

CORPORATE PARTNER OPPORTUNITIES

2025



Message from the Secretary-General

At the World Federation of Chiropractic (WFC), we are proud to serve as the global voice of the chiropractic profession. Since our establishment in 1988, we have worked to advance awareness, utilization, and integration of chiropractic worldwide, ensuring that people everywhere have access to safe, effective, and patient-centered care. Today, we represent national associations in over 90 countries across seven world regions, collaborating with health policymakers, educational institutions, researchers, and healthcare organizations to promote evidence-based chiropractic care and its role in modern healthcare systems.

However, the impact we have achieved—and the ambitious goals we continue to pursue—would not be possible without strong partnerships. The WFC's ability to support, empower, and advocate for chiropractors across the globe is made possible through the commitment of our members, stakeholders, and most importantly, our corporate partners. These partnerships play a critical role in driving forward our mission, enabling us to deliver world-class research, education, public health initiatives, and advocacy efforts that benefit the entire chiropractic profession.

In today's competitive and fast-evolving healthcare landscape, successful partnerships must be built on shared values, meaningful engagement, and mutual benefit. By aligning with the WFC, our corporate partners gain direct access to a global network of leading chiropractic professionals, institutions, and decision-makers who are shaping the future of healthcare. Through sponsorship opportunities, collaborative initiatives, and strategic alliances, we provide unique ways for organizations to enhance their visibility, expand into new markets, and connect with chiropractors and healthcare professionals at the forefront of patient care.

This brochure outlines the many ways in which

corporate partners can engage with the WFC and make a tangible difference in the global chiropractic community. Whether it's through sponsoring our world-renowned congresses and educational conferences, supporting research initiatives that drive innovation, or contributing to public health campaigns that promote spinal health and well-being, your organization has the opportunity to be part of something truly impactful.

By working together, we can continue to advance chiropractic on a global scale, ensuring that the profession remains strong, influential, and accessible to those who need it most. We invite you to explore the opportunities presented in this brochure and to consider joining us as a valued partner. Together, we can shape the future of chiropractic, creating lasting benefits for practitioners, patients, and communities around the world.

Thank you for your interest in supporting our work. We look forward to the opportunity to collaborate with you and build a successful, impactful partnership.



Richard Brown, Secretary-General, WFC

Our vision is a world where people of all ages, in every nation, have access to chiropractic care, enabling individuals and communities to thrive.

With low back pain as the leading cause of disability worldwide and neck pain ranking fourth, the need for effective, non-invasive spine and joint care has never been greater. Chiropractors play a crucial role in addressing this global burden by restoring mobility, reducing pain, and improving quality of life. Their work sustains livelihoods, empowers individuals, and helps people participate actively in their communities.

While chiropractic is well established in some countries, challenges remain elsewhere that limit its potential. Becoming a corporate partner of the WFC means joining a global movement advocating for chiropractic, breaking down barriers to access, and ensuring the profession thrives everywhere. Our commitment is to positively impact the lives of chiropractors worldwide by championing legislative recognition, promoting high educational standards, and advancing the profession's role as a leading provider of spine care.

As the only chiropractic non-state actor in official relations with the World Health Organization (WHO), the WFC represents the profession at the highest levels, advocating for its inclusion in global health policies. Through participation in WHO initiatives, we support universal health coverage, improved disability and rehabilitation services, and the integration of chiropractic into people-centered, interdisciplinary healthcare systems.

By combining the expertise and resources of our corporate partners with our global vision, we can extend the reach and impact of chiropractic, creating healthier, more active communities worldwide.



1 CREATE STAKEHOLDER VALUE

We will identify needs and expectations of member national associations and help to deliver workable and measurable solutions that drive growth and sustainability.

2 PROMOTE PROFESSIONAL

We will work to promote consistency in areas of education, professional identity, service provision and meeting expectations of patients and the public.

3 ENSURE FINANCIAL SUSTAINABILITY

We will achieve financial sustainability through a focus on maximizing and diversifying revenue streams without over-reliance on dues income.

4 ACHIEVE EQUITABLE WORKFORCE DISTRIBUTION

We will invest in those geographic areas where chiropractic is under-represented and work with local providers to strengthen the health workforce.

5 MAXIMIZE OPERATIONAL EFFICIENCY

To ensure the delivery of best value for member national associations we will streamline operations and recruit to maximize expertise and capacity.

