



**Keystone Investor**  
VIRGINIA DENTAL ASSOCIATION

# Sponsorship Opportunities

2025



## About the VDA

The Virginia Dental Association (VDA) is a professional organization founded in 1870 to serve the dentists of Virginia through professional development, ethical education and fostering a supportive community. With nearly 4,000 dentist members, the VDA is the voice of dentistry in the Commonwealth serving as an advocate for members and for the oral health of all Virginians.

*By selecting an annual sponsorship engagement with the VDA, your company is assured ongoing prominent visibility with VDA members and enhanced value through the packaged offerings.*

## Sponsorship Offerings

The VDA presents the highest-profile programs for dentists in the state, including the premier dental gathering, the annual Virginia Dental Showcase. The popular Dental Days at the Capitol, online continuing education courses, the quarterly *Virginia Dental Journal*, the annual Specialist Referral Book resource and the frequently visited VDA website ([vadental.org](http://vadental.org)) offer your company numerous opportunities to connect with member dentists and the entire Virginia dental community.

By selecting an annual sponsorship engagement with the VDA, your company is assured ongoing prominent visibility with VDA members and enhanced value through the packaged offerings. As a Keystone Investor, you won't miss opportunities to connect with the dental community and you can work collaboratively with the VDA staff throughout the year to build sustained relationships with VDA member dentists and their teams.



**Virginia Dental**  
ASSOCIATION



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**TITANIUM**  
**\$30,000**  
Limited to 3 companies

**PLATINUM**  
**\$20,000**  
Limited to 5 companies

**GOLD**  
**\$15,000**  
Unlimited

**SILVER**  
**\$10,000**  
Unlimited

**BRONZE**  
**\$5,000**  
Unlimited

	TITANIUM \$30,000 Limited to 3 companies	PLATINUM \$20,000 Limited to 5 companies	GOLD \$15,000 Unlimited	SILVER \$10,000 Unlimited	BRONZE \$5,000 Unlimited
Virginia Dental Showcase Private Reception	✓				
Digest (e-newsletter) Leaderboard Ad	2/year	1/year			
Sponsor of Dental Days at the Capitol	Presenting	Presenting	Presenting	Supporter	
Virginia Dental Showcase Sponsor	Spotlight	Radiant	Luminous	Sparkling	Bright
Virginia Dental Showcase Exhibit Booth	✓	✓	✓	✓	✓
Advertisement on VDA Website	6 months	4 months	2 months	3 months	
Full Page Ad in the <i>VA Dental Journal</i> (electronic)	4/year	3/year	3/year	2/year	1/year
Annual Referral Book Advertisement	Full Page	Full Page	Full Page	Full Page	Half Page
VDA Social Media Post	4/year	2/year	1/year	1/year	
Logo Displayed in VDA Lobby	✓	✓	✓	✓	✓
Use of VDA Keystone Investor Logo	✓	✓	✓	✓	✓
Inclusion on VDA Email Distribution	✓	✓	✓	✓	✓

### Virginia Dental Showcase

The premier dental event in Virginia, the Showcase brings together member dentists and their teams from across the state for continuing education, networking and to learn about the latest products and services for the dental professional.



### Dental Days at the Capitol

Held annually at the Omni Richmond, the VDA's Dental Days at the Capitol brings together dentists, dental students and elected leaders in Virginia's House and Senate for an evening reception, followed by an early morning breakfast with a policy briefing.



### vadental.org

Highlight your company alongside trusted member resources on the VDA's website. With a variety of ad sizes and placements available, reach VDA members and their teams where they are online.

- Typical monthly page views: 20,000
- Typical monthly unique page views: 8,000

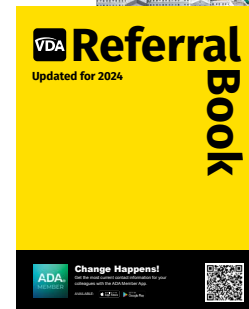
### Virginia Dental Journal

Reach over 4,000 subscribers through the electronic edition of the award-winning *Virginia Dental Journal*.



### VDA Referral Book

Once a year, 2,600 members receive the specialist Referral Book. An annual guide to all member specialists across the Commonwealth, the Referral Book provides year-round exposure for all advertisers.



### The Digest

The VDA's popular e-newsletter brings the latest news and updates to member inboxes on a bi-weekly basis. Members rely on the Digest to provide them with the latest news about dentistry in Virginia.

- Distribution: 3,900 member dentists
- Typical open rates: 55-60 percent

**Become a Keystone Investor Today**

Elise Rupinski, rupinski@vadental.org, 804-523-2184



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# Reservation Form



**Keystone Investor**  
VIRGINIA DENTAL ASSOCIATION

Thank you for your interest in working with the Virginia Dental Association throughout 2025. We are looking forward to working with you to promote your company and brand to our nearly 4,000 member dentists and the Virginia dental community at large.

**SPONSOR LEVEL**    Titanium \$30,000    Platinum \$20,000    Gold \$15,000    Silver \$10,000    Bronze \$5,000

### COMPANY INFORMATION

Company Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( \_\_\_\_ ) \_\_\_\_\_ Ext \_\_\_\_\_ Email \_\_\_\_\_  
Brief Company Description: \_\_\_\_\_  
\_\_\_\_\_

### CONTACT INFORMATION

Primary Contact Name \_\_\_\_\_  
Primary Contact Phone ( \_\_\_\_ ) \_\_\_\_\_ Primary Contact Email \_\_\_\_\_

Please email company logo in high-resolution jpeg format to Elise Rupinski ([rupinski@vadental.org](mailto:rupinski@vadental.org)).

### PAYMENT INFORMATION

Please bill my credit card. The VDA accepts all major credit cards.  Mastercard  Visa  Discover  AMEX  
Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_  
Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_  
Address on Card \_\_\_\_\_  
Amount to be Charged \$ \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_  
 I have enclosed a check payable to The Virginia Dental Association. Check number \_\_\_\_\_

**Where To  
Send Your  
Application**

**Submit application and sponsorship payment to:**

VIRGINIA DENTAL ASSOCIATION  
Attn: Elise Rupinski  
3460 Mayland Court, Suite 110, Richmond, VA 23233  
[rupinski@vadental.org](mailto:rupinski@vadental.org)

*Sponsorships are non-refundable. The VDA will work with sponsoring company to make efforts necessary to fulfill annual sponsorship obligations. Should any event or activity be cancelled during the year, the VDA will provide extra publicity and exposure through other channels for any sponsor impacted by an event or activity cancellation. Sponsor accepts responsibility to work with the VDA on all aspects of the sponsorship to facilitate all activities and obligations included therein.*

*Sponsor acknowledges that Keystone Investor Sponsorships are on a calendar year basis and payment must be made in full prior to the commencement of the sponsorship. Should the sponsor elect to start a sponsorship after the start of the calendar year, sponsor acknowledges that certain activities and events may have already occurred and thus cannot be included in annual sponsor activities.*