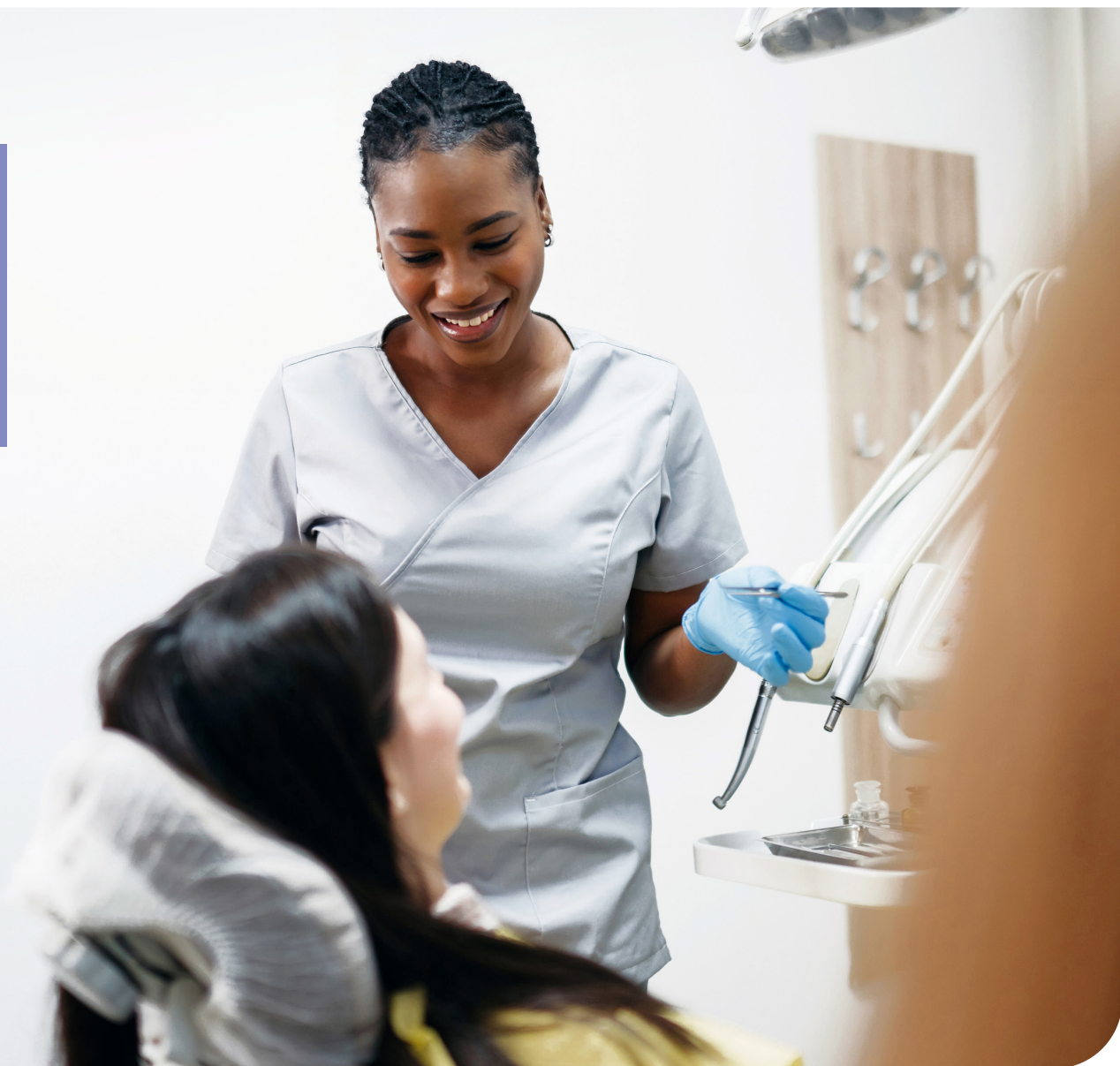


INTRODUCING:

ADHA's Emerging Professionals Program

FROM CLASSROOM TO CAREER: SUPPORT THEM AT EVERY STEP

The American Dental Hygienists' Association (ADHA) is excited to introduce **My Dental Hygiene Life**, a comprehensive resource center supporting dental hygiene students and new professionals within two years of graduation. From classroom to career, we are dedicated to empowering the next generation of dental hygiene professionals.



WHY IS MY DENTAL HYGIENE LIFE SO IMPORTANT?

