

Your corporate sponsorship will allow you all year long access to our members at monthly social events and volunteer opportunities.

OTHER OPPORTUNITIES:

GCDS Website Sponsorship

GCDS Quarterly Bulletin

See Enclosures

Any questions please

Call:

GCDS 440-717-1891

Email: Margaret@gcds.org

Or

Peg@gcds.org



One Independence Place
4807 Rockside Rd
Independence, OH 4412

Phone: 440-717-1891
Fax: 440-717-1894
E-mail: Margaret@gcds.org
Or
Peg@gcds.org



GCDS Corporate Sponsors

The Greater Cleveland Dental Society is excited to present the 2020 sponsorship format that will allow you greater exposure to all GCDS events and to our 800+ members.

Corporate Sponsors

**“GAIN YEARLONG
ACCESS”
&
“RECOGNITION”
to a variety of
member events**

Please review the enclosed sponsorship levels for full details.

2020 GCDS Events

PAST PRESIDENTS DINNER

January 8

The Past Presidents and future GCDS leadership meet in January at Delmonico's Restaurant for their annual dinner meeting. Brief reports are given on each of the GCDS subsidiaries and committees, as well as a report from the ADA/ODA

NEW DENTIST STUDY CLUB

February 27th

April 23rd

September 10th

Young dentists licensed in 2010 or later constitute the New Dentist category of membership. These evening seminars are

designed to provide tools and resources to help during the early stages of their career. These seminars provide the additional benefit of providing the opportunity to network with peers in a casual, social environment.



WOMEN IN DENTISTRY DINNER

"A Professional Girl's Night Out"

March 4

Over 100 professional women come together to celebrate dentistry and each other. While being a fun evening, the message is always about lifestyle balance and becoming a better "you".



NATIONAL SIGNING DAY

April 8th

On the first Friday of April, senior dental students at the CWRU School of Dental Medicine will celebrate their membership conversion from the American Student Dental Association (ASDA) to the American Dental Association. (ADA)

2020 INAUGURAL PARTY

"Officer Installation Night"

May 8th

Officers and Members of the Greater Cleveland Dental Society Board of Trustees are inaugurated at this annual event. It is a celebration with several awards presented to volunteer members who represent dentistry locally, at the state level, and nationally. The 2020 party will be celebrating the incoming president, Dr. Kari Cunningham. Dr. Cunningham is a Pediatric Dentist practicing in Euclid.



27th ANNUAL GOLF OUTING

June 24

Members of GCDS and NEODS cordially invite you to participate in the 27th Annual GCDS Golf Outing.



GCDS CONTINUING EDUCATION

January thru December

The GCDS will be presenting multiple Continuing Education events during 2020.

SAFE SMILES PROGRAM

August

'Safe Smiles' is a unique program The Greater Cleveland Dental Society (GCDS) developed in conjunction with Case Western Reserve University's School of Dental Medicine (CWRU-SODM). Our goals are to create individual, custom-made mouth guards for high school football players in the Cleveland Metropolitan School District (CMSD) as well as to educate and inspire young people in underserved communities on the lifetime benefits of good oral health.

FUTURE DENTISTS OF OHIO

October

Third and fourth year dental students are invited to attend an informal get together to promote friendship and mentorship at Trattoria in Little



Italy. This event focuses on dental students that are looking to remain in the Ohio area after graduation.

GIVE KIDS A SMILE ! DAY

November

Give Kids A Smile! Day is now in its 20th year. Each year volunteer dentists, staff, and dental students from The Greater Cleveland Dental Society and CWRU School of Dental Medicine provide free dental care on the first Friday in November for children from Pre-school age to 5th grade.

