



## 2026 Sponsorship Opportunities

### Event Packages

NCDS will host a series of in-person events across North Carolina in 2026, including Continuing Education (CE) courses, leadership development programs, and social gatherings, designed to deliver meaningful value to current and future member dentists and strengthen our statewide community. Event sponsorship opportunities offer direct visibility and engagement with dental professionals throughout NC. View upcoming Continuing Education and social events available to sponsor here: <https://www.ncdental.org/meetings-events>. Email [lpittard@ncdental.org](mailto:lpittard@ncdental.org) to book.

| <b>Sponsorship Benefits</b>  | <b>Bronze Sponsor<br/>\$750</b> | <b>Silver Sponsor<br/>\$1,250</b> | <b>Gold Sponsor<br/>\$5,000</b> | <b>Platinum Sponsor<br/>\$7,000</b> |
|--|---------------------------------|-----------------------------------|---------------------------------|-------------------------------------|
| Logo placement on signage for one event  | ✓                               | ✓                                 | ✓                               | ✓                                   |
| Logo inclusion on emails and website event listing for one event                                 | ✓                               | ✓                                 | ✓                               | ✓                                   |
| Option to provide promotional item at check-in at one event                                      | ✓                               | ✓                                 | ✓                               | ✓                                   |
| Display table at one district event  |                                 | ✓                                 | ✓                               | ✓                                   |
| Recognition during welcome remarks at one event  |                                 |                                   | ✓                               | ✓                                   |
| Invitation to attend one district social event for direct networking                             |                                 |                                   | ✓                               | ✓                                   |
| Quick Bite: opportunity to give 3-minute presentation at one CE or social event                  |                                 |                                   |                                 | ✓                                   |
| Premiere logo placement on NCDS Marketplace and on all promotions for one event for one (1) year |                                 |                                   |                                 | ✓                                   |
| Ability to provide special offer to event attendees via follow-up email                          |                                 |                                   |                                 | ✓                                   |

**With our Bundle Your Way options, sponsors can customize a package across events, our Statewide Leadership Summit, and advertising for added exposure and built-in savings. See additional details on page 6.**



**Statewide Leadership Summit Packages**

*Statewide Leadership Summit sponsorships offer prominent brand presence and direct access to dental professionals and leaders from across North Carolina. The 2026 NCDS Statewide Leadership Summit will take place April 30- May 2 in Raleigh, bringing dentists from all five districts together for advocacy, leadership development, celebration, and connection.*

Secure your sponsorship by booking here: <https://tinyurl.com/NCDSsummitsponsors26>.

| <b>Sponsorship Benefits</b>  | <b>Amethyst Sponsor<br/>\$3,500</b> | <b>Sapphire Sponsor<br/>\$5,000</b> | <b>Ruby Sponsor<br/>\$6,000</b> | <b>Emerald Sponsor<br/>\$7,500</b> |
|--|-------------------------------------|-------------------------------------|---------------------------------|------------------------------------|
| Logo placement on statewide conference signage and event webpage                                 | ✓                                   | ✓                                   | ✓                               | ✓                                  |
| Ability to include one promotional item in event gift bags                                       | ✓                                   | ✓                                   | ✓                               | ✓                                  |
| Logo inclusion on event website and in pre- and post-conference emails                           | ✓                                   | ✓                                   | ✓                               | ✓                                  |
| Prominent logo placement on NCDS Marketplace for one (1) year                                    |                                     | ✓                                   | ✓                               | ✓                                  |
| One premium exhibit hall sponsor table on Thursday and Friday (limited to 5 total)               |                                     | ✓                                   | ✓                               | ✓                                  |
| Sponsor recognition at Awards Lunch & Ceremony   |                                     |                                     | ✓                               | ✓                                  |
| Logo displayed on ceremony program, signage, and website   |                                     |                                     | ✓                               | ✓                                  |
| Logo featured in all Awards-related communications   |                                     |                                     | ✓                               | ✓                                  |
| Sponsorship of one award category (award will be branded as “presented by...” your company name) |                                     |                                     |                                 | ✓                                  |
| Four (4) tickets to attend the Awards Lunch & Ceremony   |                                     |                                     |                                 | ✓                                  |



# NORTH CAROLINA DENTAL SOCIETY®

## **Statewide Leadership Summit Packages**

### **Friday Night Sponsor: \$7,000**

- One premium exhibit hall sponsor table (limited to 5 total) on Thursday and Friday.
- Logo placement on signage throughout the event.
- Logo placement on NCDS Statewide Leadership Summit website, event emails, and on-site signage.
- Four tickets to Friday night party, which is only open to conference attendees.

