

Virtual ToothFairy Ball and Online Auction November 1-15, 2017

The Virtual ToothFairy Ball and Online Auction is an annual industry event designed to raise vital funding from among dental professionals and dental companies to support oral health education and care for underserved children.

The event provides a valuable opportunity for dental companies and companies serving the dental industry to showcase their brand, products and services among thousands of dental professionals. Through this event, hundreds of thousands of dollars have been raised to expand delivery of oral health education and increase the capacity of non-profit and safety net dental clinics to provide preventive services and treatment for children in need.



Thanks to the generous support of America's ToothFairy corporate underwriters, 100% of your contribution goes directly to helping children that need it most rather than an expensive venue, catering, and other costs associated with a physical event.

Support from the ToothFairy Ball and Auction provides:

- School-based screening, fluoride varnish and other dental service programs
- Services in non-traditional settings including homeless shelters, Head Start and Boys & Girls Clubs
- Screenings, education and care for children with special needs
- Oral health education for underserved children and families
- Comprehensive care for children in poverty
- Capacity expansion for non-profit and safety net dental clinics
- Provision of oral care kits



Methods of Support

Your company can participate in three important ways:

- **Campaign Sponsor** – Donation of \$5,000 to support delivery of services for children
- **Auction Donor** - Donation of auction items such as dental equipment, dental products, services, and CE opportunities or valuable personal items including trips, technology, event tickets, dinners, etc.
- **Media Sponsor** – Donation of printed/online advertisements, email blasts, social media posts and other promotional support to increase participation from dentists

Campaign Sponsorship Benefits (\$5,000 Contribution)

- ToothFairy Grant named in company's honor to support delivery of services for underserved children
- Report on event impact and testimonies of appreciation from NCOHF
- Corporate name or logo recognition on event web page(s)
- Corporate name or logo recognition in eblasts, ads and other event-related communications distributed to dental professionals
- Event press release(s) highlighting your support
- Recognition in America's ToothFairy Annual Report
- Social media feature(s) and/or blog posts highlighting corporate support

Auction Donor Benefits

- Report on event impact and testimonies of appreciation from NCOHF
- Corporate name or logo recognition on event web page(s)
- Corporate name or logo recognition in select eblasts and other event-related communications distributed to dental professionals
- Event press release(s) highlighting your support
- Recognition in America's ToothFairy Annual Report
- Social media feature(s) and/or blog posts highlighting corporate support

In addition to the above, auction donors providing items at the \$5,000+ level will receive:

- ToothFairy Grant named in company's honor to support delivery of services for underserved children
- Corporate name or logo recognition in industry media ads
- Event press release(s) highlighting your support

Media Sponsor Benefits

- Report on event impact and testimonies of appreciation from NCOHF
- Corporate name or logo recognition on event web page(s)
- Corporate name or logo recognition in eblasts, ads and other event-related communications distributed to dental professionals
- Event press release(s) highlighting your support
- Recognition in America's ToothFairy Annual Report
- Social media feature(s) and/or blog posts highlighting corporate support

Testimonials from past ToothFairy Grant Recipients:

- “Just Kids Dental provides oral health education and preventive dental services to rural underserved children throughout Minnesota and Wisconsin who truly face severely limited access to dental care. We are grateful for your compassionate community giving which allows us to make a difference in these young lives.” - Stacey Anderson, Executive Director, Just Kids Dental
- “Without your generosity, many low-income people in greater Los Angeles would have trouble accessing quality, affordable oral health care. The Children’s Dental Center eliminates many of the barriers that impede someone’s ability to obtain proper oral health and empowers families to make informed decisions regarding their oral health. Thank you for making this possible.” - Kimberly Hargrave, Program Manager, The Children’s Dental Center of Great Los Angeles
- “The ToothFairy Grant for our Community Outreach Education Boxes provided dental resources to better teach each child the importance of proper oral hygiene. The education they received has increased their dental knowledge. We cannot thank you enough for supporting our mission to serve those in need.” – Heather Johnson, RDH, MEd, Arizona School of Dentistry & Oral Health



About America’s ToothFairy: National Children’s Oral Health Foundation

As a resource provider, [America’s ToothFairy: National Children’s Oral Health Foundation](http://www.AmericasToothFairy.org) (NCOHF) increases access to oral health care by supporting non-profit clinics and community partners delivering education, prevention and treatment services for underserved children. Since its inception in 2006, America’s ToothFairy has distributed more than \$17 million in donated products, educational materials and financial grants to improve oral health outcomes for children and youth in need.

Thank you for considering participating in our 2017 Virtual ToothFairy Ball and Online Auction. If you have any questions or would like to be a sponsor or donate an auction item, please contact Amber Holloway, Communications Director, at aholloway@ncohf.org or 704-350-1600.