



Fédération Internationale de Chiropratique du Sport
The International Federation of Sports Chiropractic



**FICS
SPONSORSHIP
PACKAGES**

The Leaders in Sports Chiropractic

At FICS, We believe that every athlete deserves access to sports chiropractic

We strive to empower athletes so they can achieve their optimal performance naturally.

As the leaders in Sport Chiropractic we strive to provide equitable access to sports chiropractic care, education, mentoring and research to all athletes and sports chiropractors regionally, nationally and internationally.

FICS the Organisation

The International Federation of Sports Chiropractic / Fédération Internationale de Chiropratique du Sport (FICS) was founded in 1987 and has represented sports chiropractic at an international level since that time.

FICS is comprised of national chiropractic sports councils and individual members worldwide, and has affiliations with international organisations within the chiropractic profession, the educational sector and the world of sports.

Why Sponsor FICS?

When you sponsor FICS we will ensure that the partnership compliments your existing brand values, enhances your image, and provides a platform to increase the positive community perception and credibility of your business.

Your investment will assist FICS to provide volunteer sport chiropractors at international sporting events to support elite athletes to perform at their optimum, support the development of the profession, and invest in research to identify better forms of care.

The reasons why you will benefit from sponsoring FICS include:

General

FICS is the international organization representing sports chiropractic, and promoting the use of chiropractic health care by elite athletes in all sports and at the Olympics. Sports chiropractic is the single most important specialty area for the profession and for the overall growth of chiropractic, because of:

- The high public profile of sport stars in the media and modern society.
- The focus in sports chiropractic on all 3 areas of clinical practice – injury management, injury prevention and performance enhancement,
- The integration of chiropractic in the overall health team in sports – bringing recognition from other health professionals, coaches, families and all in the wider sports community.

Vendors

Market penetration is a business growth strategy in which your company will execute initiatives to expand your customer base for your products and services within a selected market space. A sponsorship with FICS can provide you with a cost-effective strategy by providing:

- Direct access to a large and growing market in the chiropractic profession – sports chiropractors.
- Access to other markets;
 - All chiropractors (who treat athletes and will use products and services used by specialist sport chiropractors),
 - Other health professionals (because sports chiropractors work in interdisciplinary teams)
 - Athletes/patients and team mates/coaches/teachers. The whole sports family,
- Visibility with specialist chiropractors using services/products for performance enhancement/wellness as well as injury prevention and management,
- Visibility in high publicity areas of sports, and
- Supporting and facilitating growth in the profession.

Educational Institutions

The challenges Institutions face in meeting their enrolment targets and being the college of choice for all students in an increasingly competitive market is a challenge that a sponsorship with FICS can help resolve through:

- Recruitment of students – athletes who have received sports chiropractic services,
- Participation of faculty, alumni and students at games events,
- Assistance in your development of undergraduate and postgraduate curriculum (e.g. output from FICS Education Commission and programs),
- Development of sports chiropractic research opportunities, agenda and database (e.g. see work of FICS Research Commission),
- Promoting student enthusiasm for chiropractic (e.g. role in sports, development of student sports chiropractic council etc.), and
- News and information - e.g. see Publications at www.sports-chiro.org for issues of FICS News.

Other chiropractic organizations

Growing a business in a competitive and evolving industry is a challenge and finding a differentiator to set your business apart from the rest is what a sponsorship with FICS can provide through:

- Supporting the development of the sports chiropractic practice and visibility,
- Supporting an organisation that has access to high media and public profile sports events and athletes, and
- Creating education, research and practice opportunities within the sports chiropractic specialty.

Sponsorship: What are the benefits?

Whatever level of support you choose, you will send a message to the community about your commitment to supporting chiropractic globally and to the drug free care of athletes so they can perform at their best.

There are a number of sponsorship levels, so no matter the size of your business or company, you can be assured that there is a sponsorship level suited to your desired level of investment.

