Fundraising & Sponsorship How-To Guide
How-To Guide: Fundraising & Sponsorship

It is important for chapters to generate additional revenue to increase activities for their members at the local level and expand chapter participation on the national level. Successful fundraising can be broken down into five simple ideas: (1) identify opportunities to develop revenue streams; (2) learn about your target audience; (3) be professional; (4) build relationships; and (5) say thank you.

1. Identify opportunities for revenue
   Begin by examining your current sources of support. Would the dean be willing to give a block grant of money rather than providing funding for each trip or increase funding if stated goals were achieved? Is the state dental association divided into district societies that might be willing to support ASDA? Do the dental supply companies have local suppliers willing to support you? Each branch of the armed forces provides an opportunity for sponsorship. The best way to find companies that want to build relationships with you is to start with vendors at ASDA’s national events.

   Tips for creating a list of potential donors:
   - Brainstorm with other chapter officers or your district trustee to compile a list of potential donors.
   - Think broad. There are many resources to pull from including local, regional and national companies.
   - Divide up your list of potential donors and assign each chapter officer the responsibility of approaching an equal number.
   - Set a timeline and deadline for every step: initial contact with donors/vendors should be made via e-mail, phone or in person by a specific date. Follow up by a specific date. Ask for donations to be submitted by a specific date or vendors to register and pay by a specific date.

Many schools organize a predental day to allow students to tour the school, participate in workshops, meet the students and admissions staff and learn more about dentistry. Consider charging for these events to raise funds for the chapter. Download the how-to guide on Recruiting & Engaging Predentals for ideas on organizing a predental event.

2. Learn about your target audience
   After identifying likely supporters, do your homework to learn when their fiscal year begins, and what they hope to gain from the money invested in ASDA. Work to make it easy for a company to do business with you by providing a professional looking brochure complete with pictures giving detailed information about events you would like them to support (see sample sponsorship forms at the back). A single ‘ask’ for all your events for the year at the start of a company’s budget year will usually net more support than after the majority of the money is spent. Follow up towards the end of the year, when the company may be looking to spend the remainder of their budgeted funds. Look for good ‘fits’ for the sponsor’s money (i.e., state dental associations would
probably be more likely to support legislative activities over social events). Provide a good return on investment and always ask what could have been done better.

3. **Be professional**
   Student organizations will always fight rapid turnover. One way to combat the appearance of disorganization is to have professional materials. All letters should be printed on nice chapter letterhead. Thank you notes and pamphlets should give the appearance of a well-run organization, not a poor Photoshop job. Consider having permanent email addresses (asdadapresident@yourschool.edu) that vendors can rely on.

   Tips for drafting a formal letter to potential sponsors *(see sample letter below)*:
   - Your letter should display an official letterhead from the organization(s) putting on the event.
   - A clear description of the event should be provided.
   - A clear description of the planned use for the donations should be provided.
   - Provide a date for the event and a date for receiving donations.
   - Provide a contact number/email for questions/concerns.

4. **Build relationships**
   Personally contacting an individual at each company opens doors to new opportunities. Just “checking in” every month will encourage them to come to you when they have marketing needs. If you haven’t heard back from a potential donor, don’t assume that they have decided against donating. Document your contact with the potential donor so that you can track your communication, and when doing follow-up, you can review the past discussions you have had. A donor may ask you to call back on a specific date. Document this date and make sure to follow up. Students need to be professional in these endeavors. First impressions count. Business casual attire or clean, neat scrubs, if checking in after classes or lunch is acceptable as well.
   **Strive to keep the contact list current from event to event.** The students in charge of subsequent events can then continue to update the list as needed.

5. **Thank you**
   Once a sponsor commits a donation, send them a thank-you note immediately. At the event, be sure to thank each donor personally. Members avoid vendors, unless you explain to them the importance of everyone taking five minutes out of their evening to say hello and thank you to the event sponsor. Take pictures of the event and after the event, send them with a nice thank you letter to the individual and the company that sponsored your event.

   After your event is over, be sure to document all correspondence and efforts to pass on to the next year’s leaders. This will help the continuity as your leaders change annually, and it will ensure that your fundraising efforts continue to be successful and prosperous each year.
Dear __________:

On behalf of the CHAPTER NAME of the American Student Dental Association (ASDA), I am writing to ask for your support of the upcoming EVENT to be held on DATE in LOCATION. This event brings together # students from our chapter to raise funds for a charitable organization. Your support will enable our ASDA chapter to coordinate this important meeting and offer your company the opportunity to interact with dental students.

Sponsoring partners will be appropriately acknowledged in promotional materials sent out to all students in our chapter, as well as on printed handouts and signage at the meeting. Sponsors providing $ or more will be afforded the opportunity to briefly address the attendees during the program and will be invited to a private reception with students and faculty at our school.

Your sponsorship is important and vital to the success of the CHAPTER NAME event. Please let us know by DATE that we can count on your support for our event. Should you have any questions, please contact me at CONTACT INFORMATION.

Thank you for your support.

Sincerely,

NAME
TITLE
ASDA Chapter Name
Mission Statement:
The American Student Dental Association (ASDA) is a national student-run organization that protects and advances the rights, interests and welfare of dental students. It introduces students to lifelong involvement in organized dentistry and provides services, information, education, representation and advocacy.

Who we are:
ASDA is the largest national organization dedicated to dental student concerns, with 90% membership among dental students throughout the nation. The Chapter aims to develop professional leadership, awareness and action to help ASDA in its goal to become the premier source of leadership development training for dental students. All ASDA members are student members of the highly regarded American Dental Association. We pride ourselves in our broad scope of involvement in all facets of our dental community as well as on the district and national levels of ASDA. The funds we raise help send our students to represent our chapter at ASDA’s District Meetings, National Leadership Conference, Annual Session and National Student Lobby Day. ASDA chapter has a history of strong involvement with state and local dental societies including a vote on their boards, sponsorship and a yearly wine tour and practice transition development for seniors.

