



2026

SPONSOR
PROSPECTUS

supporting, empowering, connecting women chiropractors.

Join your brand with
our mission.

Together we can do **great things.**



PO Box 412
South Lyon, MI 48178
Phone | 734.489.1845
Email | wdc@womenchiropractors.org

P. 4

about women chiropractors.

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

P. 6

(y)our community.

even facebook envies our level of member engagement.

P. 7

touchpoints.

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

P. 10

sponsorship levels.

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

P. 12

current partnerships.

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

P. 13

board of directors.

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

about.

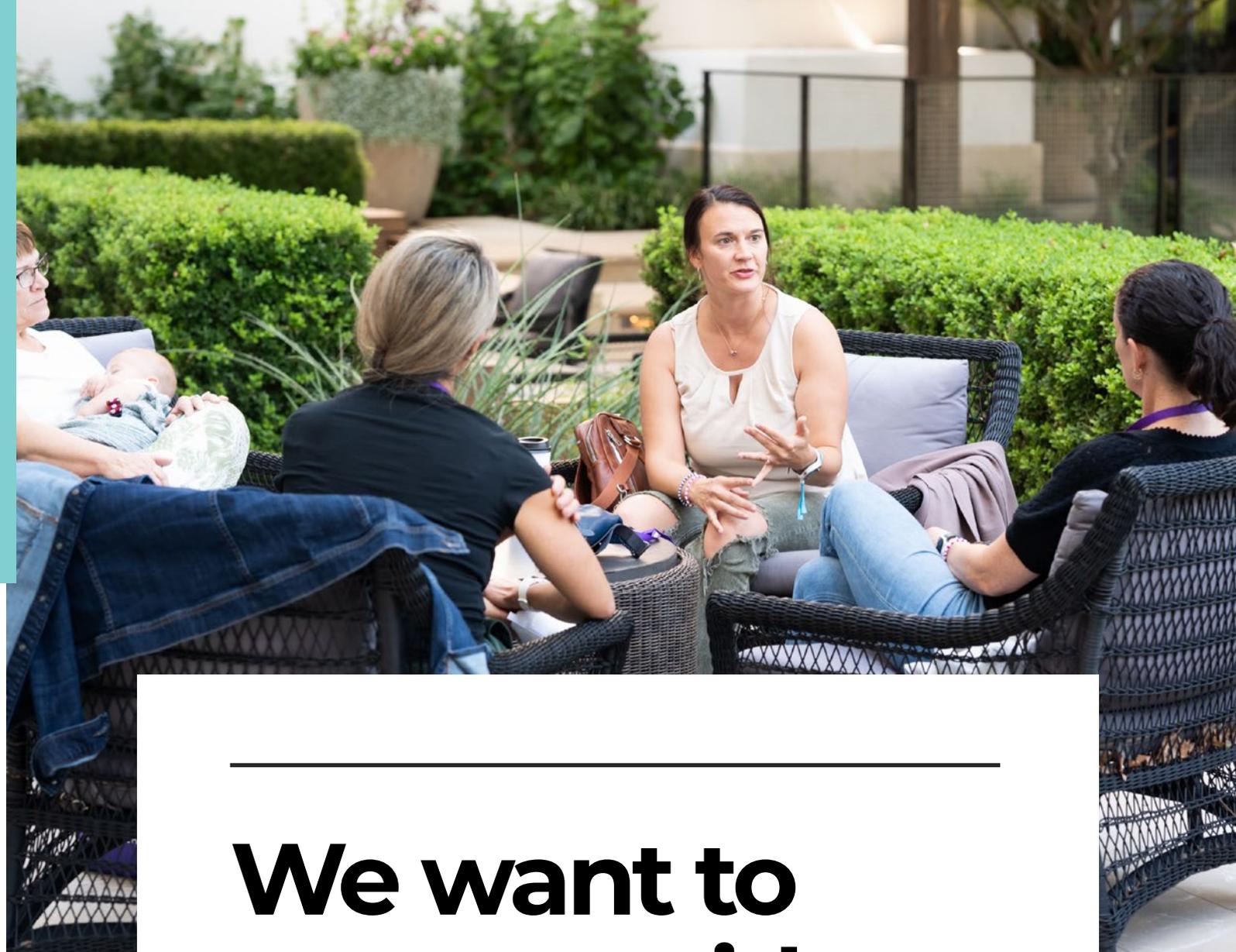
By women for women.