### **Saturday Leadership Breakfast Sponsor: \$3,000**

- Special sponsor signage at Leadership Breakfast event on Saturday morning.
- One premium exhibit hall sponsor table (limited to 5 total) on Saturday.
- Logo placement on NCDS Statewide Leadership Summit website, event emails, and on-site signage.
- Logo placement on signage throughout the event.

### **Saturday Leadership Development Program Sponsor: \$5,000**

- Introduce Leadership Development session speaker on Saturday morning.
- Opportunity to mention company name and company representative name during speaker introduction.
- Option for sponsor table in the session lecture hall on Saturday.
- Logo placement on signage throughout the event.
- Prominent logo placement on NCDS Statewide Leadership Summit website, event emails, and on-site signage.

### **Break Sponsor: \$2,500**

- Two options are available: Thursday afternoon and Friday morning.
- Special sponsor signage in the exhibit hall.
- Logo placement on NCDS Statewide Leadership Summit website, event emails, and on-site signage.
- Logo placement on signage throughout the event.



**NORTH CAROLINA**  
DENTAL SOCIETY®

## **Statewide Leadership Summit Packages**

### **NEW: Grand Prize Sponsor: \$10,000**

Position your brand for peak engagement during the conference by serving as the exclusive sponsor of the Statewide Leadership Summit Grand Prize. Attendees are encouraged to visit your booth or activation area to drop off their ticket to enter the drawing, driving consistent, high-quality traffic and meaningful conversations. The Grand Prize drawing will take place after the conclusion of the last House of Delegates Session on Friday evening.

One lucky registrant will be selected to receive the Grand Prize, funded and provided by the sponsor. Your company will receive prominent visibility on prize signage, entry materials, and pre-event promotions. Sponsorship benefits include:

- One (1) Elite exhibit booth with preferred placement on Thursday and Friday and four (4) full Summit registrations.
- Four tickets to the Friday night party, which is exclusive to conference attendees.
- Dedicated social media promotion to NCDS followers.
- Logo inclusion in targeted registration emails and post-event wrap-up communications.
- Logo placement on signage throughout the event.
- Prominent logo placement on NCDS Statewide Leadership Summit website, event emails, and on-site signage.
- Prime positioning of sponsor logo and link on NCDS Marketplace for one year.

### **Deluxe Backpack Sponsor: \$8,000 for 300**

- NCDS manufactures and provides premium backpacks with prominent sponsor logo placement. Backpacks will be distributed to attendees at the Registration Booth.

### **Summit Notebook Sponsor: \$1,500 for 300**

- NCDS manufactures and provides notebooks with the sponsor's name and logo. Notebooks will be distributed to attendees at the Registration Booth.

### **Summit Pens Sponsor: \$500**

- Pens with your company's logo will be distributed at the Registration Booth. Sponsor must provide 500 pens.



## Advertising Opportunities

Media sponsorship opportunities provide year-round exposure through print and digital platforms that reach North Carolina dentists and their teams.

### Digital

| NCDS Website (NC Dental.org) Advertising Options*        | Price |
|--|-------|
| Banner Ad Campaign (1 month)                             | \$750 |
| Gazette Advertiser Banner Ad Campaign (1 month)          | \$500 |
| Endorsed Partner Banner Ad Campaign (1 month)            | \$500 |
| Gazette Advertiser & Endorsed Partner Campaign (1 month) | \$375 |

Website advertising provides exposure across multiple high-visibility ad placements on the NCDS website, subject to availability.

