

2024



ELEVATE YOUR IMPACT: AAWD SPONSORSHIP OPPORTUNITIES



**ADVANCING, CONNECTING,
AND ENRICHING THE LIVES OF
WOMEN DENTISTS**

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

WHY AAWD

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. 2024 marks the return of the AAWD annual meeting after a 5-year hiatus during the pandemic. Our members are excited to reunite and enter a new AAWD era.

WHY WOMEN, WHY NOW?

Women are at the forefront of dentistry, contributing significantly to its growth and success. Dental schools proudly graduate classes with a majority women, and this trend continues to soar with each incoming class. As more male dentists retire each year, it paves the way for women to become the majority in the dental field.

Embracing the potential and talent of women in dentistry is a wise investment for any company. We encourage you to join us in supporting and empowering women dentists to shape the future of this profession positively. By partnering with us, you can secure your place at the forefront of this exciting journey in dentistry, ensuring a vibrant and inclusive future for all dental professionals.

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Dr. Isabel Rambob
AAWD President



Dr. Roya Zandparsa
AAWD President-Elect



Dr. Ambika R. Srivastava
AAWD Secretary/Treasurer

**#aawd
better
together**



Dr. Afsheen Lakhani
Director of Academic Affairs



Dr. Brandi Hair
Director of Membership & Chapters



Dr. Vasiliki Maseli
Director of Member Benefits



Dr. Samantha Parad
Director of Corporate Relations



Dr. Sonali Demla
Director of Member Engagement



Sarah Sveen
Student Representative



Lindsay Abeln
Executive Director

MISSION

AAWD is the leading resource for advancing, connecting, and enriching the lives of women dentists through professional development, networking, mentorship, and promoting wellness.

VISION

AAWD strives to create a world where every dental professional will have equitable access to opportunities and resources to reach their personal and professional goals from dental school through retirement.

CORPORATE PARTNERSHIP

DIAMOND

\$25,000

- Survey our members
- Focus group assembly
- Promotion of **2** webinars*
- **12** E-blasts to our members
- **2** Chronicle Monthly banner ads
- **24** social media posts
- AAWD preferred vendor status
- Your company logo displayed on the AAWD official website

SAPPHIRE

\$10,000

- **4** E-blasts to our members
- **2** Chronicle Monthly quarter-page ads
- **6** social media posts
- AAWD preferred vendor status
- Your company logo displayed on the AAWD official website



EMERALD

\$15,000

- Focus group assembly
- Promotion of **1** webinar*
- **6** E-blasts to our members
- **1** Chronicle Monthly banner ad
- **12** social media posts
- AAWD preferred vendor status
- Your company logo displayed on the AAWD official website

RUBY

\$5,000

- **2** E-blasts to our members
- **1** Chronicle Monthly quarter-page ad
- **4** social media posts
- AAWD preferred vendor status
- Your company logo displayed on the AAWD website

TOPAZ

\$2,500

- **1** E-blast to members
- AAWD preferred vendor status
- Your company 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 posted and promoted on our AAWD Facebook and Instagram page
- Your chance to ask polling questions to our members during your webinar
- Inclusion on AAWD website for later elearning

*AAWD is approved as a PACE Provider of Dental Continuing Education by the Academy of General Dentistry (AGD). Please be advised that participation in sponsored webinars does not guarantee qualification for Continuing Education (CE) credits. In order to qualify for CE credits, sponsored webinars must undergo a comprehensive evaluation by the American Association of Women Dentists (AAWD) Continuing Education (CE) committee. Additionally, the content and delivery of the webinar must adhere to the guidelines and policies set forth by both the AAWD and AGD provider policies.

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

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: \$3,000
- 6 E-blasts: \$1,700
- 4 E-blasts: \$1,200
- 1 E-blast: \$400

THE CHRONICLE MONTHLY

Advertise your company or product in our monthly e-publication that is sent directly to members and published on the AAWD website.

- Outreach of over 7,000 people
- Cost structure per 3 issues:
 - Banner ad top or bottom of page 2: \$1,200
 - 1/4 page ad: \$550
 - Banner ad on final page: \$950

View Past Issues of the Chronicle Monthly here



Social? So are we!

SOCIAL MEDIA ADVERTISING

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

Cost structure:

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



Visit Us!



@womendentists

Can't find what you're looking for?

Contact our national office to discuss or create a custom marketing strategy to fit your company's needs.

THANK YOU

AAWD

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