DIAMOND SPONSOR- \$10,000.00

- Annual Inaugural Party- 4 Dinner Tickets
- Lunch Sponsor at Give Kids A Smile! Day
- Lunch Sponsor at Safe Smiles
- Vendor Display Table at all Social Events
- Ability to Address Attendees at all Social Events
- Women In Dentistry Event- 2 Dinner Tickets
- GCDS Annual Golf Outing- 2 Hole Sponsorships
- Address GCDS Present/Future and Past Presidents at Annual Past President's Dinner
- Primary Company Logo Display on Front of Give Kids A Smile! Day T-Shirts
- Priority Company Logo on Give Kids A Smile! Day & Safe Smiles Banner
- VIP Recognition at all Social Events (see brochure for list of all events)
- Priority Company Listing on all Social Event Advertising Materials
- Company Listing on GCDS Website for 1 Year
- Exclusive Social Media Advertising
- "VIP Sponsor" Lapel Pin

PLATINUM SPONSOR- \$7,500.00

- Annual Inaugural Party- 2 Dinner Tickets
- Breakfast Sponsor at Give Kids A Smile! Day
- Vendor Display Table at 3 Social Events of Choice
- Ability to Address Attendees at 2 Events of Your Choice
- Women In Dentistry Event- 2 Dinner Tickets
- GCDS Annual Golf Outing- 1 Hole Sponsorship
- Logo Display on Give Kids A Smile! Day T-Shirts
- Logo Display on Give Kids A Smile! Day & Safe Smiles Banner
- Recognition at all Social Events (see brochure for list of all events)
- Company Listing on all Social Event Advertising Materials
- Company Listing on GCDS Website for 1 Year
- "VIP Sponsor" Lapel Pin

GOLD SPONSOR- \$5,000.00

- Annual Inaugural Party- 2 Dinner Tickets
- Breakfast Sponsor at Safe Smiles
- Vendor Display Table at 2 Social Events of Choice
- Ability to Address Attendees at 1 Social Event of Choice
- Women In Dentistry Event- 1 Dinner Ticket
- GCDS Annual Golf Outing- 1 Hole Sponsorship
- Logo Display on Give Kids A Smile! Day T-Shirts
- Logo Display on Give Kids A Smile! Day & Safe Smile Banner
- Company Listing on all Social Event Advertising Materials (see brochure for list of all events)
- Company Listing on GCDS Website for 6-Months

SILVER SPONSOR- \$2,500.00

- Annual Inaugural Party- 1 Dinner Ticket
- Vendor Display Table at 1 Social Event of Choice
- GCDS Annual Golf Outing- 1 Hole Sponsorship
- Logo Display on Give Kids A Smile! Day T-Shirts
- Logo Display on Give Kids A Smile! Day & Safe Smiles Banner
- Company Listing on all Social Events Advertising Materials (see brochure for list of all events)
- Company Listing on GCDS Website for 6 Months

FRIENDS OF GCDS SPONSOR- \$1,500.00 & Under

- Company Listing in Social Event Programs (see brochure for list of all events)

THE GREATER CLEVELAND DENTAL SOCIETY

The Bulletin

Advertising Rate Card and Space Contract



OFFICIAL PUBLICATION OF:

The Greater Cleveland Dental Society
Editorial Offices, One Independence Place,
4807 Rockside Road Suite 270, Independence,
OH 44131. Printed by Academy Graphic
Communication, 1000 Brookpark Road, Cleveland,
Ohio 44109. *The Bulletin* of The Greater Cleveland
Dental Society reaches 100% of the dentists who
are members of organized dentistry in Cuyahoga
County and 50% of the dentists who are members
of organized dentistry in Northeast Ohio.

FREQUENCY OF ISSUE:

Published 4 times per year; Winter, Spring,
Summer and Fall

CLOSING DATES:

12th day of month prior to publication.

CIRCULATION: 1,200

The Greater Cleveland Dental Society members,
Allied Institutions and Subscriptions.

EDITORIAL CONTENT:

Original articles, news of Society activities and
policies, socio-economic news, news of individual
members, editorials and letters of interest.

ADVERTISING POLICY:

The Space Contract may be cancelled by either
party on 30 days' notice. The publisher reserves
the right to reject any copy before printing.
Ethical drug ads must comply with requirements
of Federal law and regulation.

Make check payable to:

Greater Cleveland Dental Society
One Independence Place
4807 Rockside Road Suite 270
Independence, OH 44131

Full Page
7.25" wide
X
9.625" tall

Back Cover
7.5" wide
X
6.3125" tall

1/4 pg
3.5" wide
X
4.625" tall
1/2 pg
7.25" wide
X
4.625" tall

1/3 pg
4.875" wide
X
5.5" tall

ARTWORK REQUIREMENTS: All artwork must be submitted in color and conform to the size requirements shown above. All files should be at least 300 dpi and converted to CMYK (cyan, magenta, yellow, black) with all fonts embedded. Spot colors are not supported. PDF files are preferred, but we can accept files in a variety of software packages. Call for details.

