

THE AUSTRALIAN DENTAL INDUSTRY

AWARDS



2023 Sponsorship Opportunities

Celebrating business
and personal excellence
in the dental industry.

presented by



Australian Dental
Industry Association



THE AUSTRALIAN DENTAL INDUSTRY AWARDS 2023

The Australian Dental Industry Association (ADIA) is pleased to release the sponsorship opportunities for the Australian Dental Industry Awards 2023. This Awards program recognises excellence in the dental industry.

The Australian Dental Industry Awards 2023 acknowledge both individuals and businesses within the dental industry for their dedication to business outcomes and, as a result, the oral health of Australia. Members are doing amazing work to support the oral health of all Australians. Supporting the Australian Dental Industry Awards 2023 is an unparalleled opportunity to reach Australian dental industry businesses with a focus on quality, innovation and continuous improvement.

The Gala Presentation Dinner, held as part of ADX Melbourne in March 2023 will be an entertaining night.

Providing a rare opportunity for your company to strengthen relationships with the dental industry, the Australian Dental Industry Awards 2023 represents a targeted brand alignment with excellence.

The profile of the Australian Dental Industry Awards 2023 sponsors is strengthened by a presence at the Awards and a comprehensive marketing campaign.

For more information about sponsorship of the Australian Dental Industry Awards 2023 please contact the ADIA Director of Corporate Engagement, Nikki Kelso, by email at partnerships@adia.org.au or by telephone on 1300 943 094.

Ryan Green
National President



Sponsorship Enquiries

Nikki Kelso

Director of Corporate Engagement
Australian Dental Industry Association
GPO Box 960 Sydney NSW 2001



1300 943 094



partnerships@adia.org.au



Key Dates

Stage One

Sponsorship opens July 2022

Stage Two

Nominations open July 2022

Nominations close September 2022

Stage Three

Finalists announced December 2022

Stage Four

Gala Presentation
Dinner

Friday 31 March 2023



PRINCIPAL SPONSOR

exclusive

Member: \$20,000 ex GST

Non Member: \$30,000 ex GST

Be seen as the principal supporter of excellence across all aspects of dental industry business and individual contributions. With several brand impression opportunities across the length of the Awards process, your name will be indelibly linked with quality.

BENEFITS



Speaking:

- 5-minute introduction of the Awards
- 2-minute closing vote of thanks to Awards recipients



Branding:

- Your logo alongside the Awards logo wherever it appears
- Holding slide featuring you as Principal Sponsor



Tickets:

- 1 table
- 20% discount on additional tickets



Website:

- Website link on the ADIA website



Social Media:

- Two instances of promotion of your business as the Principal Sponsor to our dental industry audience



Marketing:

- Suite of tiles to use in your own marketing, thanking you as Principal Sponsor, acknowledging nominees, congratulating short-listed nominees and honouring winners



UPGRADE

Engagement:

for non-members (+ \$5,000 each)

Exclusive event with Award winners hosted by ADIA President & CEO, timed to suit you







KEYNOTE SPEAKER SPONSOR

exclusive

Member: \$10,000 ex GST Non Member: \$15,000 ex GST

Wow guests with your brand alignment with the inspirational keynote speaker.

BENEFITS



Speaking: • 2-minute introduction of the speaker



Branding: • Holding slide thanking you as Sponsor



Tickets: • Six tickets
• 15% discount on additional tickets



Website: • Website link on the ADIA website



Social Media: • One instance of promotion as the Sponsor to our dental industry audience



Marketing: • Suite of tiles to use in your own marketing, thanking you as Sponsor, acknowledging nominees, congratulating short-listed nominees and honouring winners

2021 speaker,
3-time Australian Paralympian and 9-time
World Champion gold medallist, Carol Cooke AM

2022 speaker,
3-time Olympian, gold & bronze
medallist, Kerri Pottharst OAM



Why I sponsored the Australian Dental Industry Awards

"Sponsoring the Sustainability Program Award just made sense to us. It aligns with our purpose at EnergyAustralia which is: to lead and accelerate the clean energy transformation for all. It helped us identify and target the key members in the group that share the same values as us, and that are just as enthusiastic about Sustainability as we are."







BUSINESS AWARDS & INDIVIDUAL AWARDS

8 OPPORTUNITIES

Member: \$5,000 ex GST

Non Member: \$7,000 ex GST

By presenting one or more Awards, you align your brand with the business or personal excellence acknowledged by that Award. With multiple brand impression opportunities across the length of the Awards process, your name will be indelibly linked with quality.

BENEFITS



Naming:

- Your Award can be named “*Your Company Name Award*”

Speaking:

- Present your selected Award and read nominee description



Branding:

- Your name listed as sponsor on the physical Award trophy
- Holding slide thanking you as Award Sponsor for your Award



Tickets:

- Two tickets at a strategic table
- 10% discount on additional tickets



Website:

- Website link on the ADIA website



Social Media:

- One instance of promotion as the Award Sponsor to our dental industry audience



Marketing:

- Acknowledgement as Award sponsor in Awards media
- Suite of tiles to use in your own marketing, thanking you as Award Sponsor, acknowledging nominees, congratulating short-listed nominees and honouring winners



UPGRADE

(+ \$2,000 each)

Engagement:

Interview with winner for use in your marketing material

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PRESENTED BY ADIA



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ABOUT THE AUSTRALIAN DENTAL INDUSTRY ASSOCIATION

Australian Dental
Industry Association



Founded in 1925, the Australian Dental Industry Association (ADIA) is the peak business organisation representing manufacturers and suppliers of products and services to oral health professionals.

The ADIA membership ranges in size from the local operations of multi-billion dollar corporations through to family-owned entities. They share common aspirations for the growth of their business, the creation of jobs and an industry that is sustained through the provision of quality products and services to dental professionals.

ADIA Mission ADIA is the peak business organisation representing manufacturers and suppliers of products to oral health professionals.

ADIA Vision An industry that empowers oral health professionals to advance the health and well-being of all Australians.

ADIA provides leadership, strategy, advocacy and support. ADIA's greatest asset is its members, the businesses who allow their employees to volunteer and serve on the ADIA Board, state branches and participate in forums. This contribution, when coupled with the expertise and leadership provided by ADIA staff, is what has contributed to ADIA's long-term growth and knowledge capacity to support not only its members, but the broader dental industry.


The high level of member engagement – ADIA member businesses supply more than 95% of the dental products supplies in Australia – means ADIA can to deliver a comprehensive range of services to support member growth. The support from industry also places ADIA in a leadership position where parliamentary and departmental stakeholders look to ADIA as a source of advice and guidance on policy matters.


For more information about joining, contact ADIA on 1300 943 094 or membership@adia.org.au.

ADIA Contact Details

National Office
GPO Box 960 Sydney NSW 2001

Government Affairs
GPO Box 1 Canberra ACT 2601

 1300 943 094

 1300 943 794

@ **Administration email**
national.office@adia.org.au

@ **Membership Email**
membership@adia.org.au


@ **Awards Email**
awards@adia.org.au




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