



W65
YEARS

Sponsorship Prospectus

Women Chiropractors 2022



connecting
compassionate,
charitable,
confident,
courageous
women
chiropractors.

Join your brand with
our mission.

Together we can do **great things.**



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Canton, MI 48187

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choose your level and start promoting
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board of directors.

we want to partner with you; contact us
today to begin our corporate relationship

about.

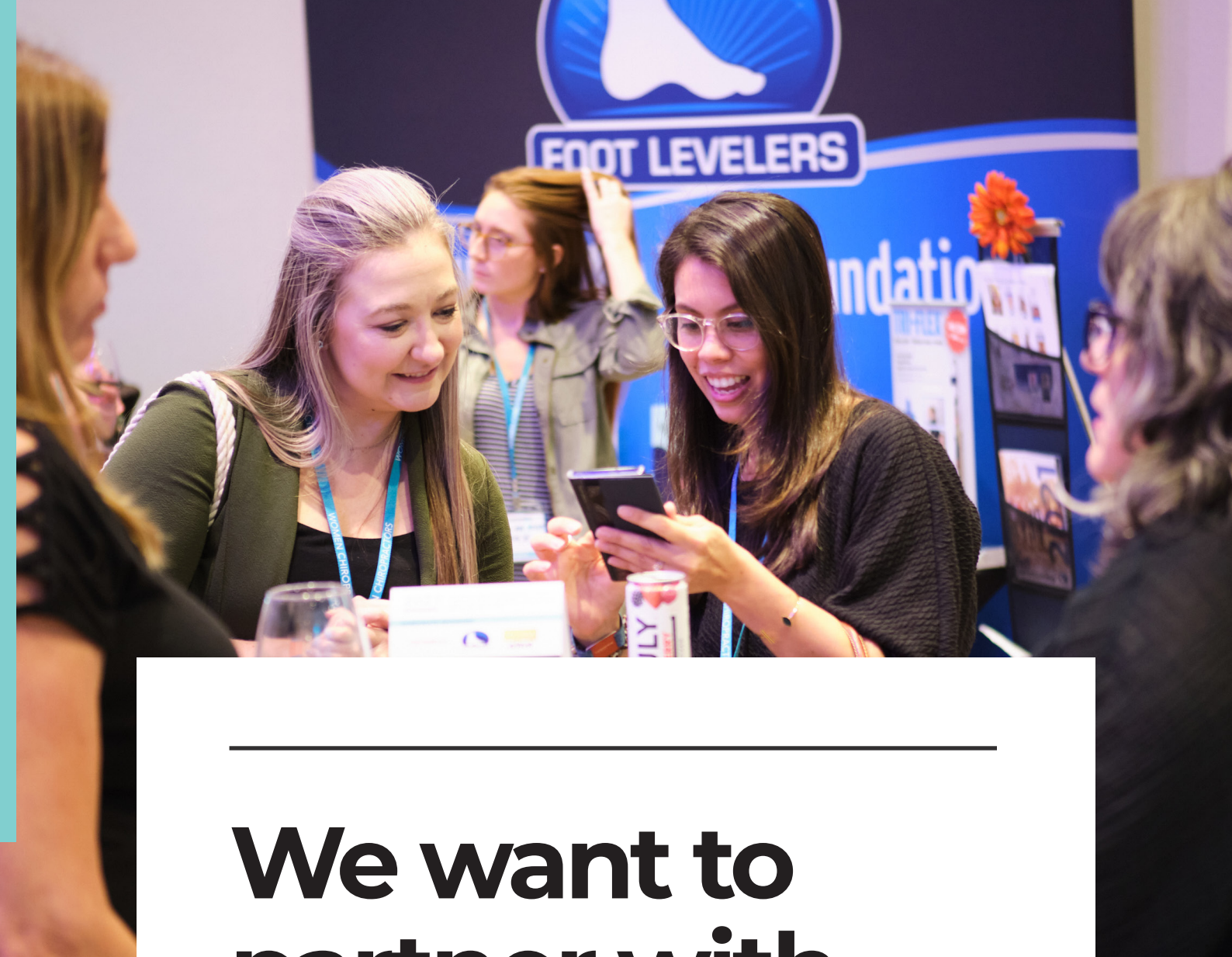
By women for women.

