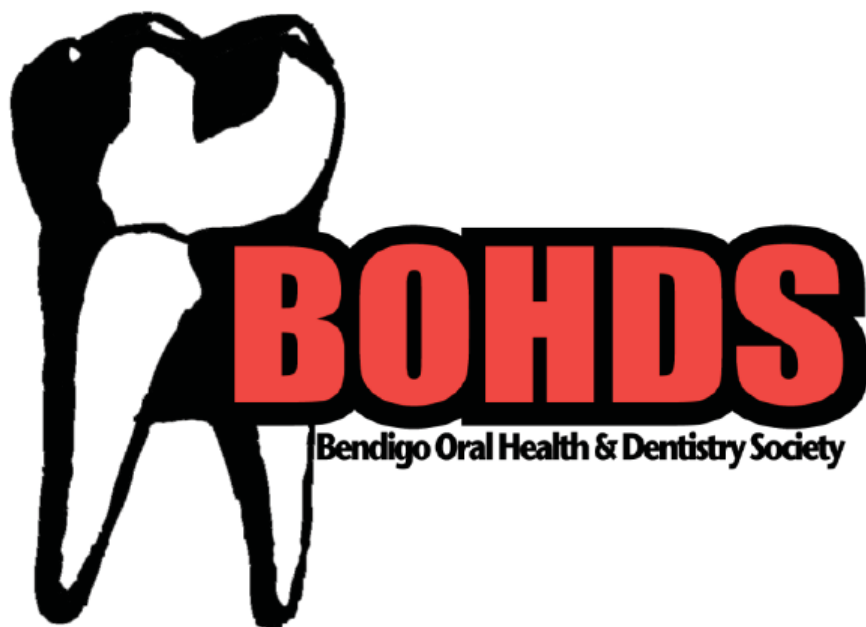


Bendigo Oral Health and  
Dentistry Society (BOHDS)  
Sponsorship Portfolio 2011

*La Trobe University*



# Background of BOHDS

Bendigo Oral Health and Dentistry Society (BOHDS) is a student organised club established in February 2009 to represent the Dentistry and Oral Health students in Bendigo.

BOHDS serves the following purposes:

- To represent and voice student concerns and ideas
- To promoting oral health in the community
- To liaise between the staff and students of the school
- To encourage social interaction between students and staff

BOHDS is supported by and affiliated with the Bendigo Student Association (BSA) who acts as an overseeing administrative body. The BSA ensures all financial expenditure is accounted for, and provides the legal framework that allows BOHDS to act as a legal entity. More information on BSA can be found on the website [www.bsabendigo.com.au](http://www.bsabendigo.com.au).

We would like to offer your company the opportunity to become a BOHDS Sponsor.



## Who do you contact about this? The Sponsorship Officer

I have to emphasise that each and everyone of us in 2011's BOHDS committee is a strong believer in the good that this organisation does for our peers and local community member – academically, socially, physically and mentally. It is imperative that our non-profit organisation is not restricted from making our vision a reality especially due to financial difficulty.

I hope that you will help out our cause and contribute to improving oral health in Bendigo as well as to encourage admirable values amongst our future oral health & dental health professionals.

As my position indicates, please do not hesitate to contact me about any issues regarding sponsorship.

The executive committee would be your next point of call should I not be available.



## **President – Andrew Sproll, 3rd year dentistry**

BOHDS is an integral society for the students of dentistry and oral health to act to represent and voice student concerns and ideas, providing liaison between the staff and students of the school and finally encourage social interaction between students and staff. Prior to my studies at Latrobe University in dentistry, my enthusiasm and interest in dentistry saw me study and qualify as a senior dental nurse. I worked at several major adult and children's hospitals in Sydney, Adelaide and Melbourne. I furthered my studies in practice management and maintained leadership and management roles in several private dental practices as a practice management consultant. Prior to accepting my current study opportunity in dentistry, I was completing a degree in psychology. My life experience in leadership and management is what motivates my passion to serve the student body in the capacity of President for 2011.



