



NATIONAL  
DENTAL  
ASSOCIATION

# PARTNERSHIP OPPORTUNITIES



# NDA

# MISSION STATEMENT

The National Dental Association promotes oral health equity among people of color by harnessing the collective power of its members, advocating for the needs of and mentoring dental students of color, and raising the profile of the profession in our communities.

## Partner with the NDA to Advance Oral Health Equity in 2026

Oral health disparities in Black communities have limited health and opportunity for decades. Too many families live without essential care, fueling preventable disease and economic strain.

The National Dental Association (NDA)—with its network of local societies and members—is working to change this. Our programs tackle immediate community needs while dismantling systemic barriers to equity.

Partnership here is a statement of commitment. Together, we can expand access, grow a representative workforce, and build healthier communities. Your support fuels action—workforce development, outreach, and impact that endures.

**IN 2026, JOIN US IN ADVANCING EQUITY AND SHAPING THE FUTURE OF ORAL HEALTH IN AMERICA.**



Hand-on demonstration during 2025 S.M.I.L.E. program at Howard University College of Dentistry

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# ABOUT THE NDA

Established in 1913, the NDA is the world's first and largest organization of ethnic minority oral health professionals. The NDA, a 501(c) 3 entity with 36 local chapters in the U.S., is the umbrella organization for the Student National Dental Association, the National Dental Assistants' Association, the National Dental Hygienists' Association, the Undergraduate SNDA and the Auxiliary to the NDA (spouses). The NDA Foundation is the education, research and scholarship arm of the organization.

NDA members constitute a massive network of providers and volunteers across America who have been the backbone of programs that strive to reach millions of underserved children and their families who do not have access to health care. The organization is dedicated to supporting its members to remain in communities where they are needed most; and to increasing access to health care.

## 2026 NDA National Programs

Congressman Johnny Olszewski, Jr. (MD-2) addresses participants at Hill Day+



**Eddie G. Smith, Jr. Leadership Institute™**

**Inter-professional Oral Health Training™**

**NDA-HEALTH NOW®**

**NDA Day on the Hill**

**NDA National Day of Service**

**Presidential Inaugural & Scholarship Gala**

**S.M.I.L.E. Healthcare Pathway Program**

**National Convention Events  
(July 16 - 19th - Richmond, VA)**

- **NDA Faculty Forum**
- **NDA Women's Health Symposium™**
- **Social Justice Luncheon**
- **Legislative Breakfast & Golf Tournament**
- **President's Gala**





# C O R P O R A T E R O U N D T A B L E 2026

Founded in 1997, the Corporate Roundtable (CRT) is the premier forum for companies committed to oral health equity. It is not a transactional relationship; it is a strategic alliance between industry leaders and the nation's leading voice on oral health disparities. CRT members shape policy discussions, contribute expertise, and gain visibility with thousands of professionals and stakeholders. The NDA-CRT meets three times a year and is chaired by the President-Elect of the National Dental Association. The 2026 Chair is Dr. Dorita Newsome-Dobbins.

Levels of engagement offer distinct opportunities for visibility and impact. Platinum partners receive premier recognition through webinars, conference registrations, full-page ads, and prominent features. Gold partners enjoy robust visibility, while Silver and Bronze tiers provide strong recognition and consistent connections within the oral health community. The CRT offers unrivaled access and the chance to align with one of the most respected organizations in minority health.

## OBJECTIVES

- **Maintain an open dialogue that allows CRT members and the NDA to be cognizant of each other's interests, priorities and concerns;**
- **Contribute to the development of financial strategies and tactical approaches for NDA programs and activities by generating funds and assisting the NDA in recruiting new members to the CRT;**
- **Provide resources of advice and counsel to the NDA in the development of organization policies and strategic action planning;**
- **Provide assistance in the development of communication conduits and organizational links to other health organizations, public health policymakers, business entities, academics and research institutes.**
- **Establish relationships with corporate institutions that promote mutual benefits and long-term growth for the NDA.**

The Corporate Roundtable acts as an advisory committee to strengthen the organization’s growth and development. This is achieved through corporate giving, fundraising, administrative contributions, and active participation in programs at the national and local levels. The NDA and the NDA Foundation (our 501(c)(3) entity) work together to form corporate partnerships that enable us to fulfill our mission and achieve our goals and objectives.