Becoming a WFC Corporate Partner

The WFC provides a unique opportunity for companies and organizations to increase visibility, build connections, and strengthen relationships with chiropractors worldwide.

Through our corporate partner program, you can market your products and services year-round to practicing chiropractors, national chiropractic associations, and chiropractic educational institutions on a global scale. Your partnership enables the WFC to provide greater support to the profession, advocate for chiropractors worldwide, and advance chiropractic at the World Health Organization, as well as within governmental and international forums.

Aligning your organization with the WFC means supporting the values we stand for:

passion, accountability, respect, integrity, and service. As a corporate partner, you join a global network of like-minded organizations committed to advancing chiropractic in each of our 96 member national associations across seven world regions.

We offer a range of corporate partnership tiers designed to suit small, medium, and large organizations. No matter which tier you choose, your support makes a tangible difference in strengthening and expanding chiropractic worldwide.

Our platinum, diamond, gold, silver, and bronze partnership levels - along with their associated benefits - are detailed in the following pages. We invite you to explore the opportunities and join us in shaping the future of chiropractic



Platinum Corporate Partnership: Maximum Visibility & Exclusive Benefits

Platinum status is the highest tier of regular corporate partnership offered by the WFC, providing exceptional exposure and exclusive benefits across multiple media platforms.

This premier level of partnership ensures that your brand is prominently featured within the global chiropractic community, maximizing engagement and visibility.

Platinum Partnership Benefits

- **Premium Advertising:** Full-page color advertisements in all four issues of the WFC Quarterly World Report (electronically distributed to over 70,000 recipients worldwide).
- **High-Profile Digital Presence:** Hyperlinked listing and acknowledgment on the WFC website homepage
- **Targeted Email Marketing:** Two dedicated Mailchimp e-blasts per year, reaching thousands of chiropractors and key stakeholders.
- **Exclusive Editorial Exposure:** One full-page advertorial feature in the WFC Quarterly World Report annually.
- **Brand Endorsement:** Authorized use of the WFC Platinum Corporate Partner logo and branding materials.
- **Event Promotion:** Complimentary promotion of your seminars and workshops to the chiropractic profession.
- **Social Media Engagement:** Four dedicated social media posts on the WFC Facebook page, expanding your brand's reach within the chiropractic community.

Platinum partnership ensures that your organization receives unparalleled recognition, positioning your brand as a key supporter of the global chiropractic profession.



Platinum Corporate Partner

Diamond Corporate Partnership: Expanding Your Reach

Diamond status is the second tier of corporate partnership offered by the WFC, providing significant exposure and visibility within the global chiropractic community. This level of partnership ensures your brand is prominently featured across key WFC platforms, allowing you to engage with chiropractors, associations, and stakeholders worldwide.

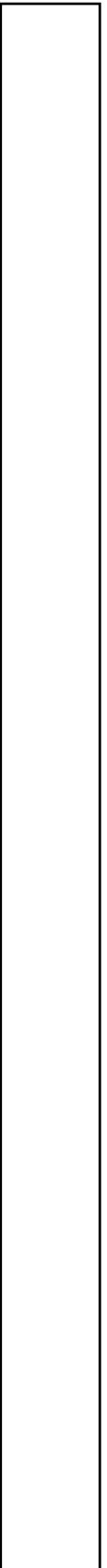
Diamond Partnership Benefits

- **Strategic advertising:** Full-page color advertisement in two issues of the WFC Quarterly World Report (electronically distributed to over 70,000 recipients).
- **High-visibility digital placement:** Acknowledgment and placement on the WFC website homepage for enhanced online presence.
- **Targeted email marketing:** One dedicated Mailchimp e-blast per year, delivering your message directly to the chiropractic community.
- **Enhanced digital recognition:** hyperlinked listing in advertising features.
- **Editorial feature:** One half-page advertorial in the WFC Quarterly World Report per year, offering valuable exposure for your brand.
- **Brand endorsement:** Use of the WFC Diamond Corporate Partner logo and branding for marketing and promotional purposes.
- **Social media engagement:** Two dedicated social media posts per year on the WFC Facebook page, expanding your reach.

Diamond partnership provides a powerful platform to connect with chiropractors worldwide while demonstrating your commitment to advancing the profession.