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 three countries. **Our group demographics of 10,500 women span all chiropractic colleges, all states, and 62 countries.**



We want to partner with you.

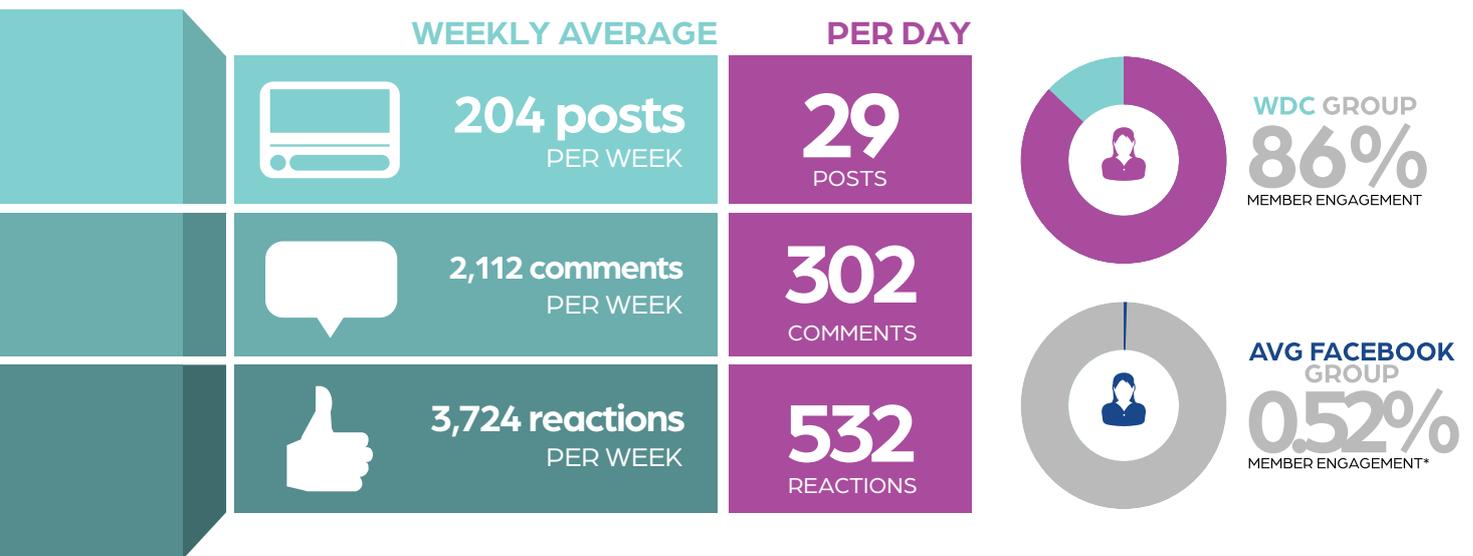
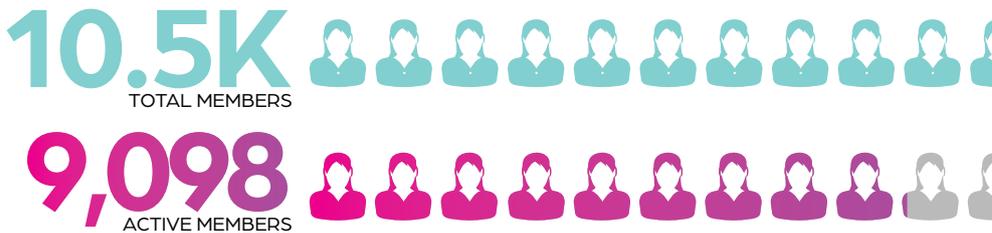
Our goal is to collaborate with companies like yours— **companies who advocate for chiropractors through the highest quality products and services**— in order to create a mutually beneficial partnership. By marketing your company to our audience of over 10,500 women chiropractors, you receive an incredible 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



AT LEAST 29 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. Vendor tables are also included at higher sponsorship levels, but are available to lower level sponsors per individual event.