## **Vice President – Gavin Yang, 3rd year dentistry**

Brilliance, Optimism, Honour, Diversity and Support. BOHDS is the epitome of a student club which not only safeguards the wellbeing of all its members, but also promotes oral health in the wider community. It is committed to enhance the life of current and prospective students enrolled in the dentistry and oral health course at La Trobe University.



By offering opportunities for building social and professional connections at events and functions; BOHDS facilitates in the transition from college into university and also university into society. As Vice-president, I am dedicated to upholding the values that defines BOHDS. Yet, I also strive to bring creativity and vision to direct the young and vibrant club in the right direction. However, BOHDS is a non-profit club, which has no independent source of income beyond sponsorship. Therefore, to meet and exceed the expectations of the members; meticulous planning, hard work and the valued support by sponsors are highly regarded. I hope that with your assistance, BOHDS can continue to thrive in the advocacy of oral health in rural and remote Australia.

## **Treasurer – Barbara Liu, 3rd year dentistry**

I feel extremely honoured to be part of the BOHDS committee for 2011. I look forward to working with such a talented and enthusiastic group of people.

Through BOHDS, I hope to represent the student body, make their experience as dental students more enjoyable and help establish a relationship between Latrobe University dental students and other dental students around Australia. I enjoy interacting with students and staff and with my previous experience as vice music captain in year 12, I will be able to contribute to the consolidation and growth of the club. I look forward to working with 2011's BOHDS committee in consolidating the foundation of BOHDS and realising new, valuable ideas.



## **Secretary – Maryann Liu, 3rd year dentistry**



BOHDS is inevitably a dynamic and constantly developing society which provides the link between peers, mentors and teachers in the field of dentistry and oral health. At that, it plays an essential role in aiding students to develop personally, academically and socially. As secretary for BOHDS, I hope to contribute leadership skills from my experience as School Sports Captain in high school and teamwork skills from representing Australia in tennis.

I look forward to the future endeavours and progression of BOHDS in 2011.

# Why sponsor us?

As a new society representing future health professionals in the first RURAL DENTAL schools in AUSTRALIA, we are seeking sponsorship to help encourage BOHDS activities and oral health promotion events during the year. There are several advantages of being sponsors of BOHDS:

These privileges include:

- Constant recognition and advertising promotion as being our generous sponsor
- Promote and advertise to all undergraduate students in Victoria via website/ other forms of media
- Acknowledgement of your sponsorship will span across much of Northern Victoria (The final 2 ½ years of the Dental course consists of placements in rural Victoria, including Mildura, Melton, Wodonga, and Bendigo).
- Support the First Rural Dental School in Australia
- Promote dental health awareness within the wider rural population
- Attend and support the Inaugural Formal Ball in the School's history
- Be recognised as a company who helps support newly formed societies
- Support/encourage our oral health and dentistry students to become competent and responsible health professionals in the future

