

CORPORATE PARTNERSHIP PROSPECTUS



TOGETHER, LET'S HELP IMPROVE
AUSTRALIA'S ORAL & DENTAL HEALTH

evident
Foundation

A Word from the Board

Established in 2011, the eviDent Foundation is improving the oral and dental health of Australians through a research network that engages dental and other health professionals, academics and patients. It is inspiring positive change in the practice of dentistry, benefitting patients and dentists as it offers a new dimension to clinical dentistry that most practitioners have not been exposed to.

Research becomes more valid when its direction is steered by those who will directly use the results. It is essential to keep evidence based health care a mainstay for improving community well-being.

We continue to focus on its strategic goals: continuous improvement, communication, sustainability and excellence.



*Dr Nadia Dobromilsky, Dr Denise Bailey, Dr Jeremy Sternson, Ms Angela Wheelton, Ms Meaghan Quinn and Dr Stephen Cottrell
Dr Anne Harrison, Prof Mike Morgan and Mr Kenneth Harrison AM (not pictured)*

The Board works in partnership with its CEO, Meaghan Quinn, its Fundraising Manager, Mark Henderson, and its Development Committee, Chaired by Mr Kenneth Harrison AM. We would like to acknowledge the corporate partners who are already working alongside eviDent, and welcome the opportunity to discuss possible partnership opportunities with you or someone from your organisation. To start that conversation, please contact our CEO, Meaghan Quinn at ask@evident.net.au or on 03 8825 4603.

Achieving our Strategic Plan Together

| | | | | |
|---|--|---|---|---|
| <p>eviDent seeks to enhance the clinical outcomes of dental practice and improve patient care by providing the means for dental practice based research and a platform for dissemination of evidence based clinical knowledge</p> | | | | |
| Vision | <p>Facilitating dental practice based research for better oral health</p> | | | |
| Mission | <p>Improve the oral and dental health of Australians</p> | | | |
| Strategic Goals | <p>Continuous Improvement Realise the potential of eviDent</p> | <p>Communication Strengthen the eviDent team</p> | <p>Sustainability Enhance community and stakeholder support</p> | <p>Excellence Facilitate excellent research education, development and training</p> |
| | <p>Education Expand the evidence base for oral health care by increasing the capacity to conduct practice relevant research</p> | <p>Collaboration Foster cooperation and interdependence between oral health care providers, research partners and stakeholders</p> | <p>Service Draw on the clinical expertise of our members to contribute to the community by improving oral health and encouraging changes to health policy and patient care</p> | <p>Integrity Conduct high quality research ensuring respect for participants and confidentiality of data</p> |
| Values | | | | |

Benefits of Partnering with eviDent

1. Broad exposure to a segmented market:

Access to over 3,000 dentists, healthcare professionals and dental industry leaders through a range of research, educational, networking and fundraising opportunities. This includes access to eviDent and ADAVB members.

2. Strong branding opportunities with an engaged target market:

Including through the eviDent and ADAVB websites, events, newsletters, eDMs, social media and oral health promotion materials. Some of these materials are focused towards the dental profession and some towards the general public.

3. Corporate social responsibility:

Grow your connections with target markets in the dental world by showing your commitment to research that makes a difference to them. It makes good business sense to show that you care about the same thing that they care about.

4. Motivate your staff:

Demonstrate to your staff that you care about important health issues that affect the community. Show them that you're taking the next step and doing something to help.

5. Tax benefits:

Companies are able to make tax-deductible gifts to eviDent in the same way that individuals can. You may also consult with your tax advisor about listing your investment as a marketing expense for your business.