Women Chiropractors exists to connect compassionate, confident, charitable, and courageous women chiropractors. As women currently make up almost **50% of chiropractic college graduating classes**, and soon to be half of the profession, it is our goal to support and equip them through the unique challenges that women face in life and career, in order to continue and boost their valuable contributions to the chiropractic profession. This increase in women throughout our profession creates a substantial shift in the demographic of the field and therefore how practices operate. How can we best support and succeed amidst this shift? Women Chiropractors®.



Our vision.

With our mission in mind, we incorporated as a 501(c)(3) nonprofit in 2017. Our vision from the beginning was to help create a community that was diverse, inclusive, multi-generational, and valued by giving women in chiropractic the necessary education and support that would empower all. Our board consists of eight women, representing a variety of chiropractic colleges and two countries. **Our group demographics of 9,200 women span all chiropractic colleges, all states, and 62 countries.**



We want to partner with you.

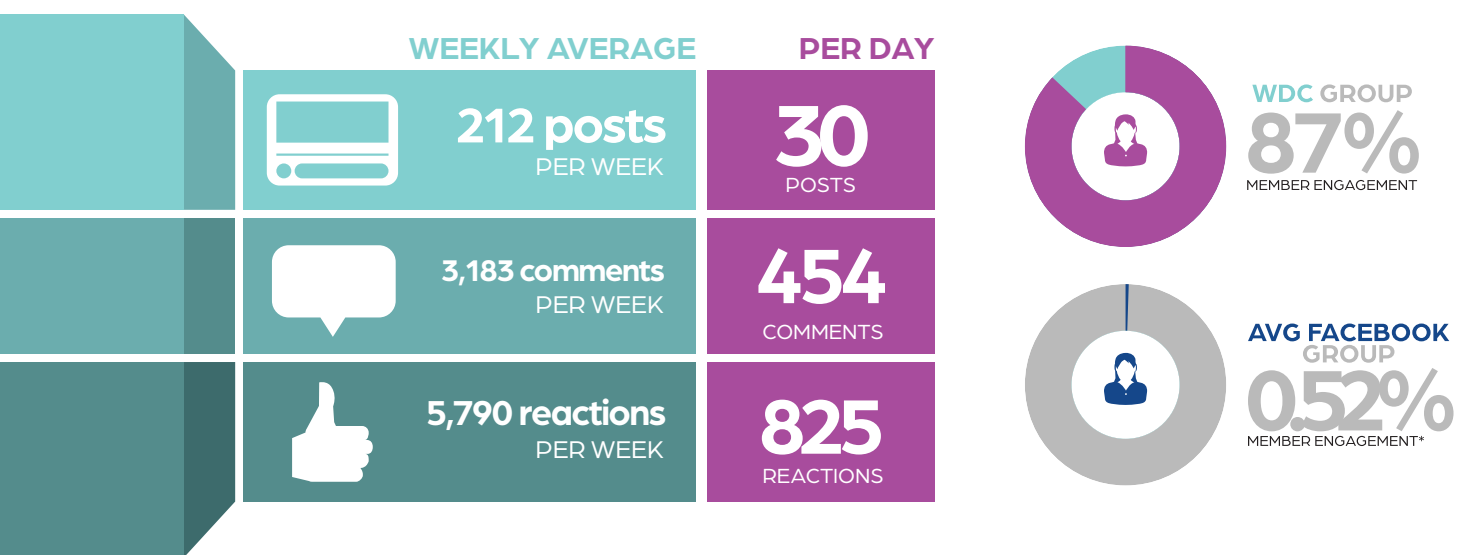
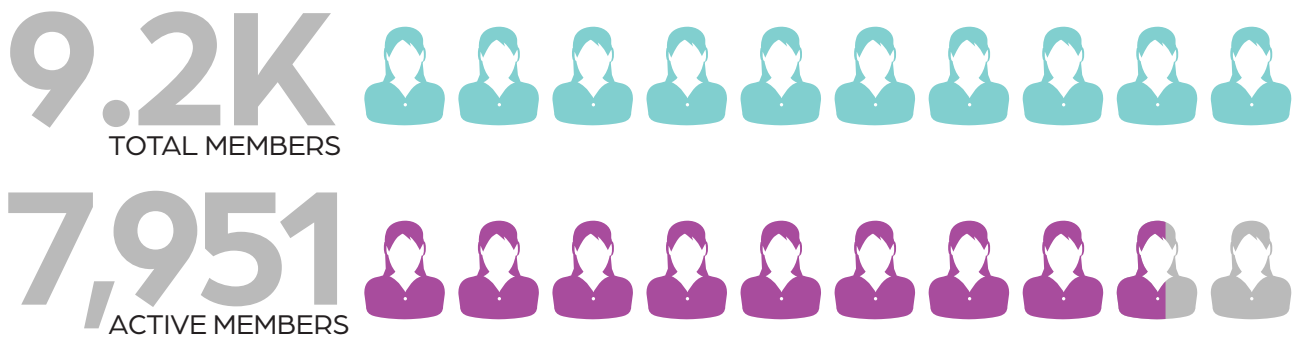
Our goal is to collaborate with companies like yours— **companies who advocate for chiropractors through the highest quality products and services**— in order to create a mutually beneficial partnership. By marketing your company to our audience of over 9,000 women chiropractors, you receive an incredible exposure and response rate, and the women who we serve become loyal to the brands of some of the leading chiropractic companies. Together, we can collectively fulfill our mission of bettering the field of chiropractic.