### NCDS Marketplace

NCDS Marketplace is the first dental business platform designed to engage dentists and their teams with highly qualified suppliers focused on the dental profession.

MOST POPULAR

Bronze

\$450 /year

Select

- ✓ Customizable profile, including a cover image, business description, and website link.
- ✓ Limited products, search categories, locations, and team members.
- ✓ Limited related and competing listing ads will appear on your listing.
- ✓ No homepage visibility.
- ✓ Limited leads, referrals, member perks, and featured content.
- ✓ Limited direct messaging.
- ✓ Scheduling not included.

The most cost-effective option, offering the essentials without premium features. There's no featured search or category placement, and the listing is subject to competing ads.

Silver

\$750 /year

Select

- ✓ Customizable profile, including a cover image, business description, and website link.
- ✓ Limited products, search categories, locations, and team members.
- ✓ Limited related and competing listing ads will appear on your listing.
- ✓ Below the fold homepage visibility.
- ✓ Limited leads, referrals, and member perks.
- ✓ Featured content pieces, 3.
- ✓ Unlimited direct messaging.
- ✓ Scheduling not included.

Provides a balance of features but with below-the-fold placement on search and less listing profile flexibility and lead-generation tools. Competing ads will appear alongside your listing.

Gold

\$1,000 /year

Select

- ✓ Customizable profile, including a cover image, business description, and website link.
- ✓ Expanded products, services, search categories, and team members.
- ✓ No competitor ads alongside your listing.
- ✓ Above the fold homepage visibility.
- ✓ Expanded leads, referrals, and member perks.
- ✓ Up to 6 featured content uploads

This plan offers high exposure with above-the-fold search and no competitor ads but with limitations on how your listing is displayed throughout the site.

Diamond

\$1,250 /year

Select

- ✓ Customizable profile, including a cover image, business description, and website link.
- ✓ Unlimited products, services, search categories, and team members.
- ✓ No competitor ads alongside your listing.
- ✓ Above the fold homepage visibility
- ✓ Up to 12 pieces of featured content (one per month)
- ✓ Unlimited leads, member perks, and referrals
- ✓ Direct messaging enabled
- ✓ Scheduling tool enabled

This plan is designed for maximum exposure, customization, and flexibility. This tier offers unlimited everything and prime placement above the fold on all pages.



**Print**

| <b>North Carolina Dental Gazette Advertising Options</b>      | <b>Single Print Issue</b> | <b>Two Print Issue + 1 Digital Issue Package*</b> |
|---|---------------------------|---|
| Full Page, 4-Color Ad in NC Dental Gazette                    | \$1,870                   | \$3,300   |
| Half Page, 4-Color Ad in NC Dental Gazette                    | \$990                     | \$1,760   |
| Inside Front Cover Full Page, 4-Color Ad in NC Dental Gazette | \$3,025                   | \$5,500   |

Purchase any two-issue NC Dental Gazette print advertising package and receive a complimentary ad in the third (digital) edition.

**Bundle Your Way Packages**

*Maximize your exposure while saving on your investment. With our new Bundle Your Way option, you have the flexibility to create a sponsorship package that best fits your business needs.*

Combine any Event Sponsor Package, Statewide Leadership Summit Package, and/or Advertising Opportunity to expand your reach and enjoy exclusive savings.

- Bundle and Save 5%: Choose any two options and receive 5% off the total listed price.
- Bundle and Save 10%: Choose any three options to receive 10% off the total listed price.
- Bundle and Save 15%: Choose any four options to receive 15% off the total listed price.

For example, if you'd like to bundle the Gold Sponsor Event Package with the Silver NCDS Marketplace advertising option, you'll save 5% (over \$275 off) the total listed price while also increasing your visibility. Or, if you'd like to sponsor three events, select the sponsorship tier you'd like for each event (Bronze, Silver, Gold, or Platinum), and receive 10% off the total price.

**Looking to make a bigger impact and enjoy added savings? Let's discuss your options.**

Please email Laura at [lpittard@ncdental.org](mailto:lpittard@ncdental.org).