
SPARKLING SMILES DIGITAL CAMPAIGN SPONSORS

Overview

The MDA Foundation will host a virtual event on Thursday, April 22, 2021 alongside the MDA Annual Session. In addition, before and immediately following the virtual event, share a series of communications with donors and prospects. Most messages will be shared through email – including written and video content – and also pushed out through social media and website updates.

Sponsors will be featured in various communications throughout the year. Sponsors will also be highlighted in the year end appeal, and that letter will be mailed hard copy as well as emailed.

Sponsor Levels

\$5,000

- Inclusion on letterhead for last quarter of year as a Sparkling Smiles donor and for the year end appeal letter
- Link in footer on all emails connecting to company website
- 2 video/written message on why you support to be emailed with a “Sparkling Smiles” message (*only sponsor message included in that email*)
- Social Media recognition (minimum of 4 posts)
- Link on Sparkling Smiles website page, recognition in annual report and Newsletter

\$2,500

- Inclusion on letterhead as a Sparkling Smiles donor for the year end appeal letter
- 1 video/written message on why you support to be emailed with a “Sparkling Smiles” message
- Social Media recognition (minimum of 2 posts)
- Link on Sparkling Smiles website page, recognition in annual report and Newsletter

\$1,000

- Inclusion on letterhead as a Sparkling Smiles donor for year end appeal letter
- Social Media recognition (minimum 1 post)
- Link on Sparkling Smiles website, recognition in annual report & Newsletter

Timeline: February - April

Minimum of

10 Email messages with text, photos, and videos

20 social media posts (Facebook, Instagram)

1 Mailed communication (500-1,000 households)

Audience: 9,800 email addresses and 1,000+ social media followers

*The MDA Foundation
Sparkling Smiles Virtual Celebration*



*Thursday, April 22, 2021
4:45-5:15 pm*

Sponsor name as you would like it to appear in all media:

Preferred Contact:

E-mail Address:

Platinum Sponsorship \$5,000	-Inclusion on letterhead for last quarter of year as a Sparkling Smiles donor and for the year end appeal letter -Link in footer on all emails connecting to company website -2 video/written messages on why you support to be emailed with a “Sparkling Smiles” message (only sponsor message included in that email) -Social Media recognition (minimum of 4 posts) -Link on Sparkling Smiles website page, recognition in annual report & Newsletter
Sparkling Sponsorship \$2,500	-Inclusion on letterhead for the year end appeal letter -1 video/written message on why you support to be emailed with a “Sparkling Smiles” message -Social Media recognition (minimum of 2 posts) -Link on Sparkling Smiles website page, recognition in annual report & Newsletter
Celebratory Sponsorship \$1,000	- Inclusion on letterhead for year end appeal letter - Social Media recognition (minimum 1 post) - Link on Sparkling Smiles website, recognition in annual report & Newsletter
Friend’s Sponsorship	I/We want to sponsor the campaign with my/our gift of \$ _____ -Link on Sparkling Smiles website page, recognition in annual report & Newsletter

Total Sponsorship: \$ _____

Method of Payment:

- Go to or click <https://foundation.michigandental.org/fundraising/ways-to-give> and make a safe sponsorship gift using our secure website
- Complete this form and mail it with a check to: MDA Foundation, 3657 Okemos Rd, Ste 200, Okemos, MI 48864
- **Questions? Contact the Foundation at Foundation@michigandental.org or 517-346-9458**