stats.

(y)our community.

We have a community within our social media avenues that is constantly growing. By partnering with us, we will ensure that your brand is **seen, recognized, and trusted** by our group and membership of wom jodi dinnerman en chiropractors around the world.

facebook group membership



AT LEAST 50 ENGAGEMENTS PER POST PER DAY

* Hootsuite Digital 2020: Q4 update || <https://www.hootsuite.com/resources/digital2020-q4-update>



connect with every member.

SPONSOR TOUCHPOINTS

Throughout the year, WDC provides multiple opportunities for our sponsors to tap into our facebook group, events, website and more through what we call **sponsor touchpoints**. Available touchpoints vary based upon sponsorship level.



EVENT TOUCHPOINTS

Regional and nation-wide WDC events

WDC Connects – WDC Connects are regional events in the United States and Canada, hosted by Women Chiropractors' Board or Platinum members. These events are free for participants to attend, thanks to our generous sponsors. They are one-day gatherings that feature educational sessions on business, marketing, health and wellness, etc. followed by an afternoon of a hands-on adjusting workshop. Sponsors can have presence and speak at one or more of these events by purchasing one or more individual event sponsorships:

WDC Connects - Event Sponsor

\$1,000 per event

- Vendor booth at a WDC Connects - regional event
- Company logo and/or information included in all marketing materials prior to and at event.
- 45 minute presentation at event on topic of choice (subject to WDC Board approval)

Bi-Annual Women Chiropractor's Convention – The Women Chiropractors Convention invited women chiropractors from all over the world. Our goal was to connect, empower, and educate. For 2021, our theme was UNconvention, as it had been an unconventional year for all, and we aimed to uplift and advocate even amidst that. We featured sessions on business, marketing, health and wellness, etc. as well as focusing on the female doctor caring for herself with sessions featuring professional dress, masterminding in groups, and fitness classes. For our conventions, sponsors are given a booth in a prominent location, logo and branding on signs/promotional materials and event program, as well as stage time and speaking opportunities depending on sponsorship level.



SOCIAL MEDIA TOUCHPOINTS

Connect with our members via social media platforms

Pro Group Lunch & Learn – Recorded or live video events within our Pro membership group, presented by our sponsors, providing resources and tools to empower and educate our members. Topic to be chosen by Sponsor or a collaboration of Sponsor/Board and approved by Women Chiropractors Board.

WDC News Sponsor Spotlight – Weekly Facebook Live news segments presented by Board members, featuring relevant chiropractic news or upcoming WDC events, presented to our WDC Free Group. Sponsor is featured in video with a 2-3 sentence advertisement and name prominently in the title of the post. Number of sponsored segments varies based on sponsor package.

