National Smile Month

Sponsorship Opportunities 2020

Oral Health Foundation
Championing healthy smiles

National Smile Month is the largest and longest running oral health campaign in the UK, if not around the world. The campaign continues to raise awareness of important health issues and make a positive difference to the oral health of millions of people in the UK. During National Smile Month, we work with health professionals, schools and workplaces, to improve their work in delivering oral health education.

The campaign makes a positive difference to the most at-need areas and regions across the country.

Most importantly, National Smile Month is a campaign that both engages and educates people about their oral health.
What we achieved in 2019

• Active support from more than 5,000 individuals and organisations, including health professionals, educators, local governments and occupational health.

• We facilitated 3,000 events and activities promoting oral health. These reached around 6 million people in local communities and 150,000 school children.

• 165,000 Smileys led to more than half a million people seeing social media posts promoting National Smile Month and the value of a healthy smile.

• A media buzz about oral health, with 210 articles and interviews reaching 50 million people. National coverage including The Times, Daily Mirror, The Sun, BBC Newsround and Sky News Radio.

• Engaging thousands more about oral health with competitions, videos, podcasts, digital guides, educational resources and more!
Our plans for 2020

National Smile Month 2020 will be an effective campaign that teaches people about the importance of good oral health in a fun and friendly manner.

We will ask for the sustained support from the public, members of the dental and wider-health profession and the education sector.

We will send out positive messages to millions of people.

We plan to support more stakeholder engagement through grass roots activity and events promoting oral health in local communities.

We want to increase the interest from local authorities and non-healthcare organisations, as well as grow coverage through press & broadcast activity.

We are going to embrace digital technologies and provide a library of resources for all people to share oral health education on topics such as toothbrushing and sugar.
Sponsorship Opportunities

As a charity campaign, National Smile Month relies on your support to continue making a difference.

**Bronze**
- Credited as an Official Sponsor with your logo inserted onto key collateral and the website.
- Full use of the campaign logo, artwork, quotes, statements and access to spokesperson from the Oral Health Foundation.
- Two tickets to the launch event.
- Branded National Smile Month e-communications.

£5,000

**Silver**
- Everything that is included in our Bronze Package, plus...
- An additional two tickets to the campaign launch event.
- Three questions in our National Dental Survey.
- Joint press and public relations activity and your company name inserted into the body text of all news releases.

£15,000

**Platinum**
- Everything that is included in our Silver Package, plus...
- Feature in the campaign guide, an additional two tickets to the campaign launch event, and a speaking opportunity.
- Three more questions in our National Dental Survey, dedicated radio broadcasting, 15,000 bespoke Smileys, additional PR support and much more!

£32,000
More corporate opportunities

These optional activities are not included in any packages, however, may supplement these to further reach specific targets and audiences.