Our vision for the future:
The current goal for our chapter is to inspire and further develop our leadership by increasing involvement with local, state and national leaders in the dental community. We actively engage our current members, alumni, faculty and staff by organizing educational lunch and learns, local outreach projects and networking events. Some of the most anticipated social events include the welcome party for the incoming class, Halloween party and the formal. In the coming year, we also plan to host many new programs, including a Tooth Trot, a 2 mile walk/run that benefits international outreach missions to Madagascar and Chile. We are seeking sponsorship from local businesses and vendors to help us realize our chapter’s goals.

Event Sponsorship Opportunities:
We have many different avenues of sponsorship, through our website, newsletter or sponsored attire worn at school. We also offer recognition at and leading up to our many events. Regardless of the manner, your company’s sponsorship of our events will help to build awareness and brand name recognition among those in attendance and the local dental community.

Thank you for your time – we appreciate your interest in sponsoring our Chapter.

Name, Chapter Title
Phone
Email address

Company Name: ____________________________________________ Address: ____________________________________________

Representative Name: ___________________________ Contact Number: __________________
Website Address: _______________________  Email Address: ____________________________

Sponsorship Option Selected: __________________________________________________________

Events: _________________________________________________________________________

________________________________________________________________________________

Vendor Fairs: _____________________________________________________________________

Raffle Prizes: ____________________________________________________________________

Fundraising Products: ______________________________________________________________________

Number of Lunch and Learns requested: _____________________________

Materials (logo, graphics, banners) to be provided by (date): ____________________________

Additional Information: ______________________________________________________________________

________________________________________________________________________________

Amount Provided: ______________________

Company Representative:

Printed Name

Date

Signature

ASDA Chapter Representative:

Printed Name

Date

Signature
Pacific ASDA Vendor Fair Sponsorship Levels

Titanium Sponsor- $3,000 (limited quantity):
I. Two large tables in PRIME location at the 2014 Vendor Fair
Bring more reps and ensure that your table is the first table students interact with.
Hang a banner that you provide either above your table or at the entrance depending on your preference.
II. Banner Placed on Home Page of PacificASDA.org:
Your company’s logo/banner/graphics with link to your website on PacificASDA.org for the 2014 calendar year.
III. Small Logo placed on subsequent pages throughout PacificASDA.org
IV. Newsletter Recognition:
Half-page recognition in The Articulating Paper (all issues printed for the 2014 calendar year!)
V. Logo placed on Vendor Page of the ASDA website, including level of sponsorship.
VI. Logo on the next Pacific ASDA T-shirt
Ensure that your logo is seen at countless events attended by ASDA members
VII. A FREE of charge Lunch and Learn with our students and staff

Platinum Sponsor - $2,000 (limited quantity):
I. Two large tables in PRIME location at the 2014 Vendor Fair
Bring more reps and ensure that your table is the first table students interact with.
Hang a banner that you provide either above your table or at the entrance depending on your preference.
II. Logo placed on Vendor Page of the ASDA website for the 2014 calendar year, including level of sponsorship.
III. Logo on the next Pacific ASDA T-shirt
Ensure that your logo is seen at countless events attended by ASDA members
IV. A FREE of charge Lunch and Learn with our students and staff during 2014 calendar year

Gold Sponsor - $1,250 (limited quantity):
I. Extended tabling at the Pacific ASDA’s 2014 Vendor Fair
Bring more reps to talk to more students!
II. Logo placed on Vendor Page of the ASDA website for the 2014 calendar year, including level of sponsorship

Silver Sponsor - $750 (limited quantity):
I. Single table at the Pacific ASDA’s 2014 Vendor Fair
II. Logo placed on Vendor Page of the ASDA website, for the 2014 calendar year, including level of sponsorship

Bronze Sponsor – Raffle Prize or Donation of your choice:
I. Send us a donation/prize to raffle off during the 2014 Vender Fair and your company will be recognized at the event.
II. Logo placed on Vendor Page of the ASDA website, for the 2014 calendar year, including level of sponsorship.

Registration can be completed through our registration page [http://sfdental.pacific.edu/forms/ASDAExhibitor.aspx](http://sfdental.pacific.edu/forms/ASDAExhibitor.aspx), or by sending in the Contract Form that follows along with payment via check made out to Pacific ASDA and mailed to 2155 Webster Street San Francisco, CA 94115 Attn: Maurissa Kiefer.

Quantities may be limited, and rates are subject to change without notice.
Contracts will not be accepted without payment, sponsorship application, and a confirmation letter.
All contracts are guaranteed at the rates in effect at the time of contract confirmation.
Pacific ASDA Media Sponsorship Levels

Pacific ASDA Partner- $1,500 (limited quantity) - which includes:

I. Banner Placed on Home Page of PacificASDA.org:
   Your company’s logo/banner/graphics with link to your website on PacificASDA.org for the 2014 calendar year.

II. Logo placed on Vendor Page of website for the 2014 calendar year, including level of sponsorship.

IV. Newsletter Recognition:
   Quarter-page recognition in The Articulating Paper (all issues printed for the 2014 calendar year!)

Pacific ASDA Friend- $750 (limited quantity) - which includes:

I. Logo placed on PacificASDA.org (excluding Home page):
   Your company’s logo on PacificASDA.org for the 2014 calendar year.