<b>MEMBER BENEFITS</b>	<b>Platinum \$30,000</b>	<b>Gold \$20,000</b>	<b>Silver \$10,000</b>	<b>Bronze \$5,000</b>
CEO or CRT Representative Photo & Letter in 1 Issue of NDA Newsletter - Flossline				
Featured ad in NDA Member Portal				
Tabletop Exhibit at Selected Lunch & Learn Events (NDA/SNDA)				
Sponsored Webinars for NDA/SNDA	3	2	1	
Corporate Presence at District, State, or Local Chapter Meetings	4 Mtgs	3 Mtgs	2 Mtgs	
Email Blasts to NDA Membership Per Year	6	4	2	1
Complimentary Annual Conference Registrations	6	4	2	1
Weekly Feature in NDA Newswire (Distribution: 25K+)	10	8	6	4
Complimentary Color Ad in Annual Convention Program and Flossline	Full Page	Full Page	½ Page	¼ Page
Corporate Logo and Website Linkage on NDA Webpage				
Company Name in Designated NDA Marketing Collateral				
Social Media Spotlights (all)				



**C O R P O R A T E**  
R O U N D T A B L E  
**2025**





## ARCHITECTS OF CHANGE

We are thrilled to invite you to be part of the National Dental Association's Annual Convention and Scientific Session, a premier gathering of dental professionals dedicated to advancing oral health and community wellness.

In 2026, we anticipate an exceptional turnout as we convene in Richmond, Virginia, July 16-19. The convention will bring together leaders in dentistry, educators, researchers, and practitioners from across the nation for a powerful exchange of ideas and innovations.

Our program will feature a diverse range of sessions, workshops, and keynote presentations designed to provide invaluable insights into the latest practices, technologies, and strategies shaping the future of dentistry.

As a valued corporate partner, your sponsorship and support will not only enrich the experience of our attendees but also place your brand at the forefront of the dental community. This is an unparalleled opportunity to demonstrate your commitment to advancing oral health while gaining visibility with key decision-makers and influencers across the profession.

Join us in Richmond as we shape the future of dental care, strengthen our community, and build meaningful connections.

**We look forward to your partnership!**



# NDA CONVENTION SPONSORSHIP LEVELS 2026

PALLADIUM LEVEL (\$125,000)

PLATINUM LEVEL (\$100,000)

DIAMOND LEVEL (\$75,000)

GOLD LEVEL (\$50,000)

SILVER LEVEL (\$25,000)

BRONZE LEVEL (\$15,000)

RUBY (\$10,000)

EMERALD LEVEL (\$7,500)

## CONVENTION AND SCIENTIFIC SESSION PROGRAMMING

### THE WOMEN'S HEALTH SYMPOSIUM™

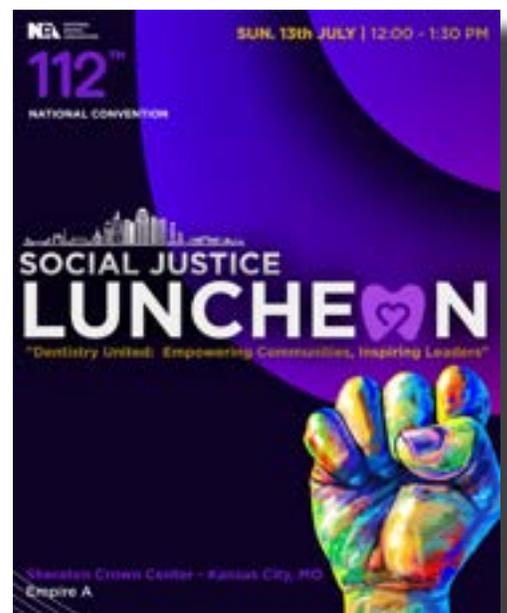
brings national attention to the links between oral health and women's overall wellbeing, from maternal care to chronic disease prevention. This gathering of thought leaders ensures that women's health challenges are met with forward-thinking solutions.

