Wisconsin Chiropractic Association

CORPORATE PARTNERSHIP OPPORTUNITIES 2027

Revised October 2026

WHY PARTNER WITH WCA?

Wisconsin's Most Respected Chiropractic Advocate.

Since 1911, the Wisconsin Chiropractic Association has been leading, protecting, enhancing, and advancing the chiropractic profession through advocacy, education, and promotion.

With over **2,500 licensed Doctors of Chiropractic** in the state of Wisconsin, WCA provides the best opportunity to reach Wisconsin Chiropractors and their staff.

OUR REACH

3,600+ WCA Email Subscribers
Wisconsin Doctors of Chiropractic & Staff

40.8% Email Open Rate Average

3,300+ Facebook Followers

800+ Magazine Views per Issue
The Wisconsin Chiropractor quarterly magazine

21,000 Website Views
Average website visits per year at www.wichiro.org

Reach Wisconsin Doctors of Chiropractic

Build Relationships in Wisconsin

Increase Brand Recognition

Speaking Opportunities & Sponsorships

Increase Sales and Build Your Business!

WCA CORPORATE PARTNERSHIP BENEFITS

MAGAZINE ADVERTISING

The Wisconsin Chiropractor is a full-color, digital publication that provides key information on issues in the profession, best practices, state legislation, and products and services. The digital magazine is emailed to all Wisconsin Chiropractors (members and non-members) each quarter. As a corporate partner, your organization is entitled to submit ads and articles in the magazine, with quantity and size determined by your partnership level — Preferred, Premium, or Platinum.

Magazine Editorial Calendar

Publication Issue	Content Deadline	Send Date
1st Quarter	mid-February	March
2nd Quarter	mid-May	June
3rd Quarter	mid-August	September
4th Quarter	mid-November	December

Please provide digital-ready artwork at 150 dpi in jpeg, pdf, or png file formats.

Additional ad space beyond your partnership level allowance is available for purchase.

Magazine	Cost
Full Page Ad	$500
Half Page Ad	$250
Sponsored Article	$800

CO-BRANDED PROMOTION

WCA has a robust marketing and communication plan to reach Wisconsin Chiropractors and their staff.

Online and print co-branded opportunities include:

- WCA website
- Social media posts
- Email blasts
- Digital magazine advertising
- Business cards, postcards and more
- Use of WCA's logo

MEMBER REFERRALS

Corporate partners are featured prominently on the WCA website (www.wichiro.org) within several areas including:

- Homepage
- Our Corporate Partners
- Buyer's Guide

When a WCA member requests information for a new product and/or service, the WCA staff refers the member to the corporate partner website listing and as a follow up, emails your organization's brochure.

BUILDING RELATIONSHIPS

WCA's educational conventions are the premier education and networking events for Wisconsin chiropractors. The attendees value the opportunity to build face-to-face relationships with our corporate partners. As an exhibitor and/or speaker/speaker sponsor corporate partner, your organization will have a multitude of promotional opportunities in and around the conventions.

SPEAKER SPONSORSHIPS

As a corporate partner, sponsoring a speaker allows for additional product/service exposure. Whether you're sponsoring a speaker online (through a webinar) or in-person at convention or at a seminar, WCA allows plenty of time during scheduled breaks for the company representative to connect and educate the attendees.

- Must adhere to speaker & sponsor expectations
- Selection based on:
  - Availability
  - Partnership level
  - Approvals by the Education Committee and Wisconsin Examination Board

WCA CORPORATE PARTNERSHIP BENEFITS

What is included at *every* partnership level

- ✓ Strategic partnership consultation
- ✓ Logo linked to your site on the WCA homepage
- ✓ Listing on WCA member benefits page
- ✓ Use of the WCA logo for co-branding
- ✓ Referrals to DCs seeking your products or services
- ✓ Convention exhibit booth
- ✓ Convention attendee lists (exhibitors only)
- ✓ WCA Buyer's Guide listing

Your benefits *grow* with your partnership investment

ADDITIONAL BENEFITS	PREFERRED $2,500	PREMIUM $5,000	PLATINUM $10,000
Magazine advertising The Wisconsin Chiropractor, quarterly	Two half-page ads 8.5x5.5 or 4.25x11	Two full-page ads 8.5x11	Four full-page ads 8.5x11
Feature article in magazine Full page, 525 words	One article $800 value (with speaker sponsorship)	Two articles $1,600 value	Four articles $3,200 value
Full page ad in WCA Buyer's Guide Placement located near listing	Not included	Included	Included
Dedicated promotional email To 3,600+ WCA subscribers	One	Two	Three
"Need to Know" email ad WCA's biweekly member email	Not included	One	Two
Social media post Facebook, LinkedIn & Instagram	One	Two	Three
Speaker sponsorship opportunities Selection based on topic, speaker, and partnership level	One	Two	Three
Convention exhibitor booth Fall Convention	Standard location	Strategic location	Premier location
60-second promo video On the WCA Corporate Partners web page	Not included	Not included	Included
Classified ad posting WCA website & dedicated quarterly email blast	$150 per quarter	Included	Included

Maximize Your Investment and Exposure Custom partnerships and exclusivity available. Contact Leah Knope, **lknope@wichiro.org**

2027 Corporate Partnership Agreement

Wisconsin Chiropractic Association
2401 American Lane | Madison, WI 53704
Email completed form to: lknope@wichiro.org

Corporate Partner Packages

Circle one of the partnership opportunities below

Platinum	Premium	Preferred
$10,000	$5,000	$2,500

Enhance your partnership experience with customized opportunities available beyond the Platinum level. For details, contact lknope@wichiro.org

Are you interested in **Speaker Sponsorship** (in-person or online) for continuing education courses? YES or NO

Agreement Information

(as it should appear on the WCA website)

Company Name _____

Contacts	Name	Email	Cell Phone
Primary Contact			
Secondary Contact			

Company Address _____

City/State/Zip _____

General Phone _____ Fax _____ Website _____

Description of Products or Services *(to be used on WCA website)* _____

Payment

Total Amount Due $_____

Payment Processing: A secure electronic invoice will be sent to the primary contact's email for payment by credit card or e-check due upon receipt.

By signing this Agreement, Participant agrees to pay the Corporate Partnership Package fee specified herein in full before marketing benefits begin.

Corporate Partner Signature _____ Date _____ John Murray, WCA Executive Director _____ Date _____

WCA RESERVES THE RIGHT TO REJECT OR CANCEL ANY PARTNERSHIP BENEFITS FOR ANY REASON AT ANY TIME.