. We begin taking commitments for the following year in July.



Virginia Dental
ASSOCIATION



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TITANIUM
\$30,000
Limited to 3
companies

PLATINUM
\$20,000
Limited to 5
companies

GOLD
\$15,000
Unlimited

SILVER
\$10,000
Unlimited

BRONZE
\$5,000
Unlimited

	TITANIUM \$30,000 Limited to 3 companies	PLATINUM \$20,000 Limited to 5 companies	GOLD \$15,000 Unlimited	SILVER \$10,000 Unlimited	BRONZE \$5,000 Unlimited
Virginia Dental Showcase Private Reception	✓				
Sponsored VDA Webinar or Online CE Course	1/year	1/year			
Digest (e-newsletter) Leaderboard Ad	2/year	1/year	1/year		
Sponsor of Dental Days and the Capitol	Platinum	Platinum	Gold	Silver	
Advertisement on VDA Website	6 months	6 months	4 months	2 months	
Virginia Dental Showcase Sponsor	Spotlight	Platinum	Diamond	Gold	Silver
Virginia Dental Showcase Exhibit Booth	✓	✓	✓	✓	✓
Full Page Ad in the VA Dental Journal	4/year	3/year	3/year	2/year	1/year
Annual Referral Book Advertisement	Full Page	Full Page	Full Page	Full Page	Half Page
VDA Social Media Post	4/year	2/year	1/year	1/year	1/year
Logo Displayed in VDA Lobby	✓	✓	✓	✓	✓
Use of VDA Keystone Investor Logo	✓	✓	✓	✓	✓
Inclusion on VDA Email Distribution	✓	✓	✓	✓	✓

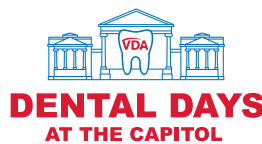
Virginia Dental Showcase

The premier dental event in Virginia, the Showcase brings together member dentists and their teams from across the state for continuing education, networking and to learn about the latest products and services for the dental professional.



Dental Days at the Capitol

Held annually at the Omni Richmond, the VDA's Dental Days at the Capitol brings together dentists, dental students and elected leaders in Virginia's House and Senate for an evening reception, followed by an early morning breakfast with a policy briefing.



vadental.org

Highlight your company alongside trusted member resources on the VDA's website. With a variety of ad sizes and placements available, reach VDA members and their teams where they are online.

- Typical monthly page views: 20,000
- Typical monthly unique page views: 8,000

Virginia Dental Journal

Reach over 4,000 subscribers through the electronic edition of the award-winning *Virginia Dental Journal*.

VDA Webinars or CE Online

Share your expertise and establish your company as a subject matter expert by working with the VDA to present an online continuing education course or webinar.



Education

VDA Referral Book

Once a year, 2,600 members receive the specialist Referral Book. An annual guide to all member specialists across the Commonwealth, the Referral Book provides year-round exposure for all advertisers.

The Digest

The VDA's popular e-newsletter brings the latest news and updates to member inboxes on a bi-weekly basis. Members rely on the Digest to provide them with the latest news about dentistry in Virginia.

- Distribution: 3,900 member dentists
- Typical open rates: 55-60 percent

Become a Keystone Investor Today

Elise Rupinski, rupinski@vadental.org, 804-523-2184



Virginia Dental
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2024

Reservation Form



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Thank you for your interest in working with the Virginia Dental Association throughout 2024. We are looking forward to working with you to promote your company and brand to our 4,000 member dentists and the Virginia dental community at large.

SPONSOR LEVEL Titanium \$30,000 Platinum \$20,000 Gold \$15,000 Silver \$10,000 Bronze \$5,000

COMPANY INFORMATION

Company Name _____
Primary Contact _____
Street Address _____
City _____ State _____ Zip _____
Phone (____) _____ Ext _____ Email _____
Brief Company Description: _____

CONTACT INFORMATION

Primary Contact Name _____
Primary Contact Phone (____) _____ Primary Contact Email _____

Please email company logo in high-resolution jpeg format to [Elise Rupinski \(rupinski@vadental.org\)](mailto:rupinski@vadental.org).

PAYMENT INFORMATION

Please bill my credit card. The VDA accepts all major credit cards. Mastercard Visa Discover AMEX
Credit Card Number _____ Expiration Date _____ / _____
Name on Card _____ Security Code _____
Address on Card _____
Amount to be Charged \$ _____ Signature of Cardholder _____
 I have enclosed a check payable to The Virginia Dental Association. Check number _____

**Where To
Send Your
Application**

Submit application and sponsorship payment to:

VIRGINIA DENTAL ASSOCIATION
Attn: Elise Rupinski
3460 Mayland Court, Suite 110, Richmond, VA 23233
rupinski@vadental.org

Sponsorships are non-refundable. The VDA will work with sponsoring company to make efforts necessary to fulfill annual sponsorship obligations. Should any event or activity be cancelled during the year, the VDA will provide extra publicity and exposure through other channels for any sponsor impacted by an event or activity cancellation. Sponsor accepts responsibility to work with the VDA on all aspects of the sponsorship to facilitate all activities and obligations included therein.

Sponsor acknowledges that Keystone Investor Sponsorships are on a calendar year basis and payment must be made in full prior to the commencement of the sponsorship. Should the sponsor elect to start a sponsorship after the start of the calendar year, sponsor acknowledges that certain activities and events may have already occurred and thus cannot be included in annual sponsor activities.