### NDA-HEALTH NOW®

takes screenings, education, and care directly into underserved neighborhoods. Mobile units remove barriers like cost and transportation, delivering life-changing services to children, seniors, and families.

### THE PRESIDENT'S GALA

is the National Dental Association's signature evening of celebration and purpose. This premier event honors the year's distinguished awardees, recognizing their leadership, service, and impact on oral health. It is also a moment to spotlight the partnerships that sustain the NDA's mission and the collective progress made in advancing equity, access, and excellence in dentistry. With an atmosphere of elegance and inspiration, the Gala unites members, partners, and supporters to celebrate achievements while affirming a shared commitment to shaping the future of oral health.



### THE SOCIAL JUSTICE LUNCHEON

provides a platform for healthcare leaders, policymakers, and advocates to explore how systemic inequities impact oral health. It sparks dialogue that leads to actionable strategies, ensuring oral health remains part of the broader fight for equity



**CONVENTION AND SCIENTIFIC SPONSORSHIP**

**Event Advertising Rates**

The Flossline (Published 3x annually)

NDA Convention Souvenir Journal

NDA President’s Inaugural Gala Program

**Print Advertising Rates**

Back Cover - \$3,000

Inside Front or Back Cover - \$2,500

Center Page Spread - \$2,000

Full Page - \$1,500

Half Page (Horizontal) - \$1,000

Quarter Page (Vertical) - \$750



**PARTNERSHIP OPPORTUNITIES**

# Digital Advertising Rates

## Website Advertising

- Homepage Banner (per month) - \$1,200
- Rotating Sidebar Ad (per month) - \$750
- Featured Partner Spotlight (per month) - \$1,500

## Email Advertising

- Dedicated Email Blast - \$2,000
- Banner Ad in NDA eNewsletter - \$750
- Featured Content Block (eNewsletter) - \$1,200

## Social Media Advertising

- Sponsored Post (Facebook, LinkedIn, Instagram) - \$500 per post
- Campaign Bundle (3 posts across platforms) - \$1,250
- Story/Reel Feature (Instagram/Facebook) - \$750



# NDA CAREER CENTER

The National Dental Association invites employers to showcase their career opportunities on the NDA Career Center, the premier platform for reaching diverse, highly qualified dental professionals nationwide.

By advertising with us, you connect directly with candidates who are not only seeking new roles but are also deeply committed to advancing oral health and serving communities. From dentists and specialists to faculty, researchers, and early-career professionals, the NDA network represents a pipeline of talent driven by excellence and equity.

Your postings do more than fill positions—they strengthen the profession by expanding pathways for underrepresented groups, supporting workforce diversity, and ensuring that communities have access to trusted providers.

## CAREER CENTER RATES



Current NDA Members  
30 Day Post  
**\$325**

Current NDA Members  
60 Day Post  
**\$550**

Current NDA Members  
90 Day Post  
**\$750**

Non-NDA Members  
30 Day Post  
**\$375**

Non-NDA Members  
60 Day Post  
**\$650**

Non-NDA Members  
90 Day Post  
**\$900**

# JOIN THE NDA FAMILY

The National Dental Association is entering a defining chapter.

We're calling on our partners to deepen their commitment—through greater investment, collaboration, and multi-year support. Together, we can expand access, advance equity, and shape the future of dentistry.

**2026 is our moment. Join us in making history.**



**NATIONAL  
DENTAL  
ASSOCIATION**

## **National Office**

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**[www.ndaonline.org](http://www.ndaonline.org)**