



Professional Development Sponsorship Initiatives

- Build long-term and highly valuable brand loyalty and increase the visibility and presence of the sponsor's brand and products to ODHA members and dental professionals across Ontario.
- Enhance awareness and knowledge of the innovative products the brand offers, resulting in the extension and reach of the brand beyond dental hygienists and positively impacting client purchases and oral health in Ontario.

Professional Development Online Courses

ODHA offers to its members high quality online learning courses by industry professionals. Courses are posted on the ODHA website. Topics include oral inflammation, guided biofilm therapy, caries and erosion, IPAC, elder abuse and HPV disease, etc. Courses remain on the ODHA website for a minimum of one year depending on speakers and content.

There are two types of sponsorship for ODHA professional development on-line courses: standard online course and membership campaign courses. Each sponsorship has different exposure for your brand recognition.



SPONSOR EXPOSURE

- Standard online course

- Sponsor recognition on front page of online learning platform.
- When course description is expanded, corporate logo and name are visible.
- Intro slide of course video includes corporate logo and sponsorship recognition, plus a verbal thank you by the speaker.
- Social media posts on Facebook, Twitter, Instagram and LinkedIn which include a link to the course, corporate recognition and social media handles.
- E-communications which include a link to the course, corporate recognition with a hyperlink to your website.
- Course listing in FOCUS digital publication.
- Course is promoted throughout the year.

COST OF INITIATIVE \$2000* + speaker fee

* Dependent on the speaker selected



SPONSOR EXPOSURE

- Membership campaign online course

- Printed course sponsorship recognition in the 2023-2024 ODHA membership marketing material mailed in July and August 2023 to over 13,000 dental hygienists in Ontario including corporate logo.
- Website presence during membership digital campaigns via landing pages (Aug. 1 - Oct. 31).
- The Course is added to over 6,000 members' accounts who have joined ODHA by Oct. 31.
- All membership campaign incentives, including the sponsored online learning course will be featured on the Dental Hygiene Newswire website.
- Course is promoted via e-communication to over 8,000 dental hygienists including corporate recognition hyperlinked to your website.
- Course listing in FOCUS digital publication.
- Course is promoted throughout the year.
- Course promoted through social media platforms including Instagram, Facebook, Twitter and LinkedIn. Includes social media handles where applicable.
- Corporate logo is added to the corporate sponsorship page on the ODHA website. Includes a brief corporate description and hyperlink to the corporate website.
- Sponsor recognition on front page of online learning platform.
- When course description is expanded, corporate logo and name are visible.
- Intro slide of course video includes corporate logo and sponsorship recognition, plus a verbal thank you by the speaker.

COST OF INITIATIVE \$7000 + speaker fee

Professional Development Event

ODHA, together with the sponsoring company, hosts a ½ day of professional development offsite. Typically includes a full breakfast, speaker session, first-hand product knowledge from the sponsoring company representatives, plus a gift bag for each participant.

SPONSOR EXPOSURE

PROMOTIONS LEADING UP TO EVENT:

- Invite via email-communications
- Social media posts
- Displayed on the ODHA website prior to the event. (approximately six weeks), corresponding with the event promotion.

PROMOTIONS DURING EVENT:

- Creates a great opportunity for the sponsoring company representatives and speaker to have one-on-one interactions with dental hygienists. They also have the opportunity to display their products
- Registration is usually capped at 120 attendees, and each person wears a name tag printed with the sponsor's logo and ODHA logo

POST-EVENT PROMOTION:

- Event highlight video including thank you to sponsor hosted on ODHA websites, www.odha.on.ca and www.dhnewswire.odha.on.ca.
- Event highlight video is also posted on social media platforms including:
 - ODHA YouTube channel
 - Instagram, Facebook, Twitter and LinkedIn
- E-communication survey is sent to all attendees. The sponsor may have input on survey questions. The results are available to the sponsor within three weeks.

* All digital communications include the sponsor's corporate logo with hyperlink to corporate website.

COST OF INITIATIVE

- The speaker fee is paid by the sponsor.
- Event costs are paid by ODHA, via the registration fee.
- Sponsorship commitment: \$3,000-\$5,000* plus speaker fee

* Dependent on the venue selected.

STATISTICS

