



# Sponsorship Prospectus

# Despite being one of the most advanced countries in the world, childhood dental health statistics in the UK make shocking reading.

In 2017-18 statistics covering every local authority in England show there were **59,314** tooth extractions performed on children.\*

**9 out of 10** hospital tooth extractions among young children are due to preventable tooth decay.\*

Tooth extraction is the **most common** hospital procedure for **six to ten-year olds**.\*

**60,000 school days** are missed per year due to hospital extractions.\*

**Almost 60%** of children aged **one to four** did not see an NHS Dentist in 2018.†

In deprived areas children are **three times more likely** to experience **severe tooth decay** due to higher sugar diets and poor oral hygiene.



Poor dental health can have a **major impact** on a child's physical health and quality of life, and lead to problems such as infections, eating difficulties, and absences from school.



Children from **deprived areas** have more than **twice the level of decay** (34%) than those in the least deprived areas (14%).



\*Public Health England (March 2019). †NHS Digital. NHS Dental Statistics for England, 2018-19.

## Worryingly, these statistics are not improving...

# So what can you do to help?

## You can choose to support Teeth Team.

The award-winning Teeth Team Programme is a well-established and nationally-recognised child dental health improvement initiative, facilitated within the City of Hull and the East Riding of Yorkshire in conjunction with 543 Dental Centre, while also working in other areas of the UK.

This collaborative working partnership between local dental practices and schools takes dental education directly to local primary school children.



Teeth Team visits children in their classrooms to teach them all about healthy diets and dental hygiene. With the help of dental superheroes **Captain Incisor**, **Mighty Molar**, **K9**, **Baby Toof** and **Pre-Molar Girl**, we help the children learn the importance of keeping their teeth healthy. We provide toothbrushes, toothpaste and fluoride varnishes for all the children involved. We also carry out clinical dental assessments and signposting for accessing primary and secondary dental care as required.

Like other bacterial infections, if left untreated tooth decay will usually spread, leading to pain and discomfort, difficulty sleeping, difficulties chewing; affecting growth and development, often leading to poor self-esteem, social isolation and speech development problems. Therefore, Teeth Team is not only protecting children's oral health but is also safeguarding their wider health and development. The cost of this is just £14.00 per child per year.

**Help us turn this ...**

**into this.**



# Transforming children's futures.

Teeth team is a charity, and like all charities, relies on donations to continue its vital work. Considering that every general anaesthetic costs £836 for every child admitted to hospital for teeth extraction, the cost of Teeth Team at just £14.00 per child per year is outstanding value for money and a cost effective sustainable long-term solution. But, to continue this work, we need your help. Every pound donated goes directly to protecting children's oral health, so we are asking you to become a sponsor of Teeth Team.

Sponsorship not only provides a fantastic opportunity to meet obligations around Corporate Social Responsibility, but can also help bring teams together to make a difference to children's future and in so doing, raise staff morale. Our significant corporate sponsors include SimplyHealth, Wesleyan, Henry Schein, Colgate, Carestream, Alpha Dental, Zest Dental Recruitment and Open Voip. There are many different ways in which you can get involved.

## CHAMPION PACKAGE

£10,000

PER YEAR

DELIVER THE TEETH TEAM PROGRAMME TO 715 CHILDREN



- Adopt a school of your choice – develop close ties with the local community and gain excellent CSR opportunities for your company
- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags. Regular presence and links to Teeth Team posts
- Wall plaque – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on the Teeth Team website – scrolling on homepage, identified as Champion sponsor
- Your company's logo on Teeth Team communications – newsletters, Annual Report
- Annual feature for your company in termly newsletters
- Teeth Team logo provided – to use on your company's communications
- Fundraising opportunities – active CSR opportunities for your company's staff
- Full sponsorship exposure and complimentary table at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

## ADVOCATE PACKAGE

£5,000

PER YEAR

DELIVER THE TEETH TEAM PROGRAMME TO 357 CHILDREN



- Adopt a school of your choice – develop close ties with the local community and gain excellent CSR opportunities for your company
- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags
- Wall plaque – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on the Teeth Team website – scrolling on Homepage
- Your company's logo on Teeth Team communications – newsletters, Annual Report
- Teeth Team logo provided – to use on company communications
- Fundraising opportunities – active CSR opportunities for your company's staff
- Full sponsorship exposure and complimentary table at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

# For smaller organisations, make Teeth Team your charity of choice.



Why not become a **Friend of Teeth Team**? We welcome all individuals or small groups who want to nominate Teeth Team as their chosen charity for ad hoc fundraising events such as the Hull Marathon or the Tour de Yorkshire.

For £500 per year, you will get a press release announcing your involvement (issued to local or professional press as required), social media announcement of sponsorship on Teeth Team, a window sticker with the Friends of Teeth Team logo and an invitation to Teeth Team Networking Event 2019/2020. You will also be delivering the teeth team programme to 36 children!

Collection tins can also be provided.

## AFFINITY PACKAGE

£2,500

PER YEAR

DELIVER THE TEETH TEAM PROGRAMME TO 179 CHILDREN



- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags
- Desk plaque – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on the Teeth Team website – scrolling on Homepage
- Your company's logo on Teeth Team electronic communications – newsletters
- Teeth Team logo provided – to use on company communications
- Reduced price on attendance at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

## SUPPORTER PACKAGE

£1,000

PER YEAR

DELIVER THE TEETH TEAM PROGRAMME TO 72 CHILDREN



- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags
- Window sticker – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on Teeth Team letterheads
- Reduced price on attendance at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

“ My son has brushed his teeth at school every day since he started and I am happy with this. I do look after my children's teeth but I know there are other children whose teeth are not well looked after. So I think Teeth Team is doing a great job and really making a difference for all the pupils. My son loves brushing his teeth at school and they always make it a fun part of the day. ”  
**Sarah, a parent at Francis Askew Primary School Hull, a long-standing Teeth Team school.**

# Teeth Team was the winner of the first ever 'Outstanding Innovation' award from the British Society of Paediatric Dentistry (BSPD).



