



2022

**PARTNERSHIP
OPPORTUNITIES
TO ADVANCE, CONNECT AND
ENRICH THE LIVES OF WOMEN
DENTISTS**



THE AMERICAN ASSOCIATION OF WOMEN DENTISTS
WWW.AAWD.ORG | INFO@AAWD.ORG | 800-920-2293

PARTNERSHIP OPPORTUNITIES

THE ORGANIZATION

AAWD is the leading resource for connecting, enriching and enhancing the lives of women dentists. The power of our presence is in our rich history - 100 years and counting. We are the only inclusive organization representing women in every stage of dentistry.

WHY WOMEN? WHY NOW?

Women are the now and they are the future of dentistry. Dental schools are graduating classes that are over half women and that number increases with each incoming class. Each year more and more male dentists are retiring further tipping the scales in favor of women being the majority in the dental field. If your company isn't already investing in and supporting women dentists they are behind the curve. Don't let it happen to you, partner with us to stake your claim in the future of women in dentistry.

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Corporate Partnership:
Support the future of female dentists

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Connection Opportunities:
Reach women dentists

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Advertising Opportunities:
You choose the method, we deliver

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Get Social:
Want to get the word out to more than just members - social media can help



CORPORATE PARTNERSHIP

DIAMOND \$25,000

- Survey our members
- Focus group assembly
- Promotion of two webinars
- Two Chronicle Monthly banner ads
- Twenty-four social media posts
- AAWD preferred vendor status
- Your company's logo displayed on the AAWD official website

SAPPHIRE \$10,000

- Email our members
- Two Chronicle Monthly 1/4 page ads
- Six social media posts
- AAWD preferred vendor status
- Your company's logo displayed on the AAWD official website

EMERALD \$15,000

- Focus group assembly
- Promotion of one webinar
- Email our members
- One Chronicle Monthly banner ad
- Twelve social media posts
- AAWD preferred vendor status
- Your company's logo displayed on the AAWD official website

RUBY \$5,000

- One Chronicle Monthly 1/4 page ad
- Four social media posts
- AAWD preferred vendor status
- Your company's logo displayed on the AAWD official website

TOPAZ \$2,500

- AAWD preferred vendor status
- Your company's logo displayed on the AAWD official website



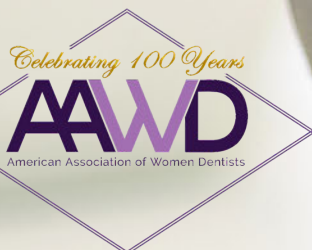
CONNECTION OPPORTUNITIES

Webinar Promotion \$2,500

- E-blast to our membership two times prior to the webinar
- Webinar is posted to our AAWD Facebook and Instagram page and promoted
- Your chance to ask polling questions to our members during your webinar
- AAWD is approved as a PACE Provider of Dental Continuing Education by the Academy of General Dentistry (AGD)
- Inclusion on AAWD website for later e-learning

Focus Group \$2,500+

- Focus and product evaluation groups to evaluate companies, products, etc.
- Investment begins at \$2,500 depending on number, length of time, participants and membership status



ADVERTISING OPPORTUNITIES

The Chronicle Monthly

Advertise your company or product in our twice-monthly electronic publication that is sent out directly to members and catalogued on the AAWD official website.

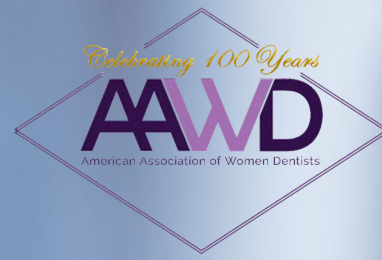
- Outreach of over 7,000 people
- Cost structure per 3 issues:
 - Banner ad top or bottom of page 2 (1st page not available): \$1,200
 - 1/4 page ad: \$550
 - Closing Banner Ad on final page: \$950

E-blast Advertising

Advertise your company or product via E-blast delivered to all members and our mailing list outreach as designated by our team.

- Cost structure:
 - 12 E-blasts to members: \$3,000
 - 6 E-blasts to members: \$1,700
 - 4 E-blasts to members: \$1,200
 - 1 E-blast to members: \$400

GET SOCIAL WITH @WOMENDENTISTS



Social Media Advertising

Promote your company or product through our Facebook and Instagram to reach our audience. Frequency and placement based on a mutually agreed upon schedule.

- 24 posts: \$10,000
- 12 posts: \$6,000
- 6 posts: \$3,200
- 3 posts: \$1,800

Can't find what you're looking for?

Feel free to contact our national office to discuss or create a custom marketing strategy to fit your companies' needs.

info@aawd.org

800-920-2293