



SAN FRANCISCO DENTAL SOCIETY

SPONSORSHIP OPPORTUNITIES - 2027

www.sfds.org



Put your brand in front of dental professionals who influence purchasing decisions. Sponsorship with the San Francisco Dental Society (SFDS) offers access to more than 1,750 dental professionals and dental students, with opportunities to connect directly with dentists, dental teams, practice owners, and decision-makers through networking events, social programs, and digital communications.

Go beyond advertising. Introduce your products, showcase your services, and build relationships with potential customers. Whether your priority is generating leads, launching a product, or strengthening brand recognition, SFDS can help you shape a sponsorship strategy around your business goals.

Why Sponsor SFDS?

- *Reach the Right Audience* – Connect directly with dental professionals and practice decision-makers throughout San Francisco and the Bay Area.
- *Build Relationships* – Sponsorship goes beyond advertising. Our events offer opportunities to connect with the dental community and build professional relationships.
- *Increase Brand Visibility* – Put your company in front of SFDS members at events and through email, digital channels, print publications, and year-round sponsor recognition.
- *Generate Business* – Introduce your products and services to dental professionals actively seeking solutions.
- *Support the Profession* – Invest in the dental community your business serves. Your sponsorship supports SFDS professional development, networking, advocacy, and member programs – helping members achieve their professional goals while demonstrating your company’s commitment to their success.

Reserve Your Package Today

Ready to increase your brand’s visibility within SFDS and the San Francisco dental community? Contact our sponsorship team to reserve your sponsorship opportunities and secure **SFDS Champion** or **SFDS Supporter** status for the upcoming year.

SPONSORSHIP TIERS	SFDS CHAMPION (4 openings)	SFDS SUPPORTER (8 openings)
Website Homepage Sponsor Rotator	Included – 12 mos	Included – 6 mos
Logo in Weekly E-News BTG	Included with link	Included without link
Advertising in The Bridge Magazine	1/3-Page Display Ad in Spring & Fall Issues	1/6 th Page Ad in Spring Issue
Weekly BTG Company Spotlight	1 time 75 words max with logo & link	1 time 50 words max with logo & link
Sponsor Directory Spotlight Website	Champion Level	Supporter Level
The Bridge Listing - 4 Issues Year	Included Champion Level	Included Supporter Level
Referrals to Members	Included	Included
Annual Meeting Dinner Cruise	2 tickets included – 1 Minute Pitch	1 Ticket included 30-Second Pitch
Sponsored E-Blast	1 included	X
Virtual CE/Events	1-Minute elevator pitch included	One 30-Second elevator pitch included
Referrals to members inquiring about related services	Included	Included
Symposium (details in development)	Reduced fee exhibit table	Reduced fee exhibit table
Your Investment	\$6,250	\$4,000

X indicates not included

À La Carte Opportunities

Build Your Own

Your marketing strategy isn't one-size-fits-all, and your SFDS sponsorship doesn't have to be. You can customize your sponsorship package to fit your goals, budget, and target audience by build your custom package from the à la carte opportunities listed below:

Annual Meeting Dinner Cruise, January 21, 2027

Captain Sponsor	\$2000	8-months Web Rotator	2 event dinner tickets	1.5-Minute elevator pitch
Bridge Sponsor	\$1500	6 months Web Rotator	2 event dinner tickets	1-Minute elevator pitch
Starboard Sponsor	\$1250	4 months Web Rotator	1 event dinner ticket	30-Second elevator pitch
Sailaway Sponsor	\$1000	2 months Web Rotator	1 event dinner ticket	Not available

Boost your brand with pre- and post-event recognition and build business connections with attendees during the event.

Sponsored Email Blast - \$1000/per

Your company created content that SFDS will send to the SFDS dental community, on your behalf, no more than two times during a calendar year, first come first reserved; max 2 opportunities per year per company/entity.

Content requires SFDS pre-approval.

Quarterly After Hours Social Events - \$500/per

Your company logo featured in promos for each event your company sponsors. Opportunity to network/meet attendees. Max 2 sponsors per event, first come/first reserved. Criteria apply.

Contact the SFDS to discuss

The Bridge Display Advertising – View Rate/Information

Your company's display advertisement featured in the quarterly digital magazine based on insertion criteria

E-News Promotion - \$500/per month or \$5000 for the year

1 insertion per month max, additional restrictions apply. Business card size, 75-word max.

