brush-a-mania

The Rotary Club of Don Mills
District 7070

Toronto Academy of Dentistry

Ontario Dental
ASSOCIATION

We are proud to announce that April 2008 will be proclaimed Oral Health Month. It is the perfect opportunity to promote oral health and awareness among our school children! This event is a great chance for you to raise your profile within your community and across Ontario.

Now in its eighth year, our program, Brush-a-mania, has grown to incorporate 170 schools representing over 55,000 students from Junior Kindergarten to Grade 6. This has been made possible by the generous support of our sponsors. As we enter our eighth year, our goal is to offer the Brush-a-mania program to more than 180 schools and 60,000 students! Your support will help make this possible.

We invite you to join a list of other caring corporate citizens who are supportive of community issues like oral health care and our youth - these are tomorrow smiles! Our 2007 event partners included: Scotia Bank, TD Canada Trust, Trident Dental (Cadbury Adams Canada), Tippet-Richardson Ltd., Costco Pharmacy, Fresh Breath Clinic, and 98.1 CHFI. We look forward to having them on board again this year.

2008 will be HUGE as the program continues to grow!

Why?

In 2008, Brush-a-mania will help even more elementary students learn about oral health care. The program will grow to encompass not only Toronto and Ontario schools that are already involved; but also will be piloted in cities across Canada. Brush-a-mania is going national! We will be partnering with dental associations and governments across Canada to promote April as Oral Health Month.

How can you participate in this important program and reap rewards as well?

We have attached 2 pages detailing various sponsorship opportunities and levels of financial participation. We will be contacting you shortly and look forward to your participation in this important event.

Sincerely,

Jess Joss and John Brown
sponsors@brushamania.ca

204 – 4040 Finch Avenue East, Toronto, ON M1S 4V5

Tel: 416.752.3532
Fax: 416.297.0335

Sponsorship Opportunities Brush-a-mania 2008!

Sponsors:

BICUSPID SPONSORS (Sponsor a student): ($1, 500)

- Company Name and Logo will be prominently displayed on:
  - Club Chart displayed in all classrooms for entire month of April;
  - Advertisement in the Toronto Academy of Dentistry November 2008 Dental Convention Program Book (distributed to 7,500 dentists).
- Complimentary *quarter-page* colour ad in the Brush-a-mania Booklet.
- Company logo on Brush-a-mania Website

MOLAR SPONSORS (Sponsor a class): ($3,000)

In addition to the above package,

- Company Name and Logo will be prominently displayed on:
  - Posters distributed to all participating Ontario schools, sponsors and dental offices;
- Complimentary *half-page* colour ad in the Brush-a-mania Booklet.

TEETH SPONSORS (Sponsor a school): ($5,000)

In addition to the above package,

- Company Name and Logo will be prominently displayed on:
  - Club Certificate given to each student upon successfully reaching 'brushing goal';
- Complimentary *full-page* colour ad in the Brush-a-mania Booklet.
- Company product or information placed in loot bags.

SMILE SPONSORS ($10,000)

In addition to the above package,

- Company Name and Logo will be prominently displayed on:
  - Brush-a-mania Booklet back cover (distributed to 60,000 participating students);
- Company logo on Brush-a-mania Website HOME PAGE

Supporters:

WISDOM TOOTH SUPPORTER ($500)

- Special mention in the Brush-a-mania Booklet.
- Company logo on Brush-a-mania Website

TOOTH FAIRY SUPPORTER ($250)

- Business listing on Brush-a-mania Website, Donation Directory page

The 8th Annual Brush-a-mania

~Email/Fax Back Form ~

To: Jess Joss and John Brown **Fax #: 905 947 8237**
Due: Nov. 5, 2008 **Email: sponsors@brushamania.ca**

❒ ***YES! We will support the 8th Annual "Brush-a-mania"***

We would like to support *"Brush-a-mania"* through: (Please Check):

❒ We would like to Sponsor Brush-a-mania:

- ❒ $10,000 SMILE Sponsor
- ❒ $ 5,000 TEETH Sponsor
- ❒ $ 3,000 MOLAR Sponsor
- ❒ $ 1,500 BICUSPID Sponsor
- ❒ $ 500 WISDOM TOOTH Supporter
- ❒ $ 250 TOOTH FAIRY Supporter

Please make cheques payable to "The Rotary Club of Toronto – Don Mills".

❒ Loot Bag Sponsors (Product Donations) Please include quantities you are able to donate:

- ❒ _____ (required 70,000) Toothbrushes
- ❒ _____ (required 70,000) Toothpaste (preferably children's flavour)
- ❒ _____ (required 70,000) Dental floss (preferably children's flavour)
- ❒ _____ (required 70,000) Sugar-free chewing gum
- ❒ _____ (required 70,000) Plastic loot bags
- ❒ _____ (required 70,000) Stickers
- ❒ _____ (required 70,000) Other _____

❒ Print Sponsors (Product Donations):

- ❒ 70,000 Brush-a-mania booklets (16 page, 8 ½ x 5 ½)
- ❒ 70,000 Brush-a-mania Club certificates (8 ½ x 11)
- ❒ 15,000 Brush-a-mania Club charts (large poster size)
- ❒ 20,000 Brush-a-mania posters (large, medium and small sizes)
- ❒ Other _____

Please Print:

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

E-mail: _____ Signature: _____