- **Continuity:** The leap from student to professional brings unique challenges – from mastering clinical responsibilities to building patient relationships and managing career growth.
- **Support:** Through personalized resources and mentorship opportunities, ADHA equips new professionals with the tools and confidence to thrive in their careers and make meaningful contributions to dental hygiene.
- **Engagement:** By connecting students and new professionals with experienced mentors and industry partners, we're building a dynamic community that strengthens the entire profession.

REACH RDHS ON THE RISE WITH YOUR SPONSORSHIP!

My Dental Hygiene Life delivers several different types of opportunities to reach the coveted emerging professional based on the level of sponsorship you choose. Through co-branded educational content, career development resources, videos, email communications and special promotions you can connect with:

Students:

- Welcome to School (Year 1)
- Preparing for Graduation (Final Year)

New Professionals:

- Welcome to the Workplace (Year 1)
- Establishing Yourself (Year 2)

SPONSORSHIP BENEFITS – EXCLUSIVELY FOR IRC MEMBERS!

- **Strategic Reach:** Connect with 10,000+ students and our rapidly growing New Professional membership community (800 and rising!)
- **Brand Visibility:** Showcase your brand on the ADHA **My Dental Hygiene Life** landing page and every activity included with your sponsorship level
- **Educational Impact:** Shape the next generation by providing valuable resources, education and product samples.
- **Market Intelligence:** Gather actionable insights through surveys and focus groups.
- **Content Integration:** Weave your expertise into ADHA's professional development materials – we'll collaborate to co-brand existing material or welcome the development of new custom content.

Sponsorship Tier	Investment	Summary
All-in Champion	\$50,000	Lead the field with premium-level branding and exclusive access across all programs and audience segments. Maximum value and visibility.
Premier	\$35,000	Drive engagement through prominent branding and strategic outreach.
Advocate	\$20,000	Build brand presence with emerging professionals through select core resources and events.
Supporter	\$10,000	Gain entry-level program access to engage with targeted audiences.
A La Carte	Custom Pricing	Team up with ADHA to select or create activities and tactics to fit your content focus and marketing goals.

	Co-sponsored Activities	Number Available	All-in Champion	Premier	Advocate	Supporter	A La Carte
All Emerging Professionals	My Dental Hygiene Life Welcome Email	8	■	■	■	■	■
	My Dental Hygiene Life Website Landing Page	8	■	■	■	■	■
	ADHA Mentor Match Program	8	■	■	■	\$1,000	\$1,000
	On-demand Webinar	5	■	■	\$1,500	\$1,500	\$1,500
	Online Resource Document	5	■	■	■	\$500	\$500
	Hot-topic Video	5	■	■	■	\$500	\$500
	Travel Grant to ADHA Annual Conference	8	■	\$2,000	\$2,000	\$2,000	\$2,000
	Champions Brand Ambassador Program	8	■	■	\$2,000	\$2,000	\$2,000
Student Focused	Monthly Student Newsletter: <i>In the Loupe</i>	8	■	■	■	■	■
	Student Video Competition <i>Provide (1) prize for student winners</i>	8	■	■	\$7,500		
	Student Chapter Awards Competition <i>Provide (1) prize for student winners</i>	5	■	■			
	First-year Student Welcome Gift Mailing	1	■	\$5,000+*	\$5,000+*	\$5,000+*	
	Final-year Student Congratulations Gift Mailing	1	■	\$5,000+*	\$5,000+*	\$5,000+*	
	National Board Review Course	8	■	■	■	\$1,000	\$1,000
New Professional Focused	New Professional Reception at ADHA Annual Conference	8	■	■	\$3,500	\$3,500	
	Year 1 New Professionals Gift Mailing	1	■	\$5,000+*	\$5,000+*	\$5,000+*	
	Year 2 New Professionals Gift Mailing	1	■	\$5,000+*	\$5,000+*	\$5,000+*	
	ADHA Career Board	8	■	■	■	\$1,000	\$1,000

■ Indicates activity is included in the sponsorship level listed. \$ = Optional fee to add this activity to select packages, based on space available. *Sponsorship fee only. Sponsor to provide gift and cover printing/mailing expenses.

READY TO MAXIMIZE YOUR CONNECTION WITH THE NEXT GENERATION OF DENTAL HYGIENISTS?

Visit the **My Dental Hygiene Life** sponsorship page on the ADHA website for complete details. Complete the online form to indicate your desired sponsorship level – and secure your spots, select topics and resources/events! **Questions? Contact Leah Johnson at leahj@adha.net**