



We are proud to announce that April 2011 will be proclaimed Oral Health Month! It is the perfect opportunity to promote oral health and awareness among school children. This event is a great chance for you to raise your profile within your community and across Ontario, and help celebrate 11 years of oral hygiene outreach to elementary students.

Over a decade, Brush-a-mania, has grown to incorporate 180 schools representing over 55,000 students from Junior Kindergarten to Grade 6. This has been made possible by the generous support of our sponsors, like you. Since 2001, Brush-a-mania has conveyed the message of good oral health to 350, 000 young children across the Ontario.

Good oral habits, when introduced to young children, will save them substantial costs throughout their lives for dental care, missed classes and missed work due to health problems related to neglected oral hygiene. As we enter our eleventh year, our goal is to offer the Brush-a-mania program to more than 200 schools and 60,000 students! Your support will help make this possible!

Please consider joining. We invite your company 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 2010 corporate partners included: TD Canada Trust, Royal Bank, Tippet-Richardson Ltd., Shaw Dental Group, Colgate, M & M Meat Shops, Fabian's Café and the Rotary Club of Toronto Eglinton as well as our community partners: The Rotary Club of Toronto Don Mills and Toronto Eglinton. We look forward to having them on board again this year.

In 2011 Brush-a-mania will continue to expand to reach even more children!

Why?

In 2011, Brush-a-mania will help even more elementary students learn about oral health care. The program has grown to encompass not only Toronto and Ontario schools that are already involved; but also in cities internationally! We will continue to partner with dental associations and governments across Canada and internationally to promote April as Oral Health Month, and internationally, last year Brush-a-mania was launched in Armenia, and currently discussions are underway in Pakistan, South Africa, Australia and Grenada.

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

The 11th Annual Brush-a-mania

~Email/Fax Back Form ~

To: Jess Joss and John Brown Fax #: 905 947 8237
Due: Feb. 22, 2011 Email: sponsors@brushamania.ca

YES! We will support the 11th Annual "Brush-a-mania"

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

We would like to Sponsor Brush-a-mania:

- | | | |
|--------------------------|----------|------------------------|
| <input type="checkbox"/> | \$10,000 | SMILE Sponsor |
| <input type="checkbox"/> | \$ 5,000 | TEETH Sponsor |
| <input type="checkbox"/> | \$ 3,000 | MOLAR Sponsor |
| <input type="checkbox"/> | \$ 1,500 | BICUSPID Sponsor |
| <input type="checkbox"/> | \$ 500 | WISDOM TOOTH Supporter |
| <input type="checkbox"/> | \$ 250 | TOOTH FAIRY Supporter |

Please make cheques payable to "The Rotary Club of Toronto – Don Mills". Mail cheques to John Brown, The Rotary Club of Don Mills at 109 – 610 Alden Road, Markham, ON, L3R 9Z1.

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

- | | | |
|--------------------------|-------|--|
| <input type="checkbox"/> | _____ | (required 70,000) Toothbrushes |
| <input type="checkbox"/> | _____ | (required 70,000) Toothpaste (preferably children's flavour) |
| <input type="checkbox"/> | _____ | (required 70,000) Dental floss (preferably children's flavour) |
| <input type="checkbox"/> | _____ | (required 70,000) Sugar-free chewing gum |
| <input type="checkbox"/> | _____ | (required 70,000) Plastic loot bags |
| <input type="checkbox"/> | _____ | (required 70,000) Stickers |
| <input type="checkbox"/> | _____ | (required 70,000) Other _____ |

Print Sponsors (Product Donations):

- | | | |
|--------------------------|--------|---|
| <input type="checkbox"/> | 70,000 | Brush-a-mania booklets (16 page, 8 ½ x 5 ½) |
| <input type="checkbox"/> | 70,000 | Brush-a-mania Club certificates (8 ½ x 11) |
| <input type="checkbox"/> | 15,000 | Brush-a-mania Club charts (large poster size) |
| <input type="checkbox"/> | 20,000 | Brush-a-mania posters (large, medium and small sizes) |
| <input type="checkbox"/> | | Other _____ |

Please Print:

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ Postal Code: _____

Phone Number: _____ Fax Number: _____

E-mail: _____ Signature: _____