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 emersed in the convention, making it easy to connect and build lifelong relationships. All sponsorship levels receive a vendor booth at UNconvention.



unconvention

THE UNCONVENTIONAL CONVENTION



SOCIAL MEDIA TOUCHPOINTS

Connect with our members via social media platforms

Social Media Sponsor Spotlight – WDC will post periodic carousel-style posts of our sponsor logos and links. We will also initiate a Sponsor Q&A thread in which sponsors can actively answer questions and discuss products.

Educational Videos Shared – Sponsors may submit pre-recorded educational content for review and posting within the Women Chiropractors® Facebook Group. Videos should provide value-driven education aligned with WDC’s mission and community standards.

Social Story Takeover – Take over Women Chiropractors® Instagram and Facebook Stories for one full day to showcase your brand, products, team, or educational content. Reach an audience of 7,000+ Instagram followers and 10,500+ Facebook group members through interactive story features including polls, links, and Q&A.

Marketing and Giveaway for International Women Chiropractors Day (June 5) – Participate in a coordinated promotional campaign surrounding International Women Chiropractors Day. Sponsors may provide giveaways, discounts, or featured offers that will be promoted via Instagram and Facebook Stories, as well as across all three WDC Facebook groups (Free Group, Pro Group, and Platinum Group).

One representative in Women Chiropractors® Facebook Group – Sponsors are allowed 1-2 (sponsor level permitting) female representatives in our Facebook group, and 4x per month sponsor highlight posts.

Live Q&A Post (Pinned in Facebook Group) – Sponsor will receive a dedicated Live Q&A thread within the Women Chiropractors® Facebook Group, pinned for maximum visibility. This interactive post allows your team to engage directly with members, answer questions, share insights, and highlight products or services in real time. The thread will remain active for member engagement and serve as an ongoing resource within the group.



DISPLAY AD & WEBSITE TOUCHPOINTS

Connect with our members via advertisements & website

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

Promotion on Women Chiropractor’s Website – Your company name and/or logo, with a direct website link, will be featured on the Women Chiropractors® website, including our homepage, sponsor page, and (new) Trusted Resources page, providing visibility to members and site visitors.

Event Promotional Materials – Logo and/or information featured in Unconvention or Connects promotional materials and communications.

Members-Only Resource Library (Videos/PDFs) – Sponsors may contribute branded educational resources to the Women Chiropractors® Members-Only Resource Library for Pro and Platinum members. Approved materials may include downloadable PDFs or educational videos aligned with WDC’s mission.