Contact the SFDS to discuss.

Sponsored Speaker Program - \$2,000 + Food

1.0 - 1.5 hour non-CE program of educational content to dental professionals. Program submissions reviewed for appropriateness/educational content. Criteria apply.

Contact the SFDS to discuss

Additional sponsorship-marketing opportunities are available throughout 2027.

Don't see what you are looking for? Give us a call at 415.928.7337



Ready to make your selection? Scan the QR code or visit

**[https://www.sfds.org/market-with-us/marketing---
sponsorship-opportunities/sponsor-marketing-selection-form](https://www.sfds.org/market-with-us/marketing---sponsorship-opportunities/sponsor-marketing-selection-form)**

SPONSORSHIP/MARKETING TERMS, POLICIES, AND DISCLAIMERS

The following policies and limitations apply to all SFDS sponsorship agreements. Please review them carefully.

- **Acceptance:** All advertising and sponsorships are subject to SFDS acceptance. Sponsors and advertisers must comply with all laws and regulations governing the manufacture, distribution, and sale of their products or services, as well as SFDS Policies, SFDS Bylaws, and the CDA Code of Ethics. SFDS may reject any sponsorship or advertisement that does not comply, or whose promotional materials are offensive or contain personal, racial, gender, or religious attacks.
- **Relationship:** It is mutually understood and agreed that in the performance of the professional services, dues, obligations, and functions under this program, (i) Parties shall at all times be acting and performing as independent entities; and (ii) this agreement does not create an employment relationship, franchise, joint venture relationship, agency or any other relationship between the parties.
- **Sponsor Tiers and Added-Value Benefits:** Your sponsor tier is determined solely by the total amount of your initial upfront purchase at the time of commitment. Mid-year additions and cumulative spending across separate purchases do not change your sponsor status.
- **No Endorsement or Co-Branding:** Sponsorship does not constitute an SFDS endorsement of any person, company, product, service, claim, or speaker. This applies to all advertisements, sponsorships, and sponsor hyperlinks on the SFDS website. Materials for sponsor-hosted programs must clearly identify the sponsor as the host or presenter of the event or promotional item. Use of the SFDS logo requires prior written approval. All sponsorships are non-exclusive.
- **No Attendance or Outcome Guarantees:** SFDS promotes sponsored events using standardized templates but does not guarantee a minimum number of registrations or leads, or any specific financial outcome.
- **Content and Design Limitations:** All graphics, logos, descriptions, and other promotional assets must be submitted in final, ready-to-publish form at least 14 business days before publication. Late submissions may not be published. SFDS does not provide custom graphic design, copywriting, or creative development services. Revision requests made after submission depend on staff availability and are subject to a **\$100 administrative fee** per request.
- **Attendee Data Privacy:** In keeping with privacy standards, SFDS does **not** sell or share raw attendee contact lists or registration rosters. Sponsors receive contact information only for attendees who affirmatively **opt in** to share it during registration.
- **Editorial Control and Right of Refusal:** SFDS reserves the right, at its sole discretion, to review, edit, reject, or remove any event, content, or promotional material that violates professional standards, contains misleading claims, or conflicts with SFDS values or programming schedules.
- **Education (CE & Non-CE) Disclaimers:** Sponsors presenting CE courses are solely responsible for meeting all applicable requirements (such as those of the Dental Board of California, ADA CERP, or AGD PACE). Unless SFDS confirms otherwise in writing, events may not be advertised as “SFDS CE” or “SFDS-Approved CE.” **Event frequency:** To protect member engagement, sponsors are limited to **one (1) presentation** per calendar year on the same or a substantially similar topic. SFDS may, at its sole discretion, allow up to two (2) presentations per calendar year on that topic.
- **Rescheduling and Renewed Marketing Fee:** Rescheduling an event due to low registration does not entitle the sponsor to a refund. If a sponsor chooses to reschedule and requests additional promotion (e.g., email blasts or web promotion), a **\$500 renewed marketing fee** applies, and the rescheduled event must take place within 12 months.
- All related pricing and fees subject to change at the discretion of the San Francisco Dental Society.

Payment and Cancellation: All sponsorship fees are due before any publication, promotion, or services are provided and are **non-refundable**. A sponsor whose breach of the agreement results in cancellation is not entitled to a refund.