

ISN'T IT **TIME** TO GIVE
YOUR BUSINESS **GLOBAL**
EXPOSURE?



WORLD FEDERATION OF
CHIROPRACTIC

MESSAGE FROM THE SECRETARY-GENERAL

Since 1988, the World Federation of Chiropractic has been working to advance the chiropractic profession around the world. Now, with an estimated 110,000 chiropractors changing the lives of millions around the globe, the WFC is represented in 93 countries across seven world regions.

The WFC's mission is to advance awareness, integration and utilization of chiropractic internationally. As the only chiropractic non-governmental organization in official relations with the World Health Organization, the WFC advocates for greater global utilization of chiropractic services and integration of chiropractors into collaborative, interdisciplinary health systems.

Our Research Committee supports chiropractors in practice by curating an open-access reading list that details the leading research in a broad range of subject areas as well as advising on the clinical implications of new scientific evidence.

Our Public Health Committee identifies priority areas in public health and supports initiatives including Straighten Up and Move and World Spine Day.

We work closely with our educational partners and help to facilitate the opening of new educational institutions in areas of the world where none exist. Our biennial WFC Education Conference brings together educators from around the world to share best practice and inspire academic and clinical teachers to embrace the very latest in chiropractic education.

Every two years, the WFC hosts a scientific Congress to showcase developments in the chiropractic profession. Our most recent, in Washington DC, USA (2017), brought together over 1200 delegates to be educated, inspired and motivated to deliver the best in patient-centered chiropractic care. 2019 will see us in the magnificent European city of Berlin.

As a not-for-profit organization, the WFC derives its revenue from national associations of chiropractors, individual members and corporate partners, whose funding allows it to support, empower, promote and advance the global chiropractic community.

For this reason, supportive and engaged partners are critical to the work of the WFC. We understand that in today's highly-charged and competitive marketplace, corporate partnerships have to be founded on a win-win situation, where the benefits for both parties are clearly identifiable.

With global reach, the WFC offers international exposure that can truly help your business achieve success in both new and existing markets. Together we can make a difference.

Richard Brown DC, LL.M, FRCC
WFC Secretary-General



HOW YOUR SUPPORT WILL MAKE A DIFFERENCE.

WFC - The Global Voice of the Chiropractic Profession

Low back pain is the largest single cause of disability worldwide. Neck pain is the fourth largest. As spine care experts, chiropractors are changing the lives of patients every day by bringing hope and relief to those afflicted by spinal disorders.

While chiropractic is well developed in some countries, in others it encounters challenges that prevent the profession from achieving its potential.

Being a corporate partner of the WFC means being part of a global family that is advocating for the chiropractic profession. Our vision is to positively impact on the lives of every chiropractor, wherever in the world they are practicing.

What this means is that the WFC will advocate for legislation in those countries that do not have it, promote high standards of chiropractic education and the opening of new programs and global recognition as spine care experts.

As an NGO in official relations, we will represent the profession at the World Health Organization and participate in its initiatives as part of a commitment to universal health coverage.

SUPPORT

- Our national associations are supported in their endeavors with technical and professional help.
- We provide crisis management support in the event of national/international incidents.
- We act as a global information resource for the chiropractic profession
- In countries where none exist, we support the formation of new national associations by assisting with core documents.
- We support the work of WHO in the areas of disability, people-centered and integrated health, ageing and classification.
- We work in supporting the development of government relations and legislative efforts.
- By hosting a biennial Congress we support continuing professional development for chiropractors.
- We support our researchers by showcasing their work to the profession and awarding financial prizes.
- We share best practice in chiropractic education through a WFC biennial global education conference.



HOW YOUR SUPPORT WILL MAKE A DIFFERENCE (CTD).

EMPOWERMENT

- We empower national associations to grow, develop and achieve objectives.
- We empower new and inexperienced leaders to govern effectively.
- We empower individual chiropractors by collating and sharing research evidence.

- We promote and help to fund selected charitable causes relevant to chiropractic in under-served communities around the world
- We promote equality and diversity of representation in the profession.

