
NATIONAL SMILE MONTH

ORAL HEALTH FOUNDATION

14 MAY – 14 JUNE 2018

SPONSORSHIP OPPORTUNITIES



NATIONAL SMILE MONTH: OVERVIEW

- Taking place between 14 May and 14 June 2018, with a launch event on 15 May in London, UK.
- At its heart, the campaign has three simple messages:
 - Brush your teeth at night and at one other time during the day with a fluoride toothpaste.
 - Cut down on the frequency of sugary foods and drinks.
 - Visit the dentist regularly, as often as they recommend.
- Continues its sustained growth of strong support and participation from the public, dental, health, education and occupational health professionals, pharmacies and schools.
- Promotes positive oral health messages to millions of people across the UK in local communities via grassroots activities and events.
- A strong presence on shop floors through retailers.
- Sustained press and broadcast activity, elevating oral health in the media agenda.



NATIONAL SMILE MONTH: SPONSORSHIP 2018



More opportunities for organisations to support, with the serious educational messages at the heart of the campaign. In a survey from the 2017 campaign, an average of 79% of people were able to identify campaign sponsors.

Benefits for sponsors:

- Promote their brand whilst making a huge difference to local communities.
- Have their logos appear on all campaign collateral, seen by participating organisations and members of the public.
- Gain exposure through media relations, across print, television and radio interviews, reaching an estimated audience of 110 million.
- Increased opportunity on retail aisles, resulting in proven sales growth.
- Exposure to millions of online visitors and social media audiences.

NATIONAL SMILE MONTH: PLATINUM PACKAGE

PLATINUM SPONSORSHIP:

- Inclusion as a Platinum Sponsor in the National Smile Month campaign guide, distributed to UK dental practices.
- Logo and dedicated sponsor page on the campaign website.
- Dedicated media package with a minimum of 16 radio interviews and inclusion in all media relations work.
- Full use of the National Smile Month logo and use of all artwork.
- Speaking opportunity at official launch, with six VIP tickets to the event.
- Inclusion of five questions in major nationwide oral health survey with the general public.
- Inclusion of initial order of 15,000 Smileys with branded livery design to be agreed.
- Joint media/press and public relations activity.
- Branded e-communications to 15,000 health and educational professionals.
- Access to Oral Health Foundation spokespeople and expertise.



Sponsorship cost: £32,000

NATIONAL SMILE MONTH: MAIN PACKAGES

ACTIVITY	PLATINUM	SILVER	BRONZE
Credited as an Official Sponsor with logo inserted into the National Smile Month Guide	✓	✓	✓
Sponsor-designated content inserted into the National Smile Month Guide	✓	✗	✗
Logo and company page on the National Smile Month website	✓	✓	✓
Full use of the National Smile Month logo	✓	✓	✓
Package of National Smile Month artwork and oral health information	✓	✓	✓
First refusal on 'other opportunities' and extra packages for the 2018 campaign	✓	✗	✗
Number of tickets to the National Smile Month launch event	Six tickets	Four tickets	Two tickets
Speaking opportunity at the National Smile Month launch event	✓	✗	✗
Number of questions in the National Dental Survey	Five questions	Two questions	✗
Dedicated radio day package	✓	✗	✗
Joint press and public relations activity	✓	✓	✗
Inclusion of initial order of 15,000 Smileys with branded livery design	✓	✗	✗
Branded National Smile Month e-communications	✓	✗	✗
Number of pages in National Smile Month digital magazine	Six pages	Four pages	One page
National Smile Month quotes, statements and spokesperson available from Oral Health Foundation	✓	✓	✓
Mention of company sponsorship in all news releases	Body text standalone	Body text footer	Editor's notes only
TOTAL COST	£ 32,000.00	£ 15,000.00	£ 5,000.00

NATIONAL SMILE MONTH: BESPOKE SMILEYS

The **Smiley** is the symbol of National Smile Month. More than half a million people have used them over the last few years. We can arrange for you to have your own branded **Smiley**, which is:

- A great tool to encourage mass participation.
- Effective for promoting events as part of internal communications or marketing products and services to the general public.
- A means of visual brand recognition where you can have control over the messages.



QUANTITY AND COSTINGS

<u>NATIONAL SMILE MONTH 2018 BESPOKE BRANDED SMILEYS</u> Cost includes: design, print and delivery	1,000	3,000	5,000	10,000	15,000	25,000	50,000
	£675.00	£875.00	£1,075.00	£1,395.00	£1,995.00	£2,455.00	£3,995.00

NATIONAL SMILE MONTH: PRODUCT SAMPLING

The Oral Health Foundation supplies a variety of products for dental and health professionals to communicate, educate and motivate the public to achieve better oral health. Around 2,500 orders are placed throughout the campaign. For National Smile Month 2018, we are offering product sampling opportunities as part of all these orders, A great opportunity to have your product seen by the right people and increase brand awareness.