II. Logo placed on Vendor Page of website for 2014 calendar year, including level of sponsorship.

III. Newsletter Recognition:
   One Eighth-page recognition in The Articulating Paper (all issues printed for the 2014 calendar year).

Pacific ASDA Pal- $250 - which includes:

I. Logo placed on Vendor Page of website for 2014 calendar year, including level of sponsorship.

Titanium Sponsor- $3,000 (limited quantity):

I. Two large tables in PRIME location at the 2014 Vendor Fair
   Bring more reps and ensure that your table is the first table students interact with.
   Hang a banner that you provide either above your table or at the entrance depending on your preference.

II. Banner Placed on Home Page of PacificASDA.org:
   Your company’s logo/banner/graphics with link to your website on PacificASDA.org for the 2014 calendar year.

III. Small Logo placed on subsequent pages throughout PacificASDA.org

IV. Newsletter Recognition:
   Half-page recognition in The Articulating Paper (all issues printed for the 2014 calendar year!)

V. Logo placed on Vendor Page of the ASDA website, including level of sponsorship.

VI. Logo on the next Pacific ASDA T-shirt
   Ensure that your logo is seen at countless events attended by ASDA members

VII. A FREE of charge Lunch and Learn with our students and staff

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Sponsorship Contract

Company Name: ________________________________

Please provide the names of the contact representative(s):

Name: __________________________ Title: ____________________

Company Address: ________________________________

City: __________________________ State: _____ Zip: __________

Phone Number: ________________

Email: ____________________________

If your company is planning on participating in vendor fair:

Special Needs/Requests: ____________________________

Would you like to donate Raffle Prizes: If so, what? ____________________________

Will you be giving special pricing of products? (Circle One) Yes No

Is so, please explain: ____________________________

Website Address: ____________________________ Email Address: ____________________

Sponsorship Option(s) Selected: ____________________________

Additional Information: ____________________________

Amount Provided: ____________________________

Company Representative:

Name ____________________________ Signature ____________ Date ____________

ASDA Chapter Representative:

Name ____________________________ Signature ____________ Date ____________

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Sponsorship Invitation

September 4, 2014

Alison Novakovic & Neal Singh
Fundraising Coordinators
American Student Dental Association
University of Florida Chapter

Dear Mr. Brad Cabibi & Gentle Dental,

On behalf of the University of Florida American Student Dental Association, ASDA, I am writing this letter to ask for your help in supporting our local chapter. Our ASDA chapter has become one of the leading chapters in the country. Over the past few years, we have been responsible for coordinating and implementing some of the largest national and local ASDA events. This year, we are delighted to announce that we have many activities already planned for which we would like your support. With your contribution you will not only enable our ASDA chapter to make these events possible, but also market your company to a wide and varied audience. This includes: dental students, residents, faculty, alumni at the University of Florida, and affiliates and pre-dental undergraduate students throughout the state of Florida.

Sponsoring partners will be recognized appropriately throughout the year in our meetings, events, and website. Below is a list of the events that we host throughout the year. Please refer to the attached “Sponsors Incentive Sheet” for a description of sponsorship levels.

- **Mighty Molar**: A UFCD Fall tradition in which over 500 students, faculty, and residents come together to compete for title of best class and raise money for Smile Train, a cleft palate organization. This event will be held on September, 27th 2014.
- **Business Symposium**: A program in which companies inform dental students and alumni about business planning, financing, marketing, branding, etc. This event will be held on January 24th, 2015.
- **Vendor Fair**: Our annual Vendor Fair will take place on April 10th, 2015. Dental alumni, students, and faculty will be in attendance. Juniors & Seniors are required to attend, and we expect participation from the majority of 1st & 2nd years as well. The sooner your company registers, the more of a discount you receive. Participating vendors must purchase a booth for $500. However, sponsors get special discounted rates.
- **ASDA Banquet**: Our annual ASDA Banquet, which will take place in Spring 2015, is a formal ceremony for the entire College of Dentistry. Among other things, this event serves as an opportunity to highlight our organization’s accomplishments from the year and to showcase the new ASDA board. We also present several end-of-the-year awards. With sponsorship, your company’s logo will be on the formal banquet program and included in the presentation slides.
- **Lunch N’ Learn**: Once a month we offer our members an educational experience during their lunch break, where a company or organization provides the lunch in turn for the opportunity to do a presentation or speak to an average of 100 of our dental student members. **Traditionally, this program has been a very popular outlet for companies to showcase themselves to students and in the past this opportunity has been solely based on a first come first serve basis for each month. The available dates would fill up fast! However, if your organization becomes one of our leveled sponsors (details attached) your company will be GUARANTEED a date to do a Lunch N’ Learn!**

On behalf of the University of Florida American Student Dental Association, ASDA, I am writing this letter to ask for your help in supporting our local chapter. Our ASDA chapter has become one of the leading chapters in the country. Over the past few years, we have been responsible for coordinating and implementing some of the largest national and local ASDA events. This year, we are delighted to announce that we have many activities already planned for which we would like your support. With your contribution you will not only enable our ASDA chapter to make these events possible, but also market your company to a wide and varied audience. This includes: dental students, residents, faculty, alumni at the University of Florida, and affiliates and pre-dental undergraduate students throughout the state of Florida.

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Sponsorship Invitation

- **ASDA Social**: Once a month, we host social events for ASDA members to gather together and enjoy some peer bonding. These events range from bowling and pool parties to happy hours and study sessions. Sponsoring a social event would mean that your company’s name would be attached to the event name on all forms of advertisement, so that everyone would know who is putting on the great event! We would also display a banner with your company logo at the event, if applicable.