Impact of your Partnership with eviDent

CHILDREN WITH HEART DISEASE

- Almost 50% of these children have their surgery delayed as their dental treatment needs to be managed first
- 66% of dental treatment for these children needs to be done under general anaesthetic

PARTNERING WITH EVIDENT WILL

- Give these children better access to care
- Reduce the need for dental treatment and general anaesthetic
- Develop tools and resources for parents and health professionals to prevent dental disease in these children

ORAL CANCER

- It's the 8th and 13th most common cancer for males and females respectively
- Oral cancer is difficult to detect, remaining undiagnosed until well advanced
- Prognosis is poor, with severe health and economic impacts

PARTNERING WITH EVIDENT WILL

- Improve our ability to detect it in the early stages
- Improve our ability to identify patients at risk
- Improve prognosis with earlier diagnosis and treatment
- Significantly reduce associated health and economic impacts

DIABETES

- It's ranked in the top 10 leading causes of death in Australia
- Over 1 million Australians have type 2 diabetes
- 1 in 2 people do not realise they have it
- Early signs of diabetes are present in the mouth

PARTNERING WITH EVIDENT WILL

- Reduce costly diabetes complications
- Enhance referral pathways for better diabetes prevention, diagnosis and management
- Reduce demands on the health care system

IMPLANT COMPLICATIONS

- Availability of high quality, evidence based clinical guidelines is currently lacking in many facets of treatment provision in clinical dental practice including implant therapy
- Many clinical best practice standards are based on consensus statements
- Current online resources are based on expert opinion only or anecdotal information rather than scientific evidence

PARTNERING WITH EVIDENT WILL

- Develop a digital database that you will have access to at any time
- Support clinical decision making
- Improve dental implant treatment outcomes
- Enable early reporting of complications
- Establish an optimal means of translating evidence-based interventions into practice

Corporate Partnership Opportunities

Research
Leadership Circle



Research
Showcase



Competitive
Research Grant

Fundraising
Dinner

Trivia or Movie
Night



Charity
Challenge

Christmas
Appeal

Third Party
Fundraising



Research Leadership Circle

1. Partnership Opportunity

Join the Research Leadership Circle to invest in dental research and experience a closer relationship with eviDent.

2. Benefits

- Build research capacity to produce and use evidence in a timely manner
- Join with other supporters who share our passion for evidence based practice
- Increase your awareness and understanding of the significance of eviDent supported research
- Demonstrate your commitment to the pursuit of better oral health and bring about lasting change to patient care
- Be recognised as a Research Leader, igniting philanthropy through the power of collective giving
- Financial, intellectual, professional and personal resources pooled to benefit the oral health of Australians
- Build a growing culture of philanthropy
- Contribute to lasting positive change
- Facilitate high impact grant-making
- Priority access to initial findings from eviDent supported research
- Invitations to our principal annual events and other Foundation activities
- Regular reports about eviDent supported projects and the work of the Foundation
- Research Leadership Circle logo for your use, as per our guidelines
- Acknowledgment via the eviDent Foundation website, social media and Annual Report
- Voting rights to determine projects to fund each year
- Profiled on the eviDent website
- Donations from Australian businesses and individuals are tax deductible

3. Audience

- Leaders in research
- Community
- Corporate supporters

4. Investment

- \$500
- \$1,000
- \$2,000
- \$5,000
- Higher amount of your choice

Note: each annual tax deductible donation includes a \$200 non-tax deductible annual fee.



Research Showcase

1. Partnership Opportunity

Sponsor eviDent's Research Showcase each October, which brings together researchers and stakeholders to highlight research findings and opportunities, and collaborate.

2. Benefits

- Naming rights for this investment opportunity
- Presentation and trade display stand at eviDent's Research Showcase each October
- Logo on all promotional material associated with the promotion the event, including eviDent's website and social media and adverts in the ADAVB newsletter
- Promote a collaborative research environment
- Cultivate relationships with new and existing stakeholders
- Share research findings with members, the dental profession and stakeholders
- Increase awareness and understanding of the significance of eviDent supported research; and
- Support an environment that fosters reflective practice.

3. Audience

- Leaders in research
- Community
- Corporate supporters
- eviDent Dental Practice Based Research Network Members
- Australian Dental Association Victorian Branch Inc Members
- Health professionals
- Academic Researchers

4. Investment

- \$1,000 for one year, payable 1 September; or
- \$2,500 for three years



Competitive Research Grant

1. Investment Opportunity

Fund a competitive research grant for eviDent supported projects.

