CENTENNIAL CELEBRATIONS

Sponsorship Fact Sheet
1. Target Audience
   a. 188 faculty and staff,
   b. 226 undergraduate students,
   c. 33 graduate students,
   d. 4,154 alumni,
   e. Donors, and
   f. Over 30,000 patients that visit the dental clinic each year.

2. Featured Events

<table>
<thead>
<tr>
<th>Centennial Opening Event</th>
<th>January 18, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Lister Hall, University of Alberta</td>
</tr>
<tr>
<td></td>
<td>300+ in attendance Students, staff, faculty, alumni and government guests.</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Centennial Lecture Series</th>
<th>February –May 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>200+ in attendance Open to the public as well as students, staff, faculty and alumni.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cranio Facial Morphogenesis Scientific Symposium</th>
<th>May or June 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>75+ alumni, students and specialists in attendance</td>
</tr>
<tr>
<td></td>
<td>Focusing on cutting edge research</td>
</tr>
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<table>
<thead>
<tr>
<th>Clinical Practice Symposium</th>
<th>September 29, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100+ alumni and students and practicing dentists.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Centennial Gala</th>
<th>September 29, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>200-300 in attendance Alumni, students, faculty, industry partners and government guests.</td>
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<table>
<thead>
<tr>
<th>Alumni Weekend 2017 Tours</th>
<th>September 30, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>80+ University of Alberta alumni</td>
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</table>

There are a number of School of Dentistry and student events held on an annual basis that will be branded as part of the centennial. These events will be considered outreach and have the potential of reaching another 1,000+ in attendees.
### 3. Five levels of Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Level</th>
<th>Number</th>
<th>Amount</th>
<th>Benefits</th>
<th>Impact</th>
</tr>
</thead>
</table>
| Legacy    | 1 Only | TBD    | • Exclusive recognition at the opening event  
• Your logo on all centennial sponsor signage, alumni publications and advertising  
• A permanent web banner advertisement on the centennial website  
• Website profile and link to your website on sponsor page  
• Feature story in School of Dentistry alumni magazine  
• One page advertisement in two issues of the School Alumni magazine  
• Advertising on dentTV  
• Your video greetings played at the opening  
• Opportunity to present to Faculty members at luncheon or reception  
• Plaque presentation at gala  
• Six complimentary tickets to the gala | 1,000+ attendees  
30,000+ clinic patients  
15,000+ website visits |
| Milestone | 3      | $15,000| • Your logo on all centennial sponsor signage, alumni publications and any planned advertising  
• Web banner advertisement on the centennial website for six months in 2017  
• Your logo and link to your website on our sponsor page  
• Half page advertisement in two issues of the School Alumni magazine  
• Advertising on dentTV  
• Plaque presentation at gala  
• Four complimentary tickets to the gala | 1,000+ attendees  
30,000+ clinic patients |
<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship</th>
<th>Amount</th>
<th>Benefits</th>
<th>Attendees</th>
</tr>
</thead>
</table>
| Anniversary| 5           | $10,000 | • Your logo on all centennial sponsor signage and alumni publications  
• Web banner advertisement on the centennial website for three months in 2017  
• Your logo and link to your website on our sponsor page  
• Quarter page advertisement in one issue of the School Alumni magazine  
• Advertising on dentTV  
• Plaque presentation at gala  
• Two complimentary tickets to the gala | 1,000+ |
| Discovery  | 10          | $5,000 | • Your name on all centennial sponsor signage  
• Your name and link to your website on our sponsor page  
• Plaque presentation at gala  
• One complimentary tickets to the gala | 1,000+ |
| Gala Table | 25          | $2,500 | • Your name on Gala event sponsor signage  
• Your name and link to your website on our sponsor page  
• One table of eight at the gala | 200+ |

4. Timeline
   - April 2016 – General messaging to all potential sponsors
   - May 2016 – Start one on one follow up and meetings
   - September 2016 – Sponsorships confirmed and centennial brand unveiled

5. Centennial Goals:
   - celebrate the rich history of dentistry and dental hygiene,  
   - create awareness with stakeholders, including; government, university and community leaders  
   - engage our staff, students, faculty, alumni and donors,  
   - build a legacy for tomorrows leaders in dentistry and dental hygiene, and  
   - foster pride through celebration of the last century.

6. Contact For More Information

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   Events & Engagement  
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   Email: jody.paulson@ualberta.ca