Monthly Hot-Topic (Branded Video) – Once a month live discussion by our Platinum members on a “hot topic” in chiropractic, streamed in the WDC Free Group of 9,200 women and to the paid membership Pro Group of 140. Sponsor is featured in the video with a 2-3 sentence advertisement, name prominently in the title of the post, and logo featured on screen throughout video. Number of sponsored segments varies based on sponsor package.

ReEntry Group - Webinar – ReEntry is a yearly mentorship and education program aimed at women wanting to get back into chiropractic after a hiatus. Our goal is to help renew their confidence, refresh their education, and empower them to reenter the profession. This is our 5th year/class, and we have brought almost 70 women back into practice successfully. Sponsors have the opportunity to reach this group by providing a webinar or resource of your choice to educate or empower this group of women with renewed excitement and passion in chiropractic.

Social Story Takeover – Take over our Instagram and Facebook story for the day, and reach an audience of 4,900 Instagram followers, and 9,200 Facebook group members.

Marketing and Giveaway opportunities for International Women Chiropractors Day (June 5) – We will support you on International Women Chiropractors Day by promoting giveaways from your company as well as other products or services you offer. Promotion will be featured in our Instagram and Facebook stories, as well as all three Facebook groups.



DISPLAY AD TOUCHPOINTS

Connect with our members via social media platforms

Facebook Cover Photo – Logo of top sponsors prominently featured in all of our Facebook Group page banners.

Promotion on Women Chiropractor's Website – Name and/or logo is featured on various pages of Women Chiropractor's website.

Outgoing emails and communications – Logo of top sponsors featured in email footer.

Convention Promotional Materials – Logo and/or information featured in convention promotional materials and communications.



Sponsorship levels.

-  bronze level **\$5,000**
-  silver level **\$10,000**
-  gold level **\$15,000**
-  platinum level **\$20,000**
-  corporate level **\$30,000**

Annual Benefits.

	BRONZE	SILVER	GOLD	PLATINUM	CORPORATE
Branded WDC News	1	3	5	7	10
Branded monthly hot-topic					
Corporate highlights in WDC Blog					
WDC Connects benefits (see next page for detailed list)					
Host a Lunch & Learn webinar with WDC Pro Members					
Host a WDC Hot-Topic webinar					
One day social story takeover					
Marketing on WDC day					
Re-entry class webinar					
Social media banner on all facebook groups					
Branding on all website pages/email correspondence					
2 corporate marketing email blasts to all membership					

WDC Connects Benefits.

	BRONZE	SILVER	GOLD	PLATINUM	CORPORATE
Booth featured at WDC Connects event	●	●	●	●	●
Logo featured WDC Connects event materials and handouts	●	●	●	●	●
Marketing item to be given to participants	●	●	●	●	●
Co-sponsored WDC Connects events	1	2	3	●	●
<ul style="list-style-type: none"> Booth at Co-sponsored Event 	●	●	●	●	●
<ul style="list-style-type: none"> Speaking Session at Co-sponsored Event 				●	●
Individually sponsored WDC Connects events (Booth & 60-90 minute speaking session included)				1	2

**To increase WDC Connects sponsor touchpoints, individual event sponsorships can be purchased, details on page 7.



sponsors.

Current partnerships.

We are grateful for our current partnerships with some of the leading companies in chiropractic products and services. We are thrilled at the opportunity to add **you** to our expanding list of corporate relationships, working together to advocate for women in chiropractic.



WE TAKE CARE OF **OUR OWN**.



board of directors.

Women advocating for women.



Michelle Wendling
President



Michelle Turk
Vice President



Karen Hudes
Secretary



Nancy Cooper
Treasurer



Cyndy Shaft-Toll
Founder/Board Member



Donna Craft
Board Member



Cristina Padilla
Board Member



Rosemary Batanjski
Board Member

Thank you.

Thank you for taking the time to consider a partnership with Women Chiropractors. Please get in touch with us after consideration and review. We want to work with and for you. Let us know which sponsorship options work best for you, and what combination of events and touchpoints you value the most. We will work together to create the best possible exposure for your company to our audience.



Contact.



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Michelle **Wendling**
President

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