***There are comprehensive packages for you to choose from or events/causes which you can sponsor specifically.***

Event	Involves	Platinum	Gold	Silver
<p>Website Facebook &amp; Twitter</p>	<p><i>Sponsorship pages on each of these sites, accessible by students &amp; public</i></p>	<ul style="list-style-type: none"> <li>➤ A link to your website</li> <li>➤ Newsfeed</li> <li>➤ Large logo on the website</li> <li>➤ Outlined under the sponsor package</li> </ul>	<ul style="list-style-type: none"> <li>➤ A link to your website</li> <li>➤ Medium logo on the website</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small logo on the website</li> </ul>
<p><b>Dental Health Week</b></p>	<p><i>Promotional events to increase oral health awareness amongst the university and local community.</i></p>	<ul style="list-style-type: none"> <li>➤ Advertise your company's involvement in dental awareness activities</li> <li>➤ Large logo on promotion banners</li> <li>➤ Provide information handouts</li> </ul>	<ul style="list-style-type: none"> <li>➤ Medium logo on promotion banners</li> <li>➤ Provide information handouts</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small logo on promotion banners</li> <li>➤ Provide information handouts</li> </ul>
<p><b>Merchandise</b></p>	<p><i>Merchandise(s) can alter per year eg. Shirts/custom items ie. Travel toothbrushes</i></p>	<ul style="list-style-type: none"> <li>➤ Large logo on shoulder of shirt</li> <li>➤ Company name printed on all available merchandise</li> </ul>	<ul style="list-style-type: none"> <li>➤ Medium logo only on shirt</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small logo only on shirt</li> </ul>
<p><b>Promotional Sessions/Lecture</b></p>	<p><i>Opportunity for guest speaker(s) from your company to present to the dental and oral health students.</i></p>	<ul style="list-style-type: none"> <li>➤ Advertise your company's involvement</li> <li>➤ Provide free membership</li> <li>➤ Large logo on all promotions</li> <li>➤ Available attachment with student emails</li> <li>➤ Flexible number of sessions</li> </ul>	<ul style="list-style-type: none"> <li>➤ Advertise your company's involvement</li> <li>➤ Provide free membership</li> <li>➤ Medium logo on all promotions</li> <li>➤ 1 Session per 12 month period</li> </ul>	<p>None</p>
<p><b>Newsletter</b></p>	<p><i>Newsletter on upcoming/past BOHDS events/affiliations/news sent to all staff &amp; students. Includes articles, pictures, updates.</i></p>	<ul style="list-style-type: none"> <li>➤ Continual advertising</li> <li>➤ Large logo</li> <li>➤ Newsfeed available</li> <li>➤ Company website link</li> <li>➤ Brief Article permitted</li> </ul>	<ul style="list-style-type: none"> <li>➤ Medium logo</li> <li>➤ Company website link</li> <li>➤ Introductory, one paragraph permitted</li> </ul>	<p>None</p>

<p><b>Year Book</b></p>	<p><i>Colour &amp; bound. Includes articles, events, &amp; profiles.</i></p>	<ul style="list-style-type: none"> <li>➤ Full page, colour report article from your company</li> <li>➤ Large colour logo sponsors page</li> </ul>	<ul style="list-style-type: none"> <li>➤ Quarter page, colour report article from your company</li> <li>➤ Medium colour logo on page</li> </ul>	<ul style="list-style-type: none"> <li>➤ Mention of sponsor</li> <li>➤ Small, black and white logo on page</li> </ul>
<p><b>Fundraising events</b></p>	<p><i>All funds raised are donated. (eg Australia's biggest morning tea, shave for a cure).</i></p>	<ul style="list-style-type: none"> <li>➤ Logo and mention in ALL handouts</li> <li>➤ Provide company material for students (pamphlets, membership etc)</li> <li>➤ Company promotional banners for sign up days</li> <li>➤ Invitation to event</li> </ul>	<ul style="list-style-type: none"> <li>➤ Medium logo on promotional advertisement</li> <li>➤ Provide company material for students (pamphlets, membership etc)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small logo</li> </ul>
<p><b>Orientation Week (O-Week 2011)</b></p>	<p><i>Involves sign up forms, promotional brochures, social events</i></p>	<ul style="list-style-type: none"> <li>➤ Logo and mention in ALL handouts (includes membership forms)</li> <li>➤ Provide company material for students (pamphlets, membership etc)</li> <li>➤ Company promotional banners</li> </ul>	<ul style="list-style-type: none"> <li>➤ Logo only on single brochure</li> <li>➤ Provide company material for students (pamphlets, membership etc)</li> <li>➤ Company promotional banners for sign up days</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small Logo on single brochure</li> </ul>
<p><b>Orientation Camp (O-Week 2011)</b></p>	<p><i>Targeted at 1<sup>st</sup> year dentistry and oral health students, all students welcome.</i></p>	<ul style="list-style-type: none"> <li>➤ Possible tradeshow involvement</li> <li>➤ Advertise your company's involvement</li> <li>➤ Provide free membership</li> <li>➤ Large logo on all promotions</li> </ul>	<ul style="list-style-type: none"> <li>➤ Advertise your company's involvement</li> <li>➤ Provide free membership</li> <li>➤ Medium logo on all promotions</li> </ul>	<p>None</p>
<p><b>Awards &amp; Ceremony Presentation Night</b> <i>(Includes Dent4OH Formal Ball, Cocktail party and all other official occasion)</i></p>	<p><i>Formal occasion for all students &amp; senior staff including Head of School and Head of Faculty.</i></p>	<ul style="list-style-type: none"> <li>➤ Exposure of products</li> <li>➤ Large sized logo on ALL promotion material</li> <li>➤ Option to Speak</li> <li>➤ Attendance at Ball (2 meals included)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Exposure of products</li> <li>➤ Medium sized Logo on only printed promotion material</li> <li>➤ Attendance at Ball (1 meal included)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Small logo only on promotional posters</li> <li>➤ Attendance at Ball</li> </ul>

