

# CORPORATE PARTNERSHIP OPPORTUNITIES 2020



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 over 90 countries across seven world regions.

The WFC's mission is to advance awareness, utilization and integration 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 Berlin, Germany (2019), brought together over 900 delegates to be educated, inspired and motivated to deliver the best in patient-centered chiropractic care. 2021 will

see us in the magnificent Japanese capital of Tokyo.

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**



We believe that every person, wherever they are in the world, deserves to benefit from chiropractic.

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

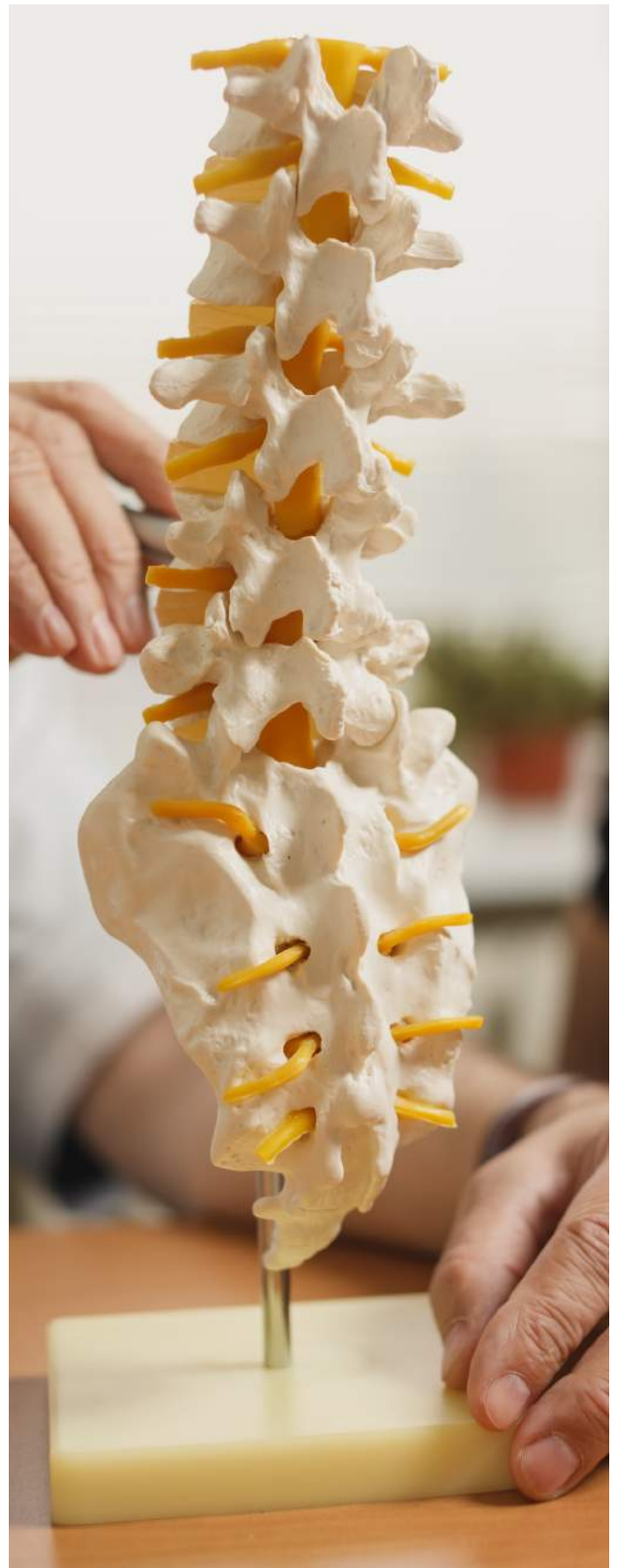
While chiropractic is well developed in some countries, in others it encounters challenges that prevent the profession from achieving its potential.

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 a non-state actor in official relations, we represent the profession at the World Health Organization and participate in its initiatives as part of a commitment to universal health coverage.

By combining the resources and expertise of our corporate partners with our vision, we can expand the influence of chiropractic globally by making a happier, healthier and more active populations that can thrive and reach their full potential.



## 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.

## 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.

## 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
- 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.

## 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.



# Becoming a WFC Corporate Partner

The WFC offers an exclusive opportunity for companies and other organizations to increase visibility, create connections and enhance relationships with chiropractors around the world.

Through our corporate partner program you can globally market your product or service throughout the year to practicing chiropractors, national chiropractic associations and chiropractic educational institutions.

Your partnership allows the WFC to offer greater levels of support to the chiropractic profession, advocate for chiropractors throughout the world and advance the profession at the World Health Organization, governmental and international forums.

By aligning your organization with the

WFC, you're supporting the values that we represent: passion, accountability, respect, integrity and service.

When you partner with the WFC, you join a global network of organizations that are committed to advancing chiropractic in each of our 94 member countries in 7 world regions.

We have a range of corporate partnership tiers designed for small, medium and large organizations. Whichever tier you select, know that your support is making a world of difference.

Our platinum, diamond, gold, silver and bronze tiers of corporate partnership, and the benefits attached to each, are set out in the following pages.



**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 all four issues of the WFC Quarterly World Report per year (electronically mailed to over 60,000 recipients);
- Hyperlinked listing and acknowledgement on WFC website home page;
- 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 partner's seminars and workshops;
- Four social media posts on WFC Facebook page.



**Platinum Corporate Partner**

**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 (electronically mailed to over 60,000 recipients);
- Placement and acknowledgement on WFC website home page;
- 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.



**Diamond Corporate Partner**

**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 (electronically mailed to over 60,000 recipients);
- Placement and acknowledgement on WFC website home page;
- Use of WFC Gold Corporate Partner logo and branding;
- Two social media post on WFC Facebook page per year.



**Gold Corporate Partner**



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

## SILVER BENEFITS

- Half-page color 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.



**Silver Corporate Partner**

**Bronze status is the entry tier of corporate partnership. 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



**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

+1 416 484 9978

## Email

[info@wfc.org](mailto:info@wfc.org)

## Mail

World Federation of Chiropractic  
160 Eglinton Avenue East (Suite 601)  
Toronto, Ontario