- **Newsletter**: We will have a seasonal newsletter that will go out multiple times throughout the year. Each newsletter is distributed electronically to current students, faculty, staff and alumni inboxes and can be viewed through a link to a digital platform. The newsletter will also be sent to leaders of the Florida Dental Association via their listserv. With its broad distribution and scope of topics covered, the newsletter has the potential to impact thousands of readers. Print as well as digital ads are included in our sponsorship packages as well as for separate purchase.

- **Pre-Dental Day**: This event hosts pre-dental students from all over the state of Florida to give them exposure to both dental school here at UF and the field of dentistry as a whole. This is a great opportunity to excite the students with your company’s products and showcase the many resources available for their future dental career.

If your company would like to help support our local ASDA chapter, there are different sponsorship levels you can become: an Incisor Sponsor at $1000, a Canine Sponsor at $1500, a Premolar Sponsor at $2500, and a Mighty Molar Sponsor at $3500 or greater. These custom packages offer a considerable level of sponsorship at reasonable rates. Please refer to the attached “Sponsors Incentives Sheet” for details. Additionally, if your company is not interested in a full sponsorship but would still like to participate with us, please also refer to our list of “Promotional Services and Items” for purchase at the end of our Incentives Sheet.

If you are interested in becoming a sponsor for UF ASDA, please complete the "Sponsorship Order Form" no later than **Monday, September 15th, 2014**.

Thank you for your time and your support! **Go Gators!**

Sincere Regards,

**Alison Novakovic**  
Alison Novakovic  
Anovakovic@dental.ufl.edu  
Fundraising Co-Coordinator  
University of Florida ASDA Chapter

**Sincerely**,  
Alison Novakovic

**Neal Singh**  
Neal Singh  
Nsingh@dental.ufl.edu  
Fundraising Co-Coordinator  
University of Florida ASDA Chapter
## Sponsor Incentives

<table>
<thead>
<tr>
<th>Incentives</th>
<th>≥$3,500</th>
<th>$2,500</th>
<th>$1,500</th>
<th>$1,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mighty Molar Sponsor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Premolar Sponsor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Canine Sponsor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Incisor Sponsor</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### General Incentives

<table>
<thead>
<tr>
<th>Name/Logo on Website</th>
<th>Company logo 2x sized, at top of page with link to company website</th>
<th>Company logo and link to company website</th>
<th>Company name listed and linked to company website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Featured Ad in our Seasonal Newsletter</td>
<td>Full page ad</td>
<td>Full page ad</td>
<td>Half page ad</td>
</tr>
<tr>
<td>End-of-the-Year Banquet Recognition</td>
<td>Verbal Recognition with Plaque</td>
<td>Verbal Recognition with Certificate</td>
<td></td>
</tr>
<tr>
<td>End-of-the-Year Banquet Event Program</td>
<td>Logo and Name</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Featured on our Facebook and Twitter</td>
<td>A thank you Tweet and Facebook recognition/advertisement 4x a year</td>
<td>A thank you Tweet and Facebook recognition/advertisement 2x a year</td>
<td>A thank you Tweet and Facebook recognition/advertisement 1x a year</td>
</tr>
<tr>
<td>YouTube Promo video</td>
<td>A personalized 30-second thank you/promo video created and posted on YouTube and our social media pages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banners and Signs at Service Events</td>
<td>Large company banner displayed at service event (ex: service event brought to you by ASDA and _______.)</td>
<td>Company name listed on a group banner at service event</td>
<td>Company recognition sign at service event</td>
</tr>
<tr>
<td>Event</td>
<td>Name/Logo on Event Website</td>
<td>Goodie Bag Promotional Items</td>
<td>Name/Logo on Flyer</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>-----------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td>Mighty Molar Event: September 27th 2014</td>
<td>Company logo 2x sized, at top of page, with link to company website</td>
<td>Your company may put three promotional items into event goodie bag that goes to all the participants (business card, pens, etc.)</td>
<td>Logo and Name on flyer</td>
</tr>
<tr>
<td></td>
<td>Company logo 2x sized</td>
<td>Name listed and linked to company website</td>
<td>Logo on flyer</td>
</tr>
<tr>
<td></td>
<td>Company name 2x sized</td>
<td>Your company may put two promotional items into event goodie bag that goes to all the participants (business card, pens, etc.)</td>
<td>Name on flyer</td>
</tr>
<tr>
<td></td>
<td>Company name listed on t-shirt</td>
<td>Your company may put one promotional item into event goodie bag that goes to all the participants (business card, pens, etc.)</td>
<td></td>
</tr>
</tbody>
</table>

**Business Symposium: January 24th 2015**

<table>
<thead>
<tr>
<th>Event</th>
<th>Flyer</th>
<th>Table</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Logo and Name on flyer</td>
<td>Free table at the Symposium</td>
</tr>
<tr>
<td></td>
<td>Logo on flyer</td>
<td>$200 off table at the Symposium</td>
</tr>
<tr>
<td></td>
<td>Name on flyer</td>
<td>$100 off table at the Symposium</td>
</tr>
</tbody>
</table>

**Vendor Fair: April 10th 2015**

<table>
<thead>
<tr>
<th>Event</th>
<th>Flyer</th>
<th>Table</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Logo and Name on flyer</td>
<td>Free Table at Vendor Fair</td>
</tr>
<tr>
<td></td>
<td>Logo on flyer</td>
<td>$300 off table at Vendor Fair</td>
</tr>
<tr>
<td></td>
<td>Name on flyer</td>
<td>$200 off table at Vendor Fair</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$100 off table at Vendor Fair</td>
</tr>
</tbody>
</table>

