



Wdc
WOMEN CHIROPRACTORS

WOMEN CHIROPRACTORS 2025

Sponsorship Prospectus

supporting, empowering, connecting 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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current partnerships.

be in great company; see who is
supporting our organization.

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board of directors.

meet our board leadership, who would love
to partner with you to serve women in this
profession.

about.

By women for women.

Women Chiropractors is a non-profit organization dedicated to providing a worldwide community that supports, empowers and connects women who are 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 has been 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 currently consists of nine women, representing a variety of chiropractic colleges and backgrounds, and two countries. **Our group demographics of 9,900 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 10,000 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 women chiropractors around the world.

facebook group membership

10 K

TOTAL MEMBERS



8,435

ACTIVE MEMBERS



WEEKLY AVERAGE



155 posts
PER WEEK



2,401 comments
PER WEEK



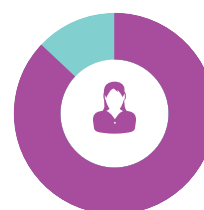
3,945 reactions
PER WEEK

PER DAY

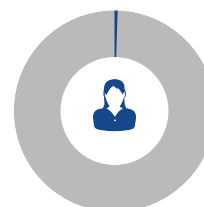
22
POSTS

343
COMMENTS

564
REACTIONS



WDC GROUP
85%
MEMBER ENGAGEMENT



AVG FACEBOOK
GROUP
0.52%
MEMBER ENGAGEMENT*

AT LEAST 41 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. Lower level sponsors can choose to sponsor individual events to attend additional events outside of their sponsor package.

Bi-Annual Women Chiropractor's UNconvention – The Women Chiropractors Unconvention 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 immersed in the event, making it easy to connect and build lifelong relationships.



unconvention

THE UNCONVENTIONAL CONVENTION



SOCIAL MEDIA TOUCHPOINTS

Connect with our members via social media platforms

Pro Group Lunch & Learn – Recorded or live webinars 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 – Facebook Live news segments presented by Board members, featuring relevant chiropractic news or upcoming WDC events or news, presented to our WDC large 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 Webinar – Live discussion on a “hot topic” in chiropractic, streamed in the WDC Private Group of 9,930 women and to the Pro membership group of 200. Sponsor either has logo featured on screen (as pictured on p. 9) or presents on webinar, depending on sponsorship level.

Social Story Takeover – Take over our Instagram and Facebook story for the day, and reach an audience of 6,700+ Instagram followers, and 10k Facebook group members.

Marketing and Giveaway 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.

One Representative in Large Facebook Group – Sponsors are allowed one female representative in our Facebook group, and 2x per month sponsor highlight posts.

ReEntry Group - Webinar – ReEntry is a yearly mentorship and education program aimed at women striving to get back into chiropractic after a hiatus. Our top sponsors are invited to share their wisdom with this group and host a class via Zoom.



DISPLAY AD TOUCHPOINTS

Connect with our members via social media platforms

Facebook Cover Photo – Logo of corporate 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.






































Event Promotional Materials – Logo and/or information featured in Unconvention or Connects 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
Logo on screen + short written ad on WDC Hot Topic / Live News					
Contribute to WDC Blog					
Marketing on International Women Chiropractors' Day					
One representative present in WDC large Facebook 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 on WDC Instagram and Facebook pages					
Host a webinar or create a video for general WDC group					
Logo on social media banner in all Facebook groups					
Branding on all website pages/email correspondence					
2 corporate marketing email blasts to all membership					
Content sharing to WDC stories year-round, and allowed posts in general FB group					

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
2025 Convention Vendor Booth	●	●	●	●	●
Logo featured on convention site & marketing materials (prevalence varies by sponsorship level)	●	●	●	●	●
Marketing item included in participant bag	●	●	●	●	●
Use of personalized registration discount code to share with your audience (number of active codes varies)	●	●	●	●	●
Participation in sponsor/vendor activities and Convention app to increase touchpoint with participants	●	●	●	●	●
Ad space in program (by page)	1/16	1/8	1/4	1/2	1
Logos and site links featured in pre- and post- Convention emails		●	●	●	●
One 20 min. breakout / speaking session			●	●	●
Sponsor representative can participate in on-stage speaker introductions			●	●	●
Premier booth location				●	●
Brand featured on main stage, banners, & table tents				●	●
1-2 minute introductory video prior to Speaker, introducing company and/or main stage speaker				●	●
50 minute session on Main Stage					●



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.



Vickie Anne Palmer

board of directors.

Women advocating for women.



Cristina Padilla
President



Nancy Cooper
Treasurer
Finance Committee



Karen Hudes
Secretary



Michelle Wendling
Past President
Events Committee



Donna Craft
Board Member
Sponsorship Committee



Michelle Turk
Board Member
Membership Committee



Sandy Andersson
Board Member
Membership Committee



Alexis Lignos
Board Member



Neema Moore
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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Donna **Craft**
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