

NJDA PERKS PROGRAM

Where Valuable Resources MEET Member Engagement

The NJDA agrees to:

- List PERK Provider on an exclusive landing page on the NJDA website. Website content to be provided by the PERK provider and approved by the NJDA.
- PERK Provider brand logo featured on the NJDA home page scroll bar.
- Provide ongoing advertising to drive traffic to NJDA's PERKS website page by way of social media, email communications and website advertising. This will include the use of a QR Code in various high-profile areas; disposable coffee cups, notepads and signage used at NJDA Headquarters.
- Invite our PERK Providers to participate in an **NJDA PERKS Leadership Brief**. A 5-minute introduction to the NJDA Board of Trustees via zoom. Giving the PERK Provider an opportunity to introduce their product/service and the NJDA member exclusive discount.
- Allow PERK Provider the use of the NJDA logo solely to promote the relationship on promotional and marketing materials.
- Provide updated Member Mailing Lists monthly.
- An introduction to over 8,000 New Jersey Dentists. First, in NJDA's leading member communication newsletter that averages a 56% Open Rate then again in NJDA's successful non-member email yielding a 36% Open Rate.
- An invitation to sponsor two of 12 local component Officer Visitation in-person meetings.

The PERK Provider agrees to:

- Provide an agreed upon exclusive discount for all NJDA members.
- Will establish a means to confirm NJDA membership before providing discounts. And agrees to provide the NJDA with a quarterly report outlining and quantifying the services provided to NJDA members. This information should include the dentist's name, city, purchased products/services.
- Provide messaging to support quarterly advertisements, promotional materials, or social media posts.
- Attend and sponsor two local component meetings (NJDA Officer Visitations) in-person programs.
- Pay the New Jersey Dental Association agreed upon revenues as established in our agreement.