**Pre-Dental Day: Spring 2015 (Date TBA)**

<table>
<thead>
<tr>
<th>Event</th>
<th>Flyer</th>
<th>Name/Logo on event t-shirts</th>
<th>Goodie Bag Promotional Items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Logo and Name on flyer</td>
<td>Company logo 2x sized</td>
<td>Your company may put three promotional items into event goodie bag that goes to all the participants (business card, pens, etc.)</td>
</tr>
<tr>
<td></td>
<td>Logo on flyer</td>
<td>Company logo</td>
<td>Your company may put two promotional items into event goodie bag that goes to all the participants (business card, pens, etc.)</td>
</tr>
<tr>
<td></td>
<td>Name on flyer</td>
<td>Company name 2x sized</td>
<td>Your company may put one promotional item into event goodie bag that goes to all the participants (business card, pens, etc.)</td>
</tr>
</tbody>
</table>

*Note: Incentives are subject to change. Some additional incentives may be added or adjusted with the addition of new organization events. It also depends on when your company decides to become a sponsor, as some incentives have deadlines. As an added bonus at the end of the year, all sponsors will receive a Sponsorship Recap Folder or Digital Presentation that will include pictures from the events they have participated in as well as samples of the flyers and promotional materials that their company name or logo was on.
If your company is not interested in a full sponsorship, but would still like to participate with us, please refer to our list of Promotional Services and Items for purchase:

<table>
<thead>
<tr>
<th>Promotional Services and Items</th>
<th>Price:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsor an ASDA Social Event</strong></td>
<td></td>
</tr>
<tr>
<td>Company Name listed on all event advertisements (ex: “Bowling Night brought to you by ____”)</td>
<td>Event Cost</td>
</tr>
<tr>
<td>Banner with Company logo at event (if applicable)</td>
<td></td>
</tr>
<tr>
<td><strong>Mighty Molar (Sunday, September 27th, 2014)</strong></td>
<td>$200</td>
</tr>
<tr>
<td>Name on shirt</td>
<td></td>
</tr>
<tr>
<td>Logo on back of shirt</td>
<td>$400</td>
</tr>
<tr>
<td>Promotional items for Goodie Bags (Business cards, pens, etc.)</td>
<td>$50 per item</td>
</tr>
<tr>
<td>Promotional items for raffle</td>
<td></td>
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<tr>
<td><em>(your company will be acknowledged during the raffling of your item)</em></td>
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<table>
<thead>
<tr>
<th><strong>Business Symposium (January 24th, 2015)</strong></th>
<th>$300</th>
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<tbody>
<tr>
<td>Early booth registration (November 1st)</td>
<td></td>
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<tr>
<td>Normal booth registration (December 1st)</td>
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<tr>
<td>Late booth registration (January 1st)</td>
<td>$500</td>
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<tr>
<td><strong>Vendor Fair (April 10th, 2015)</strong></td>
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<tr>
<td>Early fall registration (November 1st)</td>
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<tr>
<td>Late registration (March 1st)</td>
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<th><strong>Newsletter Advertisement</strong></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$400</td>
</tr>
<tr>
<td>½ page advertisement</td>
<td>$250</td>
</tr>
<tr>
<td>¼ page advertisement</td>
<td>$150</td>
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<tr>
<td>Name listed in Sponsor Section</td>
<td>$50</td>
</tr>
<tr>
<td>Video Ad/ Company Commercial/ Product Promo</td>
<td>$300</td>
</tr>
</tbody>
</table>
# Sponsorship Order Form

**Contact Person Name:** Click here to enter text. **Company:** Click here to enter text.

**Email:** Click here to enter text. **Phone:** Click here to enter text.

**Deadline for Sponsorship Packages:** Monday, September 15th

Please indicate which custom package or Individual Events/Items you would like to sponsor.

<table>
<thead>
<tr>
<th><strong>Custom Sponsorship Packages</strong></th>
<th><strong>Price:</strong></th>
<th><strong>Indicate sponsorship</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mighty Molar Sponsor</td>
<td>$3500</td>
<td>☐</td>
</tr>
<tr>
<td>Premolar Sponsor</td>
<td>$2500</td>
<td>☐</td>
</tr>
<tr>
<td>Canine Sponsor</td>
<td>$1500</td>
<td>☐</td>
</tr>
<tr>
<td>Incisor Sponsor</td>
<td>$1000</td>
<td>☐</td>
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</tbody>
</table>

<table>
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<tr>
<th><strong>Promotional Services and Items</strong></th>
<th><strong>Price:</strong></th>
<th><strong>Indicate the item(s) you would like to purchase:</strong></th>
<th><strong>Supplemental</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sponsor an ASDA Service Event</strong></td>
<td>Event Cost</td>
<td>☐</td>
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</tr>
<tr>
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<td>In-Kind Donation</td>
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**Business Symposium:** Saturday, January 24th, 2015

*Full Sponsors Receive: $100 Off (Incisor Sponsor), $200 Off (Canine & Premolar Sponsors) or FREE (Mighty Molar Sponsor)*

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**Vendor Fair:** Friday, April 10th, 2015

*Full Sponsors Receive: $100 Off (Incisor Sponsor), $200 Off (Canine Sponsor), $300 Off (Premolar Sponsor) or FREE (Mighty Molar Sponsor)*

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**ASDA Banquet (Spring 2015)**

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</tr>
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</table>

Please include your company logo and/or advertisement with this form upon submission

**Order Total:** $__________

**Signature:** ____________________________ or Digital Signature ☐ **Date:** ______________

Only checks accepted that are made out to “UF ASDA”. Please either email or mail completed forms, checks, and/or advertisements to Neal Singh at NSingh@dental.ufl.edu or

2927 SW 35th Place Apt 118 Gainesville, FL 32608
Chapter Projects

Name of Project: “Penny Wars”

ASDA Chapter: Pacific

Description (where, when, and details of project):
Each class has a jar placed in a central location that they can add money into. The faculty and staff have their own jar as well. A penny is worth 1 point. Anything else is negative points: i.e. a quarter is -25, dime is -10, a dollar is -100, etc. The winning team is the one with the most points, not money. So classes would like to add pennies to their jar to bring their points up and any other form of money (nickels, quarters, bills) to the other classes jar to try to bring their points down.