2. Benefits

Provide funding:

- For pilot projects to generate proof of concept for applications for external support
- To leverage other funding opportunities for larger projects
- For workshops, meetings or events for project development
- Opportunities that promotes a collaborative research environment
- To generate relevant, practical and timely research findings
- To match in-kind support
- Naming rights for this investment opportunity
- Presentation to grant recipient(s) at eviDent's Research Showcase each October
- Logo on all promotional material associated with the promotion of the grant and grant recipients, including eviDent's website and social media and adverts in the ADAVB Newsletter
- Funding source acknowledgment in peer reviewed journal articles produced by the projects, presentations, posters, and promotion of the projects

3. Audience

- eviDent Dental Practice Based Research Network Members
- Australian Dental Association Victorian Branch Inc Members
- Health professionals
- Academic Researchers

4. Grants

Projects will be for one to two years, depending on the scope of the project, with a maximum grant size of \$20,000 per annum, and the option for approval of multiple projects of smaller amounts. Grants will be available for:

- Materials, consumables, equipment
- Specified contract services or technical expertise, such as statistical support; and
- Other specified expenses related to the project

Grant applications will be managed by the eviDent Foundation. The eviDent Dental Practice Based Research Network Committee will review applications and recommend successful projects for the eviDent Board to approve and allocate funding for each approved project.

Project proposals must meet the following criteria:

- The extent to which the project supports the objectives of eviDent's research strategy, to improve patient outcomes by translating and disseminating research into clinical practice;
- The impact, innovation, relevance and feasibility (including scale, risk and likelihood of achieving objectives within a given timeline) of the project;
- The likely outcomes of the project and anticipated benefits to eviDent members and their patients;
- The extent to which external opportunities exist for the future development of the project.

5. Investment

A gift of \$20,000 to the eviDent Foundation on 1 July each year over 2018-2021. Any unspent monies by projects will be invested by the eviDent Foundation to grow its resources.

2018 Fundraising Dinner

1. Partnership Opportunity

Choose from one of five sponsorship packages associated with the 2018 Enchanted Forest Fundraising Dinner, held in conjunction with the ADAVB Convention.

2. Benefits

- Networking opportunities
- Relationship building
- Team building; and
- Increased brand exposure.

3. Audience

- eviDent Dental Practice Based Research Network Committee Members
- Australian Dental Association Victorian Branch Inc Members and Convention delegates
- Australian Dental Industry Association (ADIA) Trade Exhibitors
- Health professionals
- Academic Researchers
- Community.



Choose your Sponsorship Package

| Sponsor Level | Full Bloom (x1) | Blossom (x1) | Bud (x4) | Bulb (x4) | Seed |
|--|-----------------|----------------|----------------|----------------|---------------|
| Investment (ex GST) | \$9,000 | \$7,000 | \$5,000 | \$2,500 | \$100+ |
| Fundraising dinner naming rights | • | | | | |
| Auction naming rights | | • | | | |
| Priority placing of logo when used | • | | | | |
| Logo on all advertising | • | • | • | | |
| Logo and link on eviDent and ADAVB websites | • | • | • | | |
| Logo and link on social media | • | • | • | | |
| Logo on invitations | • | • | • | | |
| Logo on ticket for event | • | | | | |
| Logo on screens during event | • | • | • | | |
| Opportunity to provide sponsor supplied promotional item to guests | • | • | • | • | |
| Complimentary tickets | • | • | • | • | |
| Provide own corporate banner at event | • | • | • | | |
| Logo display on table | | | | • | |
| Acknowledgment in welcome speech | • | • | • | • | • |
| Opportunity to give speech to guests | • | • | | | |
| Opportunity to provide item for auction (value \$100+) | | • | | | • |
| Acknowledgment in all reports of the event | • | • | • | • | • |
| Category exclusivity | • | • | | | |
| Opportunity to provide 'fish bowl' door prize or other prize | | | | | • |
| Opportunity to provide services, e.g. entertainment | | | | | • |

Trivia or Movie Night

1. Investment Opportunity

Sponsor an eviDent Trivia or Movie Night, with all proceeds from these events going to eviDent to improve the oral and dental health of Australians.