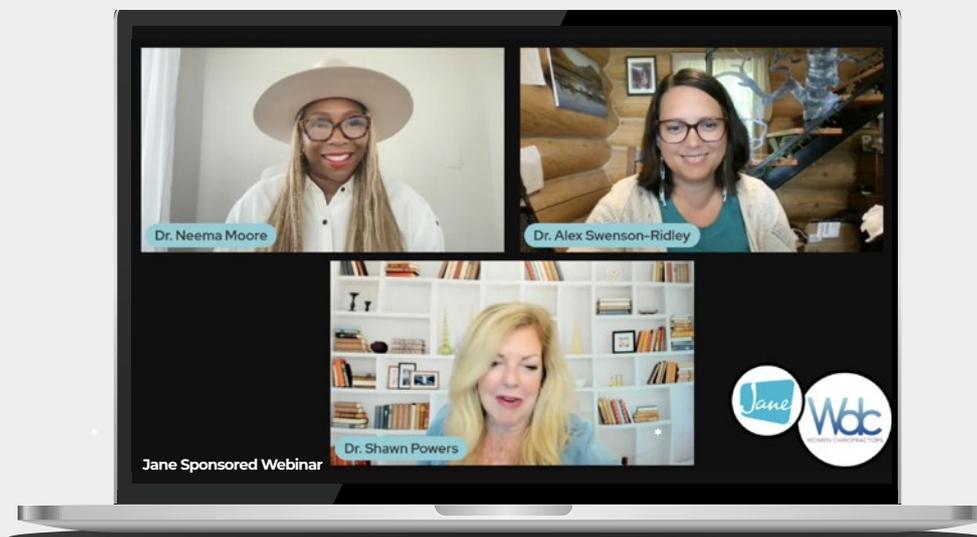
EMAIL & WEBINAR TOUCHPOINTS

Connect with our members via emails

Outgoing emails and communications – Logo of top sponsors featured in all email footers. Larger sponsors receive regular email features with image or logo and short paragraph.

Membership Webinars – Recorded or live webinars in our Pro and Platinum membership groups, presented by sponsors, providing resources and tools to empower and educate our members. Topic can be chosen by Sponsor or a collaboration of Sponsor/Board, subject to approval.

WDC Webinars – Sponsor is invited to participate in our full-audience webinars that play for our large Facebook group and Membership groups. Can be pre-recorded or “live” on Zoom.



Sponsorship levels.

	supporter	\$2,500
	bronze	\$5,000
	silver	\$10,000
	gold	\$15,000
	platinum	\$20,000
	corporate	\$30,000

Annual Benefits.

SUPPORTER	BRONZE	SILVER	GOLD	PLATINUM	CORPORATE
-----------	--------	--------	------	----------	-----------

Events

WDC Connects Vendor Table Included					
WDC Connects Main Stage Speaking Opportunity Included					
Logo on All WDC Connects Marketing Material					

Social Media

Sponsor Spotlight Post on Socials						
Carousel-Style Quarterly Sponsor Highlights on Socials						
Marketing & Giveaway for International Women Chiropractors Day						
Representative in Women Chiropractors® Facebook Group + Posts						
Host an Educational Video in WDC Membership Facebook Groups						
One day social story takeover on WDC Instagram and Facebook pages						
Logo on social media banner in all Facebook groups						
Live Q&A Post (Pinned in FB Group)						
Post sharing to WDC stories year-round (as sponsor posts)						

Display Ad & Website

SUPPORTER **BRONZE** **SILVER** **GOLD** **PLATINUM** **CORPORATE**

WDC Trusted Resources Page Listing (prioritized by sponsor level)	●	●	●	●	●	●
Logo + website link on homepage of WDC website	●	●	●	●	●	●
Members-Only Resource Library (Videos/PDFs)	1	2	3	4	6	8
Contribute to WDC Blog		●	●	●	●	●
Branding on all website pages/email correspondence						●

Email & Webinar

Feature in WDC Email Newsletter (Sent Monthly)	1	2	3	4	5
Host a WDC Webinar with WDC Pro & Platinum Members	●	●	●	●	●
Host a WDC Webinar to All Members			●	●	●
Corporate marketing email blasts to all membership				1	2



sponsors.

2025 partnerships.

We are grateful for our 2025 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.



Women advocating for women.

board of directors



Cristina Padilla
President



Neema Moore
Vice President



Amanda Blonigen
Secretary



Roxanne Wagner
Treasurer



Polly Loneman
Board Member



Jo Davison
Board Member



Sandy Andersson
Board Member



Michelle Wendling
Board Member



Karen Hudes
Board Member

staff



Ashleigh Creedon
Executive Director



Suzy Waters
Executive Assistant

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.



Ashleigh **Creeden**
Executive Director

ashleigh@
womenchiropractors.org



Cristina **Padilla**
Board President

president@
womenchiropractors.org

PO Box 412
South Lyon, MI 48178
Phone | 734.489.1845

womenchiropractors.org



©2026 Women Chiropractors. All Rights Reserved.