Funds raised:
$2000

Time it took to plan:
It took very little planning time. Just make sure to select a week and advertise as much as possible. Have two of your chapter leaders man the jars during a few hours of the day (lunch hour). Every night tally up the results and email the current standings so that each class knows who is in the lead and who behind. This gets them excited especially when it is a close competition.

Number of volunteers:
2 to man the jars for a couple hours (possibly shifts)
4 after school to count the money and tally the standings for the day

Other participating groups or sponsors (if applicable):
None

Budget:
$250 for an ice cream party for the winning class

Contact person and email:
Maurissa Kiefer, m_kiefer@u.pacific.edu
Name of project: Crawfish Boil

ASDA chapter: Alabama

Description (where, when, and details of project): This event is held in the springtime, which is crawfish season, at a current student’s home with a big back yard and porch. We charge $5 admission and this includes unlimited crawfish and beer. We usually order the crawfish from a local supplier (they provide the number of lbs. you will need for the number of people expected) and corn, potatoes, onions, etc for the boil. We have music and beer available as well.

This event usually has a huge turnout. We get a “sponsor” to cover the cost of the crawfish and beer, and invite them to meet the students at the event.

Funds raised: $750

Time it took to plan event: Fairly easy to plan just need to make sure you have someone to cook the crawfish and the necessary cooking supplies!

Number of volunteers: 15

Other participating groups or sponsors (if applicable): Patterson Dental sponsors this event for us.

Budget (including cost of the event and funds raised by event): $1,200

Contact person and email: Lia Kalliath, kalliath@uab.edu
Name of project: Mr. Molar

ASDA chapter: Alabama

Description (where, when, and details of project):
This event is held at a local bar with a stage either right before or after spring break. We recruit 2 representatives from each class and have them compete in a “male beauty pageant.” Categories include evening wear, swimwear and Q&A. You can invite judges of your choice and part of the judging is determined by “cheers.”

Two companies sponsor a bar tab for this event and we charge $5 cover for admission and a wristband.

Funds raised:
$750

Time it took to plan event:
It takes very little time to contact the bar, select a date and find sponsors.

Number of volunteers:
10

Other participating groups or sponsors (if applicable):
Two sponsors for the bar tab totaling $1,500

Budget (including cost of the event and funds raised by event):
The bar didn’t charge a fee to hold the event there and tab was open until the amount ran out. Essentially, it was $0 cost to the chapter.

Contact person and email:
Lia Kalliath, kalliath@uab.edu
**Name of project:** BU ASDA Golf Tournament

**ASDA chapter:** Boston

**Description (where, when, and details of project):**
Golf tournament held at a local golf course on May 1st, 2010. Participants signed up in teams of 4. The $75 fee included a putting contest, 18 holes of golf with a cart, a gift bag, and a BBQ dinner afterwards. Funds were raised by acquiring hole sponsors; golf prizes were donated by local businesses.

**Funds raised:**
$ 4,500

**Time it took to plan event:**
6 months

**Number of volunteers:**
15

**Other participating groups or sponsors** (if applicable):
None

**Budget (including cost of the event and funds raised by event):**
Cost of event: $1000
Funds raised: $4500

**Contact person and email:**
Joe Calabrese, jobeam@bu.edu
Name of project: Annual Charity Auction

ASDA chapter: Buffalo

Description (where, when, and details of project):
This event was held on Thursday, April 15, 2010 from 5:30-9:00pm in Harriman Hall on the University at Buffalo South Campus.

This event had three different types of auctions: a Chinese raffle, silent auction, and live auction. All items auctioned off were donated by local businesses, students, their families, or faculty members. The live auction is held at the end of the night and is comprised of experiences such as dinner for eight at a faculty member’s home, a private plane ride over Niagara Falls offered by a fellow student, or a sailing trip with a faculty member just to name a few. Those who attend this event purchase entry tickets, which entitled them to a catered dinner, beverages, the entertainment of a live band, and the chance to win a large raffle item (this year was a digital camera). Additional raffle tickets for the camera as well as tickets for the Chinese raffle items and a 50/50 split drawing were also sold.

Some proceeds from the event went toward the BOCA student-run organization in which students participate in outreach and dental missions locally and abroad. Remaining proceeds were given to Angel Flight and The Oral Cancer Fund.

Funds raised:
$ 11,000

Time it took to plan event:
A planning committee, which included an ASDA chairperson and two BOCA chair people, was utilized to plan this event over the course of about 6 months.

Number of volunteers:
40

Other participating groups or sponsors (if applicable):
BOCA (Buffalo Outreach and Community Assistance)

Budget (including cost of the event and funds raised by event):

Contact person and email:
Lauren Vitkus, lauren.vitkus@gmail.com
Name of project: Crest Whitestrips Sale

ASDA chapter: Columbia

Description (where, when, and details of project):
With this project, we send out e-mails to the school, friends and family about the “SUPREME” crest white strips that we can get from Crest for $20 a box. We sell them for $35 and people really do enjoy them. It does seem that most of the sales go to friends and family, but it is a very worthy fundraiser.

