

THE 24th ANNUAL

Toothfairy Gala

& BC DENTAL ASSOCIATION AWARDS



Sponsorship Prospectus

Saturday, March 8, 2025

Toothfairy Gala

& BC DENTAL ASSOCIATION AWARDS

This spring, the 24th Annual Toothfairy Gala will take place on **Saturday, March 8, 2025**, in the stunning signature ballroom of the Vancouver Convention Centre, offering breathtaking views of the Vancouver harbour. We invite you to be a part of this magical evening and are pleased to present a range of sponsorship and charity fundraising opportunities designed to maximize your involvement in this event.

EVENT BACKGROUND

The Toothfairy Gala is the most anticipated event in the BC dental community, celebrating the achievements of dentists across the province. The evening features the prestigious BC Dental Association Awards, recognizing the outstanding contributions of professionals dedicated to advancing oral health.

With approximately 375 dentists and guests in attendance, the Gala offers an elegant evening of networking, beginning with a champagne reception followed by a gourmet four-course dinner paired with fine wines. Fundraising highlights include a Silent Auction and the highly anticipated Cake Auction, with proceeds supporting oral health-related charities in British Columbia.

SCHEDULE OF EVENTS

6:00 PM Reception & Silent Auction

7:00 PM Dinner & Awards

9:00 PM Cake Auction

Toothfairy Gala
420 – 4400 Dominion St. Burnaby, BC V5G 4G3
www.toothfairygala.ca

Proceeds To
**BC
CAN
CER**

OUR BENEFICIARY –

BC Cancer Patient Dental Emergency Fund



Cancer survival rates are increasing, and more people are living longer following a cancer diagnosis than ever before, due to early detection and new cancer treatments. When people think of cancer, most do not immediately consider the impact cancer treatment has on the oral cavity. Acute and chronic oral complications are common in many types of cancer patients.

Cavities, broken teeth, lost fillings, and gum disease can progress or cause problems during cancer treatment. Oral bacteria may cause an infection when the immune system is compromised or when white blood cell counts are low. These complications are compounded over the greater life expectancy of cancer patients today.

Cancer patients receiving high dose radiation to the head and neck develop chronic oral complications including severe xerostomia, mucosal fibrosis decreasing mandibular range of motion and osteoradionecrosis with invasive dental procedures of the jaws. As one of the most common complications during and after radiotherapy for head and neck cancer, xerostomia not only significantly reduces the quality of life (QoL) of potentially cured cancer patients, it may also lead to severe and long-term issues including oral discomfort or pain; difficulty speaking, chewing, or swallowing; alterations in taste; and an increased risk of cavities or oral infection.

While most patients receive regular dental care in the community, a subset of cancer patients are unable to afford routine dental care. The consequences of not obtaining the appropriate dental treatment prior to cancer treatment and a lack of management of chronic side effects can be significant and may lead to a deterioration in overall health and QoL.

At the direction of the oncologist, dentist and social worker, the BC Cancer Foundation can cover the cost of these procedures (up to \$1,300) for this group of cancer patients through the Patient Dental Emergency Fund.

The numbers of patients diagnosed with cancer continues to increase in BC every year and, for patients facing financial pressure, the support and peace of mind offered by the Patient Dental Emergency Fund is needed more than ever.

SPONSORSHIP OPPORTUNITIES

Benefits	Diamond \$5,500	Gold \$3,500
Toothfairy Gala Tickets ★ Diamond \$1,440 value ★ Gold \$720 value	4	2
Logo recognition & link on the gala website via www.pdconf.com and www.bcdental.org	√	√
Logo recognition on a TFG page in the PDC program* <i>if commitment is made prior to Dec 16, 2024</i>	√ with booth # listed	√
Quarter page coloured ad in the PDC program ★ \$1,400 value <i>if commitment is made prior to Dec 16, 2024</i>	√	
Digital BCDA mailing address list *NEW* ★ \$5,000 value	√	
Logo recognition on signage at the PDC attendee information area <i>if commitment is made prior to Feb 1, 2025</i>	√ with booth # listed	√
Recognition in one Instagram post from the TFG account and reposted by PDC <i>Sponsor can provide own content or have TFG create it</i>	√	√
Company name listed in the gala program <i>if commitment is made prior to Feb 1, 2025</i>	√	√
Logo recognition on the screens at the gala	√	
Company name listed on the screens at the gala		√
Verbal recognition by the MC	√	√
Group photo of your guests by Gala photographer ★ \$500 value	√	√
Recognition in BCDA's <i>the bridge</i> ** <i>Publication post event</i> ** <i>the bridge is published by the BC Dental Association and is your connection to over 3,000 BCDA members.</i>	√	√

A LA CARTE OPTIONS*

* Level sponsorship package must be purchased to qualify for an a la carte option

- Silent Auction Software Sponsor | \$5,000 – 1 available
- Centerpiece Sponsor | \$5,000 – 1 available
- Photobooth Sponsor | \$3,000 – **SOLD**
- Attendee Gift | \$2,500 + cost of gift – **SOLD**

Please note that all sponsorship fees are subject to 5% GST

SPONSORSHIP REGISTRATION

Please complete the online sponsorship form and pay by credit card at <https://cbo.io/pdconf/TFGtix> or use the following QR code:



To pay by cheque please email zoie@pdconf.com for an invoice.

SILENT AUCTION

One of the highlights of the Gala will be our popular silent auction. Items donated in the past have included wine, sports tickets, home electronics, restaurant gift certificates and opportunities for unique experiences.

Recognition and benefits for auction donors:

- Company name listed in gala program
- Company name and donated prize featured on auction table and in auction bidding software

Silent auction donations will receive a formal acknowledgement. Official charitable tax receipts will be issued in accordance with Canada Revenue Agency guidelines and in accordance with procedures established by BC Cancer.

CONTACT US

We look forward to including you and your organization as a supporter of the Toothfairy Gala. For more information, please contact Patty Scrase at patty@heapsanddoyle.com

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& Associates
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MIRAXIS



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