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<tr>
<th>Activity</th>
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<th>Cost</th>
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<tr>
<td>Launch event</td>
<td>Sponsorship of the official National Smile Month launch event. 100 guests with venue and date TBD. 6 tickets. Room branding. Speaking and sampling opportunities. Press and photographic opportunity.</td>
<td>£5,000.00</td>
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<td>Press</td>
<td>Joint media activity with the Oral Health Foundation. Focuses on print press and online media. Largely written but could extend to other mediums depending on the topic, audience and direction. Includes two pieces of media activity, produced and sold-in by the Oral Health Foundation. Your chance to take part in the campaign’s media activity which circulates to millions of people every year. Good chances to secure national coverage, promote your brand and the benefits of good oral health.</td>
<td>£4,000.00</td>
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<tr>
<td>Radio day</td>
<td>A series of radio broadcasts (minimum of 15) around oral health. A spokesperson of your choice will take part in those interviews. The topic will be decided between yourself and the Oral Health Foundation. Reaching millions of radio listeners on a national scale which allows you to connect audiences with your brand and promote oral health.</td>
<td>£7,000.00</td>
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<tr>
<td>Podcasts</td>
<td>1 x 45 minute podcast featuring the Oral Health Foundation and your company (could be split into smaller recordings e.g. 3x15mins or 4 x 10mins). Topic to be decided between yourself and Oral Health Foundation. Perfect for digital audiences. Oral Health Foundation will upload online and promote.</td>
<td>£2,500.00</td>
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<tr>
<td>Your company’s own-branded Smiley</td>
<td>Includes bespoke-design, your logo and messaging. Effective marketing tool to promote brands and products during National Smile Month. All quantities available.</td>
<td>5k = £1,200.00 15k = £2,000.00</td>
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<td>Video content</td>
<td>Jointly branded short film and video. Creative short story/interview, promoting values of your product and brand while using the National Smile Month brand and key oral health messages as the avenue for the topic. Promoted and uploaded to media and press, published online and through social media. Joint ownership and full access to all media files. Perfect for digital audiences.</td>
<td>£10,000.00</td>
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<tr>
<td>Website sponsorship</td>
<td>Sponsor the National Smile Month website. Your logo will be included on the header banner of every National Smile Month page. 12-month presence. 80,000 page views throughout the campaign.</td>
<td>£3,000.00</td>
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<td>Online competition</td>
<td>Donate prices and sponsor a competition during National Smile Month on the Oral Health Foundation’s website. Thousands of entries of people who are interested in your product. Includes promotion to 60,000 followers on social media.</td>
<td>£2,500.00</td>
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<td>Social media</td>
<td>Duel-branded social media posts created by the Oral Health Foundation. To-be signed off by you. All promoting good oral health and National Smile Month. Last year, this activity left one partner with 65,000 views on social media posts. 3,000 retweets/likes/shares/comments. Plus, additional link clicks to their website.</td>
<td>£3,500.00</td>
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<td>E-Communications</td>
<td>Six direct e-communications for National Smile Month. Your company logo on the masthead of all campaign emails. Includes link click-through to your website. Grow your brand with those who are highly engaged in oral health and National Smile Month. 15,000+ subscribers.</td>
<td>£3,500.00</td>
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<td>Facebook Live</td>
<td>Create an engaging interactive chat featuring the campaign spokespeople/case studies. Could be 30-40 minutes. Stream live from a professional studio and stream live through the Nation Smile Month page. Alternatively, it’s perfect if you had a celebrity ambassador that could host it on their channel. The complete video will be available on-demand thereafter to republish on different platforms. Online and digital marketing to wide ranging and engaged audience. Encourages further participation on the audiences’ behalf and involves them in your brand.</td>
<td>£5,000.00</td>
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<td>Sampling</td>
<td>As part of National Smile Month, 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. Great opportunity to have your product seen by the right people and to increase brand awareness. We will distribute your product samples with orders sent out from our own mailing house.</td>
<td>£ per sample</td>
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<td>Registration pack</td>
<td>Sponsorship of campaign starter pack going to 5,000 organisations supporting the campaign. Includes dental practices, hospitals and schools. Sponsor branding throughout the pack and collateral. Increase brand presence on a large scale with the most invested and engaged people promoting oral health. 4-month-long exposure. Cements your brand as synonymously with National Smile Month and the work of the Oral Health Foundation.</td>
<td>£12,500.00</td>
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<td>Guide &amp; Catalogue</td>
<td>Your company logo will be placed into an information guide about the campaign. This is sent to supporters and stakeholders with a minimum run of 35,000 print distribution in addition to online and digital views. Dental professionals, wider health professionals, hospitals, pharmacies, schools, occupational health etc.</td>
<td>£5,000.00</td>
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<td>Questions in the National Dental Survey</td>
<td>This nationwide UK research aims to understand and learn the attitudes and behaviours of the country towards oral health. This sponsorship gives you the chance to submit questions to that survey. You will receive results for your questions, along with the results from the wider survey. Understanding your audience and customers and their trends in knowledge and behaviour. Supplements press and PR activity that will be attributed to your company. Sample size of more than 2,000 people.</td>
<td>x2 £1,500.00 x3 £2,300.00 x5 £3,500.00</td>
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<td>Infographic or digital guide</td>
<td>One infographic or digital guide on an oral health topic decided by your company and the Oral Health Foundation. To be published online at dentalhealth.org (3.5 million visitors annually). Includes the promotion of the content through direct e-comms and social media.</td>
<td>£3,000.00</td>
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National Smile Month is an inclusive campaign that welcomes the involvement and support of a range 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 David Arnold on 01788 539 789 or davida@dentalhealth.org.

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| Article in Word of Mouth digital magazine  | Submit content to be published in the Oral Health Foundation’s digital magazine. Format can be both editorial and advertising. Introduce or further establish your brand and messages to more than 15,000 subscribers. Articles in our digital magazine also get published on our website which is visited by millions every year.          | Double page
£1,500.00
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Double page x2
£2,000.00
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Interview
£1,500.00                                                                  |
| Launch event tickets                      | The National Smile Month launch gathers around 100 of the most influential people in dentistry and supporters of the Oral Health Foundation. The event is used as a thank you for those who have supported the campaign. Networking opportunity to meet like-minded organisations and influencers within oral health. The event will also be attended by members of the press. | £150.00 per pair                                                                                                                                 |
What others say...

“National Smile Month gives us the opportunity to raise awareness, highlight and deliver vital messages.”

“Everyone took part and it highlighted the benefits of good oral hygiene in the workplace and it will help maintain our Healthy working Lives Bronze award.”

“It’s a great opportunity to engage colleagues, as well as external partners. We especially liked the Smiley selfie element of the campaign which is easy and quick to do with busy people.”

“Everyone loves the Smiley. It’s perfect for taking pictures and communicating important oral health information.”

“Enthusiasm and fun!”

“We love how the campaign encourages parents and children to work together.”

“Helped us to raise awareness while reigniting teamwork and enthusiasm for the job.”

“National Smile Month helps to raise the profile of oral health and allows us to work in partnership with like-minded organisations.”

“Loved the selection of campaign products, especially your brushing charts and food diaries!”

“It is something a bit different for our workforce. Having good quality information for display boards and gift bags helps us to reinforce the message that dental health is every bit as important as general health.”

“Enthusiasm and fun!”

“We loved National Smile Month social media! We shared lots of it and found it highly effective for reaching different audiences.”

“It is perfect for the last term of the school year. We really enjoyed teaching your school brushing programmes and the children were excited by the Smiley.”

“Our display was the most talked about display we have ever had! Our patients really took notice of it as we kept it simple but impactful.”

“We loved National Smile Month!”