PROMOTION

- We promote better awareness of the profession through public relations and marketing initiatives, including the use of social media.
- We promote research and evidence-based practice.
- The benefits of chiropractic are promoted to the public and to key stakeholders.
- We promote public health initiatives, such as World Spine Day

ADVANCEMENT

- We work to advance awareness of chiropractic among the general public, within health systems and among health professionals .
- We work to advance access to chiropractors and broaden the integration of chiropractic services.
- We advance interprofessional collaboration by helping to facilitate the integration of chiropractic into health systems



KEY ELEMENTS OF WFC CORPORATE PARTNERSHIPS

CLEAR VALUE PROPOSITION

Every one of our corporate partnerships must have a mutual recognition that a win-win situation is achieved.

SUSTAINABILITY

We want to create relationships that evolve over time and that can be expanded to accommodate changing priorities and new program of marketing initiatives.

VISIBILITY

We want to ensure that our corporate partnerships are highly visible to our key audiences.

IDENTIFIED OUTCOMES

By understanding each other's priorities, a partnership can be structured that helps best achieve desired outcomes.

COMMITMENT

We believe commitment is the key to ensuring a healthy and lasting relationship.



CORPORATE PARTNERSHIP OPPORTUNITIES: **PLATINUM (USD\$10,000)**

Platinum status is the top tier of regular corporate partnership offered by the WFC. It offers substantial benefits and high levels of exposure across a range of media.

PLATINUM BENEFITS

- Full-page color advertising in four issues of the WFC Quarterly World Report per year
- Hyperlinked listing and acknowledgement on WFC website
- Two Mail Chimp e-blasts per year
- One full page advertorial feature in the WFC Quarterly World Report per year
- Use of WFC Platinum Corporate Partner logo and branding
- Complimentary promotion of seminars and workshops
- Four social media posts on WFC Facebook page.



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Platinum Corporate Partner

CORPORATE PARTNERSHIP OPPORTUNITIES: **DIAMOND (USD\$5000)**

Diamond status is the second corporate partnership tier offered by the WFC. It offers impressive exposure and visibility.

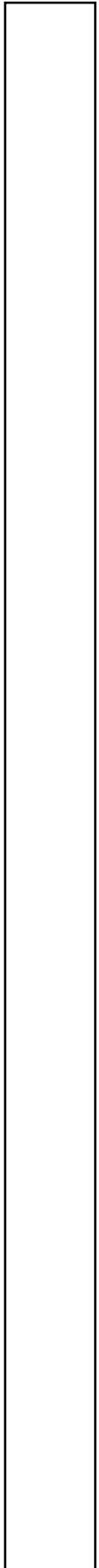
DIAMOND BENEFITS

- Full-page color advertising in one issue of the WFC Quarterly World Report per year
- Placement and acknowledgement on WFC website
- One Mail Chimp e-blast per year
- One half page advertorial feature in the WFC Quarterly World Report per year
- Use of WFC Diamond Corporate Partner logo and branding
- Two social media posts on WFC Facebook page per year.



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Diamond Corporate Partner



CORPORATE PARTNERSHIP OPPORTUNITIES: **GOLD (USD\$2,500)**

Gold status is the third tier of corporate partnership offered by the WFC. It offers exposure and value-for-money benefits.

GOLD BENEFITS

- Half-page color advertising in two issues of the WFC Quarterly World Report (4 issues per year)
- Placement and acknowledgement on WFC website
- Use of WFC Gold Corporate Partner logo and branding
- Two social media post on WFC Facebook page per year.



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Gold Corporate Partner

CORPORATE PARTNERSHIP OPPORTUNITIES: **SILVER (USD\$1,000)**

Silver status is the fourth tier of corporate partnership offered by the WFC.

SILVER BENEFITS

- Half-page colour advertising in one issue per year of the WFC Quarterly World Report
- Placement and acknowledgement on WFC website
- Use of WFC Silver Corporate Partner logo and branding
- One social media post on WFC Facebook page per year.



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Silver Corporate Partner

CORPORATE PARTNERSHIP OPPORTUNITIES: **BRONZE (USD\$500)**

Bronze status is the lowest tier of corporate partnership offered. It demonstrates clear support for the aims and objectives of the WFC.

BRONZE BENEFITS

- Quarter-page color advertising in two issues per year of the WFC Quarterly World Report
- Acknowledgement on WFC website
- Use of WFC Bronze Corporate Partner logo and branding



**WORLD FEDERATION OF
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Bronze Corporate Partner

FINDING OUT MORE ABOUT BEING A WFC CORPORATE PARTNER.

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