Doing it differently

The decision to sponsor a junior rugby team came from both heart and mind, says dental therapist **Mel Prebble**. Here she explains the benefits.

Sometimes an opportunity comes along and you know you have to go with it. That was how I felt when our local Rugby Football Club, Tabard,

announced they were looking for funding. I have an affinity with the club. My husband played there and in recent years my daughter Gracie, joined the Under 11 Mini section, known as the Tabard Mini Warriors.

parents and children about dental health. I am certain it will bring me more business in the future as the response is already very positive. It's a win win so to speak and on another

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I decided to sponsor the Warriors for a number of reasons. Some from the head and some from the heart.

The funding required was in line with my budget and I saw it as a way to strengthen my brand in the community and also support the team I love. Initially I just thought: 'What a great idea - I'll get a little PR when the warriors are out and about!' And then, when I saw my name sitting there on all the kit, it hit me how powerful the message actually is.

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level, I'm also raising awareness of dental prevention, as well as kids hygiene and therapy.

From the age of 9 mouth guards are worn for rugby so this has been a hot topic of discussion over the years. Parents are keen to discuss the risks and benefits of custom made devices and I am happy to share what I know.

Looking back, I fully understand why I grasped the opportunity. I could have sponsored just anyone or anything, it had to be a head and heart decision. And it's really paid off.

Mel Prebble is a dental therapist at Neel Dentistry and Abbey Road Dental and a key opinion leader for Dentsply Sirona and Phillips Oral Health Care

bdjteam2018163