*Financial sponsorship is for the duration of 12 months*

**Platinum**

+ \$10,000

**Gold**

\$5,000 - \$10,000

**Silver**

\$2,000 - \$5,000



Colgate giving a module on tooth-paste under our Lunch & Learn program



BOHDS Dodgeball event 2010



Dental Health Week 2010



The Floscars (BOHDS formal cocktail party 2010) - students and lecturers coming together

## Individual event sponsorship/Donations

Event	Involves	Needs
<p><b><u>BOHDS Media</u></b></p> <p><b>Website</b></p> <p><b>Facebook &amp; Twitter,</b></p> <p><b>Merchandise,</b></p> <p><b>Year Book,</b></p> <p><b>Newsletter,</b></p> <p><b>&amp; stationary</b></p>	<p><i>Updates on BOHDS sponsors/ events/ accomplishments;</i></p> <p><i>Advertisements can be purchased in the yearbooks annually</i></p>	<p><b>\$500 - \$1000</b></p> <p><b>AND/OR</b></p> <p><b>Advertisements - \$500 - \$2000 depending on spread/number of pages</b></p> <p><b>AND/OR</b></p> <p><b>Other forms of Sponsorship</b> eg. Stationary, oral health awareness brochures/posters, company merchandise promoting good oral health</p>
<p><b><u>Educational events</u></b></p> <p><b>Dental Health Week,</b></p> <p><b>Promotional Sessions/Lecture</b></p>	<p><i>Promotional events to increase oral health awareness amongst university students as well as the local community;</i></p> <p><i>opportunity for students to form stronger rapport with a variety of health professionals;</i></p> <p><i>Gives your company the opportunity for</i></p>	<p><b>\$750 - \$2000 per event</b></p> <p><b>AND/OR</b></p> <p><b>Other forms of Sponsorship</b> eg. Stationary, oral health</p>



(part of our LUNCH & LEARN program).  
Orientation Camp,  
Orientation Week

**Fundraising events,  
Awards & Ceremony  
Presentation Night**  
(Includes DantlOH Formal Ball, Cocktail party and all other official occasions)

*representative(s)/guest speaker(s) to deliver information to the dental and oral health students (eg. Science of glass ionomer cements)*

*awareness brochures/posters, company merchandise promoting good oral health*

**\$500 - \$2000**

**AND/OR**

**Any forms of donation eg. Monetary, gifts, vouchers, your company merchandise**

*Formal events to celebrate*

*This sponsorship package can be tailored to meet your needs, and your ability to help us.*

*We appreciate all forms of sponsorship.*



# Contact Us

## **Sponsorship Officer**

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