WHAT THIS INVOLVES:

- We can include your product samples as part of all orders placed in the run-up to, and during, National Smile Month.
- These can be product samples for the general public, dental and health professionals, teachers or occupational health.
- A maximum of 2,500 samples can be included (depending on your target audience).
- We will distribute your product samples with orders sent out from our own mailing house.

The cost of sampling depends on the weight of your product and the number of units you would like us to distribute.
Please see the contact details at the back of this guide if you would like to discuss product sampling as part of National Smile Month.

NATIONAL SMILE MONTH: OTHER OPPORTUNITIES

PARTNERSHIP VIDEO

- Jointly branded National Smile Month short film and video.
- Creative story 1-2 minutes in length, promoting values of oral health.
- Sent to online media and press, as well as being published online and through social media.
- Joint ownership and full access to all media files.

Sponsorship cost: £10,000

(Two available)

REGISTRATION PACK

- Sponsorship of National Smile Month starter pack going to organisations supporting the campaign.
- Includes dental practices, hospitals, schools and workplaces.
- Sponsor branding throughout the pack and collateral.

Sponsorship cost: £12,000 (based on 4,000 packs)

(One available)

COMPETITIONS AND PRIZES

- Join and support a number of National Smile Month competitions by donating prizes and gifts.
- Competitions are flexible but could include the 'Nominate a Smile' and 'Smiley Selfie' awards.
- Prizes could be branded company products or a monetary donation to sponsor a gift e.g. power toothbrush or weekend breaks.

Sponsorship cost: £100 - £5,000

(Unlimited)

NATIONAL SMILE MONTH: OTHER OPPORTUNITIES

WEBSITE SPONSORSHIP

- Sponsorship of the official campaign website at www.smilemonth.org
- 12 month exposure on the website.
- Millions of visitors annually.
- Branded banner on the homepage and other campaign pages.
- Link to your own page from the National Smile Month website.

Sponsorship cost: £2,500

(Five available)

E-COMMUNICATIONS PACKAGE

- Branding on six National Smile Month 2018 e-newsletters.
- A circulation of 15,000 to dental and health professionals, as well as the education and occupational health sector.
- Sponsor logo on masthead.
- Two double page spreads in digital magazine (May and June issue).

Sponsorship cost: £2,000

(Two available)

MEDIA/PRESS PACKAGE

- One joint press release between yourself and Oral Health Foundation.
- Three questions in National Dental Survey polling 2,000 people in the UK to use for media hooks.
- Includes sell-in to the press, publication online and through social media.
- Access to Oral Health Foundation spokespeople and PR team.

Sponsorship cost: £2,000

(Three available)

NATIONAL SMILE MONTH: OTHER OPPORTUNITIES

RADIO BROADCAST DAY

- A radio day is the perfect activity for oral health exposure in the media, as well as brand promotion.
- Minimum of 15 radio interviews on a topic developed between yourself and the Oral Health Foundation.
- Positive PR where you dictate the messages – with a high return on investment.

Sponsorship cost: £4,000 - £6,000

(Two available)

LAUNCH EVENT – 15 MAY 2018

- Sponsorship of the official National Smile Month launch event, with up to 200 guests
- 6 tickets.
- Room branding.
- Speaking and sampling opportunities.
- Press and photographic opportunity.

Sponsorship cost: £8,000

(Two available)



NATIONAL SMILE MONTH: CONTACTS



National Smile Month is an inclusive campaign that welcomes the involvement and support of a whole host of partners.

As a charity initiative we encourage you and your organisation to help us achieve our goals of improving the nation's oral health. We cater for all budgets and want National Smile Month to help accomplish your objectives too.

If you would like to discuss any of the sponsorship opportunities, or propose anything that is not included, contact Jacqueline Cressey at the Oral Health Foundation.

Jacqueline Cressey | Partnership and Business Development Manager | +44 (0) 1788 539795 | jacqueline@dentalhealth.org

The Oral Health Foundations is a leading charity working to improve oral health. Our goal is to improve people's lives by reducing the harm caused by oral diseases – many of which are entirely preventable.

Established over 40 years ago, we continue to give free and impartial dental advice, provide invaluable oral health educational materials and run vital awareness-raising campaigns on such issues like mouth cancer.

Oral Health Foundation, Smile House, 2 East Union Street, Rugby, Warwickshire, CV22 6AJ Charity Number 263198

www.dentalhealth.org

+44 (0) 1788 546365

mail@dentalhealth.org

@dentalhealthorg