Funds raised:
$ 200-500

Time it took to plan event:
Minimal amount of time

Number of volunteers:
1

Other participating groups or sponsors (if applicable):
None

Budget (including cost of the event and funds raised by event)
No cost.

Contact person and email:
Alex Rubinovar, 2982@columbia.edu
Name of project: ASDA “Pro-Am” Golf Outing

ASDA chapter: Detroit Mercy

Description (where, when, and details of project):
This is our 3rd year hosting this golf event. We try to pair two practicing dentists with two dental students per foursome. These teams will compete against each other in scramble format. We do all the typical golf outing prizes (closest to the pin, straightest drive, etc.) as well. It’s an opportunity for students to interact with practicing dentists and establish some networking.

Funds raised:
$ 3,000

Time it took to plan event:
This event needs to be planned at least 3-4 months out in advance with the golf course. From then till the day of the tournament, we are recruiting sponsors and advertising the golf tournament to students and dentists.

Number of volunteers:
At any time, there are usually 3-4 people working on the details of the golf tournament (as far as course, dinner, sponsors, and advertising). The day of the event usually requires a dozen or so active ASDA members to volunteer (registration, hole signs, etc.).

Other participating groups or sponsors (if applicable):
This is solely an ASDA event at our school. However, we contact the alumni association for help with alumni golfers and we work with our admissions faculty to target new 1st years before they get to school.

Budget (including cost of the event and funds raised by event)
It’s difficult for me to say what the budget is as this is only our 3rd year doing it. However, it costs roughly $75 a player for golf and dinner. We charge students $50 and dentists $100. We aim to have 144 players in the field.

Contact person and email:
Alexandra Martella, alexmartella@gmail.com
Name of project: ASDA Research Day and Vendor Fair

ASDA chapter: Michigan

Description (where, when, and details of project):
Every year in February, our chapter supports and helps run the research day at our school. We usually have around 50 vendors that come to the event and most of the proceeds go to our ASDA chapter. See Vendor Fair How-to Guide for more information on hosting a vendor fair.

Funds raised:
~$5,000

Time it took to plan event:
We spend time coordinating with the research office months in advance. However, most of the work is done the day of the event. We ask everyone on our board to volunteer to help out for part of the day.

Number of volunteers:
18

Other participating groups or sponsors (if applicable):
None

Budget (including cost of the event and funds raised by event):
This event does not cost us any money

Contact person and email:
Yazdan Haider, yhaider@umich.edu
Name of project: Annual ASDA Auction

ASDA chapter: New Jersey

Description (where, when, and details of project):
The biggest spring event at our school (besides commencement) is our annual ASDA auction. Faculty and staff donate prizes that we raffle off. We sell tickets for a few weeks prior, which allows for increased fundraising and promotion of the event. The event also features BBQ food and a live school band. This year we also added a dunk tank where students could pay for the chance to dunk a faculty member by hitting a target with a softball.

Funds raised:
$1,200

Time it took to plan event:
3-4 weeks

Number of volunteers:
13

Other participating groups or sponsors (if applicable):
None

Budget (including cost of the event and funds raised by event)
Cost: $800
Total raised: $2000
Net fundraised: $1200

Contact person and email:
Jonathan Snow, snowji@umdnj.edu
Name of project: Scrub Sales

ASDA chapter: New York

Description (where, when, and details of project):
We have scrub sales every year during the following times:
1. As soon as the new D1 class begins school
2. When the new advanced placement students begin school
3. When the 3rd year students enter clinic

Funds raised:
$3,000

Time it took to plan event:
3 hours – just requires a phone call to the scrub vendor and creating a schedule to sell the scrubs

Number of volunteers:
15

Other participating groups or sponsors (if applicable):
N/A

Budget (including cost of the event and funds raised by event)
Cost depends on how many scrubs we order. If we find that our funds are low we do a pre-order sale to ensure that we’ll make some money

Contact person and email:
Andrew Ramirez, ar2532@nyu.edu
Name of project: Scrub Sale (Fall/Spring)

ASDA chapter: Pennsylvania

Description (where, when, and details of project):
Once in the fall and once in the spring, our ASDA chapter has a scrub sale. We alternate between embroidered scrubs and screen-printed scrubs with the Penn Dental name and logo. For the embroidered scrubs, we do a pre-order sale and for the screen-print, a bulk order (we sometimes have left over that we save and sell/give away as prizes throughout the year.)

Target audience (children, underserved population, dental students, etc.):
Dental students, faculty, and staff

Time it took to plan event:
1 week

Number of volunteers:
~10

Other participating groups (if applicable):
None

Budget (including cost of the event and any funds raised by event, if applicable):
We typically raise a range of $400-700 per sale.

Contact person and email:
Pavan Narla, pnarla79@gmail.com
Name of project: Oral-B / Crest White Strip Sale

ASDA chapter: Pennsylvania

Description (where, when, and details of project):
Once a year we hold a sale on Oral-B power toothbrushes and Crest White Strips. This past year, we started advertising to the other graduate schools at Penn and even to the undergraduate campus. We had only limited success with the extra advertisement, but hope that will continue to grow in the coming years. Most of the sales/ordering occurred at the dental school, but we also had our website set-up to receive online orders. Everything is ordered in one large shipment and sent to the school for pick-up. For one week, we had students sitting in the school distributing the merchandise.

Target audience (children, underserved population, dental students, etc.):
Dental students, faculty, staff, other undergraduate and graduate students, and patients

Time it took to plan event:
2 weeks

Number of volunteers:
~15

Other participating groups (if applicable):
None

Budget (including cost of the event and any funds raised by event, if applicable):
We raised ~$1,500 with this year’s sale.