Diamond Corporate Partner



Gold Corporate Partnership: Visibility and Value

Gold status is the third tier of corporate partnership offered by the WFC, providing a balance of exposure, engagement, and value-for-money benefits. This partnership level is designed for organizations looking to establish their presence within the global chiropractic community while maximizing their reach and brand visibility.

Gold partners receive strategic exposure across WFC communication channels, ensuring meaningful engagement with chiropractors, national associations, and stakeholders worldwide. This partnership is ideal for companies seeking to strengthen relationships with the profession and demonstrate their commitment to supporting chiropractic on a global scale.

Gold Partnership Benefits

- **Targeted Advertising:** Half-page color advertisements in two issues of the WFC Quarterly World Report, distributed electronically to over 70,000 recipients worldwide.
- **Online Visibility:** Placement and acknowledgment on the WFC website homepage, providing increased brand recognition and access to a global audience.
- **Brand Endorsement:** Use of the WFC Gold Corporate Partner logo and branding, reinforcing your organization's support for the profession.
- **Social Media Engagement:** Two dedicated social media posts per year on the WFC Facebook page, expanding your brand's reach and visibility within the chiropractic community.

Gold partnership offers a valuable opportunity to connect with the global chiropractic profession, positioning your organization as a trusted supporter of chiropractic care. It provides a cost-effective way to gain international exposure while contributing to the advancement of the profession worldwide.



Gold Corporate Partner

Silver Corporate Partnership: A Strong Connection to the Global Chiropractic Community

Silver status is the fourth tier of corporate partnership offered by the WFC, providing organizations with a valuable platform to engage with the global chiropractic profession. This level of partnership offers targeted exposure and brand recognition while demonstrating your commitment to supporting chiropractors and advancing the profession worldwide.

Silver partners receive digital and print visibility, ensuring their brand is seen by key stakeholders, including chiropractors, national associations, and educational institutions. It is an ideal option for companies looking to maintain a presence within the profession and align with the WFC's mission.

Silver Partnership Benefits

- **Strategic Advertising:** Half-page color advertisement in one issue per year of the WFC Quarterly World Report, reaching over 70,000 recipients worldwide.
- **Online Recognition:** Placement and acknowledgment on the WFC website, enhancing brand visibility within the profession.
- **Brand Endorsement:** Use of the WFC Silver Corporate Partner logo and branding to highlight your support for chiropractic.
- **Social Media Engagement:** One dedicated social media post per year on the WFC Facebook page, increasing awareness of your brand.

Silver partnership is a cost-effective way to support the chiropractic profession while gaining meaningful exposure to a global audience. It offers organizations an opportunity to connect with chiropractors and demonstrate their commitment to the advancement of chiropractic care worldwide.



Silver Corporate Partner

Bronze Corporate Partnership: A Strong Foundation for Engagement

Bronze status is the entry tier of corporate partnership with the WFC, offering organizations an opportunity to align with the global chiropractic profession and demonstrate their commitment to advancing chiropractic care worldwide. While providing an accessible entry point, Bronze partnership still delivers meaningful exposure, reinforcing your support for the WFC's mission and values.

This level of partnership is ideal for companies seeking to establish brand recognition within the chiropractic community, build relationships with key stakeholders, and show their dedication to the growth and development of the profession. Bronze partners gain visibility through WFC's digital and print platforms, ensuring their brand is connected to chiropractors, national associations, and educational institutions across the world.

Bronze Partnership Benefits

- **Targeted Advertising:** Quarter-page color advertisement in two issues per year of the WFC Quarterly World Report, reaching an audience of over 70,000 recipients.
- **Online Recognition:** Acknowledgment on the WFC website, ensuring brand visibility among the chiropractic community.
- **Brand Endorsement:** Use of the WFC Bronze Corporate Partner logo and branding, showcasing your organization's support for the profession.

Bronze partnership is an excellent way to establish a presence within the global chiropractic profession. Whether your organization is looking to build new connections, enhance brand credibility, or contribute to the advancement of chiropractic, this entry-level tier provides a valuable platform to engage with a worldwide network.



Bronze Corporate Partner

Finding out more about becoming a WFC Corporate Partner

We welcome an initial discussion about how we can help you to become a WFC Corporate Partner. Simply contact us by telephone, email or regular post.

Telephone

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Email

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Mail

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