2. Benefits

- Cultivate relationships with new and existing stakeholders;
- Enhance your reputation;
- Increase awareness and understanding of the significance of eviDent supported research;
- Team building; and
- Increased brand exposure.

3. Audience

- eviDent Dental Practice Based Research Network (DPBRN) Committee Members
- Australian Dental Association Victorian Branch Inc (ADAVB) Members
- Health professionals
- Community.



Choose your Sponsorship Package

| Sponsor Level | Academy Award (x1) | The Quizzard (x1) | Golden Globe (x4) | Brainy Bunch (x4) | Blockbuster |
|--|--------------------|-------------------|-------------------|-------------------|-------------|
| Investment (ex GST) | \$1,000 | \$500 | \$300 | \$100 | \$50+ |
| Naming rights | • | | | | |
| Auction/ Raffle naming rights | | • | | | |
| Priority placing of logo when used | • | | | | |
| Logo on all advertising | • | • | • | | |
| Logo and link on eviDent and ADAVB websites | • | • | • | | |
| Logo and link on social media | • | • | • | | |
| Logo on ticket for event | • | | | | |
| Logo on screens during event | • | • | | | |
| Opportunity to provide sponsor supplied promotional item to guests | • | • | • | • | |
| Complimentary tickets | • | • | • | • | |
| Provide own corporate banner at event | • | • | | | |
| Logo display on team table | | | | • | |
| Acknowledgement in welcome speech | • | • | • | • | • |
| Opportunity to give speech to guests | • | • | | | |
| Opportunity to provide item for auction/ raffle (value \$50) | | • | | | • |
| Acknowledgment in all reports of the event | • | • | • | • | • |
| Category exclusivity | • | • | | | |
| Opportunity to provide 'fish bowl' door prize or other prize | | | | | • |
| Opportunity to provide services, e.g. entertainment | | | | | • |

Charity Challenge

1. Investment opportunity

Sponsor eviDent's 2018 Great Ocean Road Walk in March 2018. In the lead-up to the walk, 18 eviDent walkers will be using their own networks to raise funds and awareness, to help improve Australia's dental and oral health.

2. Benefits

- Cultivate relationships with new and existing stakeholders;
- Multiplier effect: Contributing towards event costs enables more of the funds raised by participants to go to eviDent research;
- Enhance your reputation;
- Increase awareness and understanding of the significance of eviDent supported research;
- Team building; and
- Increased brand exposure.

3. Audience

- eviDent Dental Practice Based Research Network (DPBRN) Committee Members
- Australian Dental Association Victorian Branch Inc (ADAVB) Members
- Health professionals
- Community.



Choose your Sponsorship Package

| Sponsor Level | Trailblazer (x1) | Otway Explorer (x1) | Glamping Gold (x1) | Hardcore Hero (unlimited) |
|---|---------------------|------------------------|-----------------------|------------------------------|
| Investment (ex GST) | \$3,000 | \$2,500 | \$750 | \$150 |
| Naming rights for Day 1 | • | | | |
| Naming rights for Day 2 | | • | | |
| Naming rights for drinks on arrival at camp for our Glampers each night | | | • | |
| Priority placing of logo when used | • | • | | |
| Logo on all advertising | • | • | • | |
| Logo & link on eviDent & ADAVB websites | • | • | | |
| Logo & link on social media | • | • | • | |
| Opportunity to provide sponsor supplied promotional item to hikers | • | • | • | • |
| Acknowledgement at pre & post hike dinners | • | • | • | • |
| Opportunity to attend the celebratory lunch | • | • | | |
| Acknowledgment in all reports of the event, including ADAVB Newsletter, eviDent eNews and eviDent Annual Report | • | • | • | • |
| Category exclusivity | • | • | • | |
| Opportunity to provide goods, services, or discounts e.g. food, transport, accommodation, equipment (hiking or camping gear), dinner package, clothing, safety equipment etc. | | | | • |