British Society of  
Paediatric Dentistry



**TEETH TEAM  
SCOOPS  
NATIONAL  
AWARD!**

*"In our school very many pupils do not visit the dentist regularly and have poor teeth hygiene leading to multiple extractions at an early age. The whole school community has responded well to the project and we now have 90% of pupils taking part. Daily tooth brushing in school is now the norm and the project sits extremely well alongside our other work to teach pupils about health and making healthy lifestyle choices."*

**Class teacher  
at South  
Avenue School,  
Sittingbourne, Kent**

The BSPD's remit is 'improving children's oral health' and this award is designed to recognise 'excellent work undertaken by dental team members in support of children's oral health'.

We are told that their executive panel judged Teeth Team's 'excellent project to be the clear winner'.

This award is much appreciated as a testament to years of hard work and dedicated support by everyone involved in Teeth Team, including the Rt Hon Alan Johnson (pictured), and we hope the programme will go from strength to strength, to improve the dental health of as many children as possible across Hull and East Yorkshire.

## Our other awards include



Patrons Prize from  
National Oral Health  
Promotion Group



Winner of the award  
for Best Child Health  
Initiative at the  
Dental Hygiene and  
Therapy Awards



The Teeth Team  
website was awarded  
'Website of the Year'  
at the Dental Industry  
Awards 2017



Teeth Team was the  
first member of the Smile  
for Life Initiative -  
launched by the Office of  
the Chief Dental Officer

# Get in touch with Teeth Team today and pledge your support - your help is vital to safeguard our children's future.



*"It is one of the highlights of my job working with so many children in the Teeth Team schools. It is shocking to see how many issues some children already have in their mouths at such a young age and is therefore a privilege to be a part of dental care taken directly to the schools and the benefit that this can make for so many children. We see many children who clearly have no other dental intervention than the work Teeth Team does and for that I know the programme is essential."*

**Laura Routledge,  
Foundation Dentist, who  
participates in routine  
dental assessments  
and fluoride varnish  
applications for Teeth Team**

We hope you are impressed by the vital work that Teeth Team does in Hull and the surrounding communities to protect the health and educational prospects of our young people.

You've seen the truly shocking statistics around our young people's dental health and hopefully want to get involved. All of our programmes are absolutely free for the participating schools, but of course there's an enormous cost behind the scenes.

If you would like to help our children get the dental care they deserve, and provide the dental education that will carry them forward into a lifetime of good dental health, then please get involved:

**Emma Ideson, Corporate Partnership Manager**

**Tel:** 01482 64 20 92

**Mobile:** 07976 51 23 40

**Email:** [emma@teethteam.org.uk](mailto:emma@teethteam.org.uk)





### CHAMPION PACKAGE £10,000 PER YEAR



- Adopt a school of your choice – develop close ties with the local community and gain excellent CSR opportunities for your company
- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags. Regular presence and links to Teeth Team posts
- Wall plaque – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on the Teeth Team website – scrolling on homepage, identified as Champion sponsor
- Your company's logo on Teeth Team communications – newsletters, Annual Report
- Annual feature for your company in termly newsletters
- Teeth Team logo provided – to use on your company's communications
- Fundraising opportunities – active CSR opportunities for your company's staff
- Full sponsorship exposure and complimentary table at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

### ADVOCATE PACKAGE £5,000 PER YEAR



- Adopt a school of your choice – develop close ties with the local community and gain excellent CSR opportunities for your company
- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags
- Wall plaque – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on the Teeth Team website – scrolling on Homepage
- Your company's logo on Teeth Team communications – newsletters, Annual Report
- Teeth Team logo provided – to use on company communications
- Fundraising opportunities – active CSR opportunities for your company's staff
- Full sponsorship exposure and complimentary table at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

### FRIENDS OF TEETH TEAM



### AFFINITY PACKAGE £2,500 PER YEAR



- Press release – announcing your company's involvement, issued to local or professional press as required
- Social media exposure – announcement of your company's sponsorship on Teeth Team social media with appropriate tags
- Desk plaque – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on the Teeth Team website – scrolling on Homepage
- Your company's logo on Teeth Team electronic communications – newsletters
- Teeth Team logo provided – to use on company communications
- Reduced price on attendance at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

### SUPPORTER PACKAGE £1,000 PER YEAR



- Press release – announcing the company's involvement, issued to local or professional press as required
- Social media exposure – announcement of sponsorship on Teeth Team social media with appropriate tags
- Window sticker – your company's logo integrated with Teeth Team logo 'proud sponsors of...'
- Your company's logo on Teeth Team letterheads
- Reduced price on attendance at Teeth Team Networking Event 2019/2020
- Collection tins supplied for your company's reception desk - tooth-shaped like Mr Molar

If you would like to help our children get the dental care they deserve, and provide the dental education that will carry them forward into a lifetime of good dental health, then please get involved:

**Emma Ideson,**  
Corporate Partnership  
Manager

Tel: 01482 64 20 92  
Mobile: 07976 51 23 40  
Email: [emma@teethteam.org.uk](mailto:emma@teethteam.org.uk)

Teeth Team  
543-549 Anlaby Road  
Hull HU3 6HP

t. 01482 565 488  
e. [info@teethteam.org.uk](mailto:info@teethteam.org.uk)  
w. [teethteam.org.uk](http://teethteam.org.uk)

TeethTeam  
 @TeethTeam