

CORPORATE PARTNER OPPORTUNITIES

2024

Sub-headings

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 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, held at the Australian city of Gold Coast (2023), educated, inspired and motivated chiropractors around the world to deliver the best in patient-centered chiropractic care. Our next

Congress will take place in May 2025 in the enchanting city of Copenhagen, Denmark.

As a not-for-profit organization, the WFC derives its revenue from national associations of chiropractors, individual members and corporate partners, whose donations allow 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.



Our vision is a world where all people, of all ages, in all nations enjoy access to chiropractic so that populations may thrive and reach their full potential..

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. Their work helps improve quality of life, sustain livelihoods and help people to participate actively in their communities.

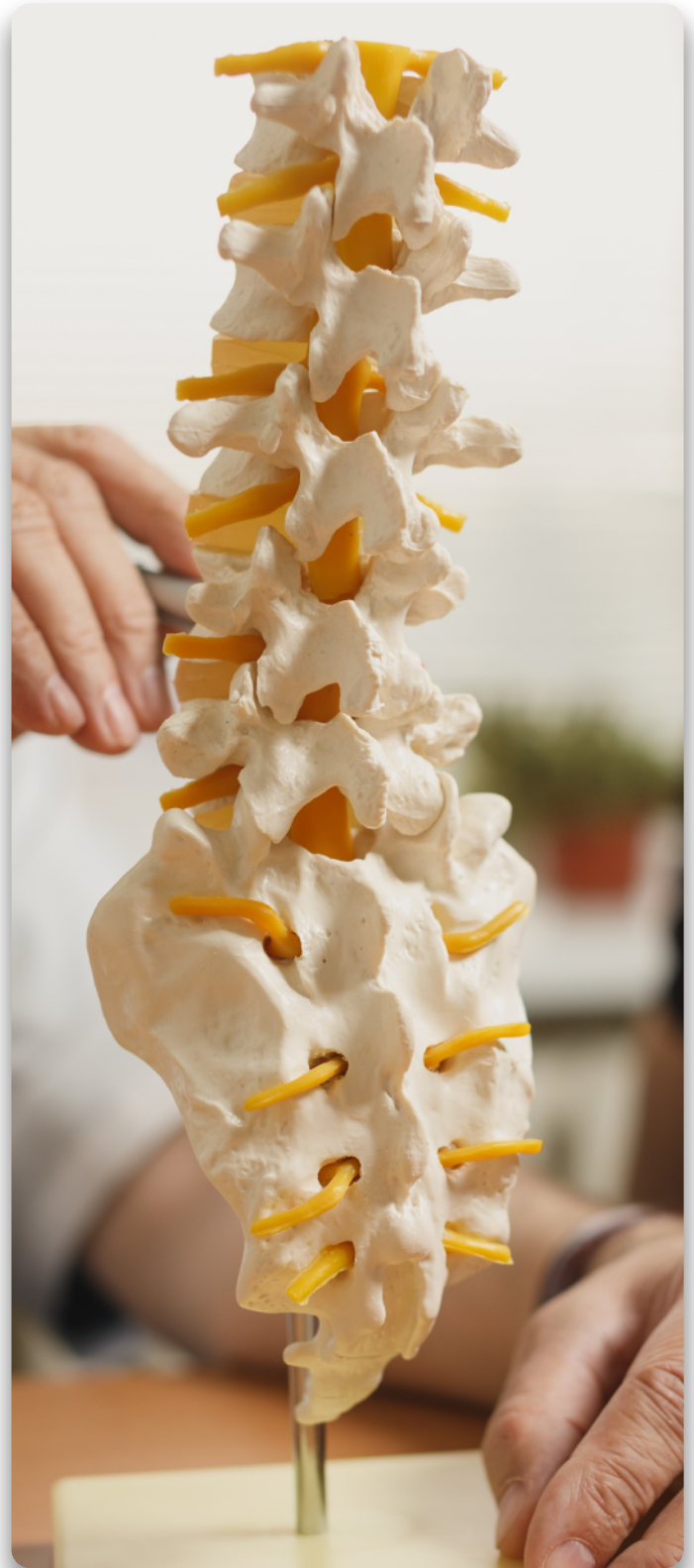
While chiropractic is well developed in some countries, in others it encounters challenges that prevent the profession from achieving its potential.

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 communities.



1 CREATE STAKEHOLDER VALUE

We will identify needs and expectations of member national associations and help to deliver workable and measurable solutions that drive growth and sustainability.

2 PROMOTE PROFESSIONAL CONSISTENCY

We will work to promote consistency in areas of education, professional identity, service provision and meeting expectations of patients and the public.

3 ENSURE FINANCIAL SUSTAINABILITY

We will achieve financial sustainability through a focus on maximizing and diversifying revenue streams without over-reliance on dues income.

4 ACHIEVE EQUITABLE WORKFORCE DISTRIBUTION

We will invest in those geographic areas where chiropractic is under-represented and work with local providers to strengthen the health workforce.

5 MAXIMIZE OPERATIONAL EFFICIENCY

To ensure the delivery of best value for member national associations we will streamline operations and recruit to maximize expertise and capacity.

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 national associations 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 70,000 recipients);
- Hyperlinked listing and acknowledgment on WFC website home page;
- Hyperlinked listing and acknowledgment on the WFC Mobile App
- 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 70,000 recipients);
- Placement and acknowledgment on WFC website home page;
- One Mail Chimp e-blast per year;
- Hyperlinked listing and acknowledgment on the WFC Mobile App
- 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 70,000 recipients);
- Placement and acknowledgment on WFC website home page;
- Hyperlinked listing and acknowledgment on the WFC Mobile App
- 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 (electronically mailed to over 70,000 recipients);
- Placement and acknowledgment on WFC website
- Hyperlinked listing and acknowledgment on the WFC Mobile App
- 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
- Acknowledgment 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

+1 647 255 8030

Email

rbrown@wfc.org

Mail

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