



**Wdc**  
WOMEN CHIROPRACTORS

# Sponsorship Prospectus

Women Chiropractors 2023



connecting  
compassionate,  
charitable,  
confident,  
courageous  
women  
chiropractors.

Join your brand with  
our mission.

Together we can do **great things.**

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## **about women chiropractors.**

who we are as a company and how we  
want to partner with you.

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## **(y)our community.**

even facebook envies our level of  
member engagement.

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## **touchpoints.**

find out how you can get in front of our  
members and showcase your brand.

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## **sponsorship levels.**

choose your level and start promoting  
your business to our community today.

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choose your level and start promoting  
your business to our community today.

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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 about **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.**



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# 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.

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stats.

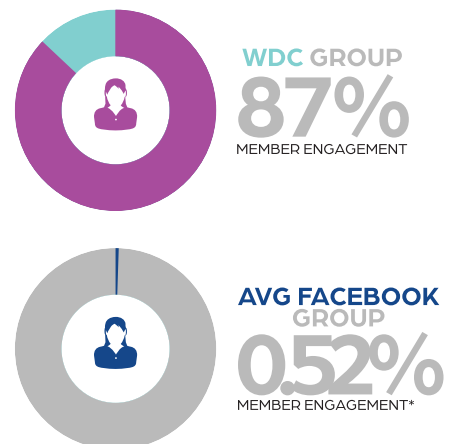
# (y)our community.

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 women chiropractors around the world.

## facebook group membership



	WEEKLY AVERAGE	PER DAY
	212 posts PER WEEK	30 POSTS
	3,183 comments PER WEEK	454 COMMENTS
	5,790 reactions PER WEEK	825 REACTIONS



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 one-day gatherings that feature educational sessions on business, marketing, health and wellness, etc. followed by an afternoon of a hands-on adjusting workshop. Some sponsor levels are given access to attend WDC Connects through their sponsorship. Bronze sponsors can choose to sponsor individual events to attend.

### 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 UNconvention** – The Women Chiropractors Convention invites women chiropractors from all over the world. Our goal is to connect, empower, and educate. Our events are Unconventional, as they focus on being a woman first and the importance of community. Our sponsors are emersed in the convention, making it easy to connect and build lifelong relationships.



## **SOCIAL MEDIA TOUCHPOINTS**

**Connect with our members via social media platforms**

**Pro Group Lunch & Learn** – Recorded or live video events in 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.

**Hot-Topic (Branded Video)** – Once a month live discussion by our Platinum members on a “hot topic” in chiropractic, streamed in the WDC Private 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.

**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
Logo on screen + short commercial on WDC Hot Topic					
Contribute to WDC Blog					
Marketing on International Women Chiropractors' Day					
*NEW 2023* 1 Representative present in WDC large FB Group					
Host a WDC Lunch & Learn in WDC Pro Facebook Group					
Host a WDC Hot-Topic webinar with WDC Platinum Members					
One day social story takeover					
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.

Sponsored WDC Connects Event: booth, logo featured on marketing materials, marketing handout				
Spoken Personal Testimonial from an Attendee at Event				
Speaking Session at a Connects Event				

\*\*Sponsors can purchase additional touchpoints at Connects Events, details on page 7.

# Convention Benefits.

	BRONZE	SILVER	GOLD	PLATINUM	CORPORATE
2023 Convention Vendor Booth	●	●	●	●	●
Logo featured on convention site & marketing materials	●	●	●	●	●
Tickets to Convention social gatherings (addl. can be purchased)	1	1	2	2	3
Marketing item included in participant bag	●	●	●	●	●
Ad space in program ( <b>by page</b> )	1/16	1/8	1/4	1/2	1
Logos and Site Links featured in Pre- and Post- Convention Emails		●	●	●	●
One mini breakout session			●	●	●
Premiere booth location				●	●
Brand featured on main stage, banners, table tents, & lanyards				●	●
50 Minute Session on Main Stage				●	●
Participation in Customized Experience for Attendees					●



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.



**board of directors.**

# Women advocating for women.



**Michelle Wendling**  
President  
Events Committee



**Michelle Turk**  
Vice President  
Membership Committee



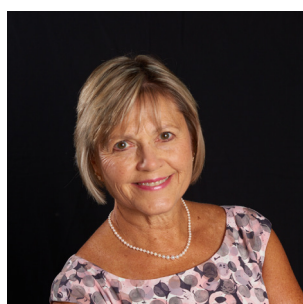
**Karen Hudes**  
Secretary  
Outreach Committee



**Nancy Cooper**  
Treasurer  
Finance Committee



**Cyndy Shaft-Toll**  
Founder/Board Member  
Scholarship Committee



**Donna Craft**  
Board Member  
Sponsorship Committee



**Cristina Padilla**  
Board Member  
Outreach Committee



**Rosemary Batanjski**  
Board Member  
Education Committee

# 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.

Wdc  
*Proud Supporter of*  
WOMEN CHIROPRACTORS

# Contact.



Ashleigh **Creeden**  
Executive Director

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womenchiropractors.org



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Sponsor Chair

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