Contact person and email:
Pavan Narla, pnarla79@gmail.com
Name of project: Dental Decks Sale

ASDA chapter: Pennsylvania

Description (where, when, and details of project):
Every spring, we sell Part I Dental Decks to 2nd year dental students and Part 2 Dental Decks to rising 4th year students.

Target audience (children, underserved population, dental students, etc.):
Dental students

Time it took to plan event:
1 week

Number of volunteers:
5-10

Other participating groups (if applicable):
None

Budget (including cost of the event and any funds raised by event, if applicable):
Minimal funds are raised with this sale, maybe $200-300. However, it is a popular sale with the students.

Contact person and email:
Pavan Narla, pnarla79@gmail.com
Name of project: Business Card Sale

ASDA chapter: Pennsylvania

Description (where, when, and details of project):
Every spring, we sell business cards to 2nd year students before they make the transition into the clinic. The business cards have all of their appropriate contact information on them (and can be edited by the student), with the Penn Dental logo.

Target audience (children, underserved population, dental students, etc.):
Dental students

Time it took to plan event:
1 week

Number of volunteers:
<5

Other participating groups (if applicable):

Budget (including cost of the event and any funds raised by event, if applicable):
~$300

Contact person and email:
Pavan Narla, pnarla79@gmail.com
Name of project: Pitt Golf Tournament

ASDA chapter: Pittsburgh

Description (where, when, and details of project):
Where: Golf Course of our choice
When: Spring/Summer
Details: 18 holes of golf, great snacks, tons of beer, spectacular lunch, bomb prizes

Target audience (children, underserved population, dental students, etc.):
Dental students, alumni, and faculty

Time it took to plan event:
Month

Number of volunteers:
30

Other participating groups (if applicable):
N/A

Budget (including cost of the event and any funds raised by event, if applicable)
Gross: ~$9,500.00
Cost: ~$8,000.00
Donated: $1,500.00

Contact person and email:
Martin Smallidge, mjs180@pitt.edu
Name of project:  T-shirt sales

ASDA chapter:  Stony Brook

Description (where, when, and details of project):
Every winter, we sell ASDA chapter/school t-shirts. We usually ask students to submit designs for the t-shirts. Last year, we used American Apparel T-shirts with a tooth design that incorporated our school’s logo.

Funds raised:
$ 500.00

Time it took to plan event:
5 hours max

Number of volunteers:
Approximately 3-5. We need people to submit designs, choose designs, find a t-shirt vendor, advertise t-shirts, collect order forms, and distribute t-shirts once they arrive.

Other participating groups or sponsors (if applicable):
None

Budget (including cost of the event and funds raised by event)
It pays for itself. We usually raise approximately $500.

Contact person and email:
Keren Etzion, ketzion@gmail.com
**Name of Project:** Crowd Funded Tees

**ASDA Chapter:** Stony Brook

**Description:**
Everyone loves T-shirts, but no one wants to be left with all the extras that don’t sell. If your chapter is looking to sell apparel, but is worried about the upfront costs, crowd funded appeal is a great option. Teespring.com is a great resource that allows you to design apparel and sell it to your members. Any money collected above the cost of production is mailed to you as profits. The orders can be sent directly to their address or sent to you to hand out in person.

**Funds raised:**
$500

**Time it took to plan:**
It took very little time to design the apparel, pick dates for sale, and then schedule a date and time for pick-up of the apparel since it wasn’t shipped to the buyers address.

**Number of volunteers:**
Three

**Budget:**
$0 cost to the chapter.

**Contact Person and email:**
Jenn Lonnen, Lonnen@gmail.com
Name of project: Miles for Smiles 5K Race

ASDA chapter: Virginia

Description (where, when, and details of project):
We are currently working on VCU's first annual charity 5k race in which all the proceeds will go toward Virginia's Missions of Mercy (MOM) projects. The name of the race is "Miles for Smiles." About 6 months in advance, we reserved a running trail near the school, contacted city hall to request that the roads we need be closed for the few hours the morning of the race, and are currently working on sponsorship for the race. We will hire a few policemen for the day of the race as well as have a running time clock.

The positions that students will hold to help with the race are:
- Sponsorship
- Treasurer
- Marketing/PR
- Course Manager
- Food & Water
- Website Manager
- Race Registration
- Signs
- Finish & Start
- Health Expo
- Program/Flyers
- Awards

Funds raised:
This is the first year we are having the race, so I'm not sure how much we can expect to raise.

Time it took to plan event:
6 months

Number of volunteers:
About 30 student volunteers helping with various aspects of the race.

Other participating groups or sponsors (if applicable):
None

Budget (including cost of the event and funds raised by event):
The budget is around $5,000 and includes the upfront costs of T-shirts, timing, banners, police, race numbers, etc.

Contact person and email:
Ben Archer, archerbp@vcu.edu
ASDA Chapter Scrubs Fundraiser

ASDA is working with Career Uniforms to offer a discount on scrubs, lab coats, stethoscopes, etc. so that chapters can sell them as a fundraiser.

**How does it work?**
Visit [www.ASDAnet.org/store/scrubs.aspx](http://www.ASDAnet.org/store/scrubs.aspx) to view the online catalog. Once you have selected your products and collected orders from your chapter, order online.

**How long does it take to receive the scrubs?**
Please allow 5-7 business days for (blank goods) or 10-14 business days for (embroidered goods) for your order to be processed. Allow additional 3-4 days for UPS to deliver to you via regular ground service.

**Who should I contact with questions?**
Contact Danielle Bauer, director of membership, at Danielle@ASDAnet.org or contact Career Uniforms directly at anna@careeruniforms.com or 713-645-6383.