ADVERTISING SPACE RATES: Earned rate is based on total number of insertions in a 12-month period.

AD SIZE	THE BULLETIN (1 TIME)	THE BULLETIN 1 YEAR (4 TIMES)	SIZE REQUIREMENTS
Back Cover	\$1,129	\$3,950	7.5 x 6.3125
Inside Back	\$900	\$3,250	7.25 x 9.625
Inside Front	\$900	\$3,250	7.25 x 9.625
Full Page	\$867	\$3,150	7.25 x 9.625
1/2 Page	\$660	\$2,400	7.25 x 4.625
1/3 Page	\$599	\$2,250	4.875 x 5.5
1/4 Page	\$525	\$2,075	3.5 x 4.625

The Mart (Classified) \$1.50 per word, \$30 minimum.
For more exposure, add your Classified advertisement to the GCDS web page for only \$15.

ALL AD INSERTION PRICES INCLUDE THE COST OF FULL COLOR.

If ad is black and white there is a rate deduction of 20%

ADVERTISING SPACE CONTRACT

The Bulletin – Advertising Director, The Greater Cleveland Dental Society, One Independence Place, 4807 Rockside Road Suite 270, Independence, OH 44131
440.717.1891 • Fax 440.717.1894 • You are hereby authorized to insert advertising in *The Bulletin* according to the specifications indicated below:

Space Size _____

To begin in _____ issue.

Frequency: 1 time 4 times (1 year) *The Bulletin*

Other – Please Specify: _____

Rate Per Insertion \$ _____

Name of Advertiser _____

Address _____

Phone _____

Ordered by _____

Signature _____

Date _____

Accepted by _____

For *The Bulletin*



The Greater Cleveland Dental Society

Website Advertising

www.gcds.org

GCDS is proud to continue to promote our SPONSORS on our highly visited web page.

The rotating banner specifically highlights our Corporate SPONSORS.

A quick click on your corporate logo and members are immediately directed to your web page.

Please consider participating in this highly visible opportunity at GCDS.

Options include 6 or 12 months of space rental, with the one year cost offering a slight savings.

2020 WEBSITE SPONSORSHIP

Rotating Corporate Banner:
(Size: 400 x 216 pixels)

6 months-\$400

12 months- \$750

GCDS WEBSITE ADVERTISING AGREEMENT

COMPANY _____

CONTACT _____

PHONE _____

EMAIL _____

BANNER GRAPHIC:

__ 6 mo

__ 12 mo

Place your official Corporate logo on the GCDS Website Home Page in the Sponsors Rotating Banner.

You may request a hyperlink to your website describing the value added benefits of how GCDS members will benefit as your clients.

The Greater Cleveland Dental Society

One Independence Place
4807 Rockside Rd
Independence, OH 44121

GCDS@gcds.org

**The
Greater
Cleveland
Dental
Society**



**2020
Sponsorship
Agreement**

ANNUAL SPONSORSHIP LEVELS

DIAMOND:	\$10,000.00	<input type="checkbox"/>
PLATINUM:	\$7,500.00	<input type="checkbox"/>
GOLD:	\$5,000.00	<input type="checkbox"/>
SILVER:	\$2,500.00	<input type="checkbox"/>
FRIENDS OF GCDS:	\$1,500.00 & under	<input type="checkbox"/>

PLEASE SEE INCLUDED SPONSORSHIP LEVEL PAGE FOR MORE INFORMATION

SPONSORSHIP AGREEMENT

Address all correspondences to: **GCDS Marketing Department, 4807 Rockside Rd Ste 270 Independence OH 44131.**
Phone: (440) 717-1891 Fax: (440) 717-1894

GCDS is hereby authorized to list me/ my company as a GCDS sponsor at the level indicated. If not already forwarded to you in advance with this agreement, I recognize that I will be invoiced according to the specifications noted above.

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____

Authorizing Signature: _____ **Date:** _____

Email: _____