Presenting Sponsor

USD \$25,000 Investment - Major Sponsorship for 3 years

As a Major Sponsor of FICS you will receive the following comprehensive package of benefits

Sponsorship

- Position on Advisory Council to FICS
- Feature sponsorship and article in E-Newsletter (one per year)
- Logo exposure on clothing and documents used by FICS team at sports events
- Email distribution to FICS members
- Naming and scholarship opportunities
- Recognition given at FICS Assembly of Members
- Sponsor recognition at postgraduate programs, in person and online
- Invite to VIP receptions at events
- FICS introductions to leaders in every country
- Access to FICS student sports chiropractic clubs in chiropractic schools worldwide
- Half page ad in each issue of FICS News
- Website logo and link

Benefits

1. **Advisory Council.** The members of this Council are representatives of Presenting Sponsors, the Chair and/or one member of the FICS Finance Commission, and the Chair and/or one member of the Marketing Commission. It provides input to FICS on matters relative to the strategic direction of FICS and the development of the sponsorship program to create a mutual value exchange between the parties. The Advisory Council reports to the Executive. Most communications will be electronic, but a meeting is scheduled at the time of each FICS Assembly and Symposium.
2. **Feature Article.** Presenting sponsors will sponsor one issue of the FICS news and be afforded the opportunity to submit a feature article on their organisation or topic of choice. They will be recognised as the primary sponsor. There are 4 issues per year and the sponsor can select which quarterly newsletter their article will be presented in. For samples of the FICS News go to Publications at www.fics-sport.org.
3. **Logo on Clothing.** Periodically FICS prepares T-shirts, hats, warm up suits and other clothing for use by team DCs at sports events, symposiums and educational events. Sponsor logos will be added as agreed to clothing and stationery. (Event restrictions apply, and the sponsor is responsible for providing their logo in the correct electronic format).
4. **Email Distribution.** Inclusion of Presenting Sponsor messages in emails to members 4 times per year or as otherwise agreed. The Marketing Commission will work with the Presenting Sponsor to determine best effect communication outcomes.
5. **Naming and Scholarship Opportunities.** For each Presenting Sponsor there will be a US\$1,000 scholarship given to an undergraduate or postgraduate student and named after the sponsor. Where possible the award shall be presented by the sponsor. Alternatively, other naming rights as agreed can be negotiated.
6. **Access to Leaders and Students.** Presenting Sponsors will be provided FICS introductions to leaders and students in every country through the FICS National Chiropractic Council (NCSC) members and student council members, and through FICS events.
7. **Advertisement and logo on website.** Half page FICS News advertisements and logos and links on home page of website.

USD \$15000 Per Annum - Partner Sponsorship for a 3 year period.

As a Partner Sponsor of FICS you will receive the following comprehensive package of benefits:

Sponsorship

- Feature article in E-Newsletter (one per year)
- Email distribution to members
- Naming and scholarship opportunities
- Recognition given at FICS Assembly of Members
- Sponsor recognition at postgraduate programs, in person and online
- Invite to VIP receptions at events
- FICS introductions to leaders in every country
- Access to FICS student sports chiropractic clubs in chiropractic schools worldwide
- Quarter page ad in each issue of FICS News
- Website logo and link

Benefits

1. **Student Mentoring at International Games.** Opportunity to have two students attend an in country International Level Games event to be mentored by FICS Volunteer Sports Chiropractors on elite athletes for two days. FICS will pay for travel and accommodation in country for two days only. The gap for attendance at out of country events and for longer than to days will be covered by the Sponsor.
2. **Feature Article.** Platinum sponsors will be afforded the opportunity to submit a feature article on their organisation or topic of choice. There are 4 issues per year and the sponsor can select which quarterly newsletter their article will be presented in. For samples of the FICS News go to Publications at www.fics-sport.org.
3. **Logo on Clothing.** Periodically FICS prepares T-shirts, hats, warm up suits and other clothing for use by team DCs at educational events. Sponsor logos will be added as agreed to clothing and stationery for ICCSP events only. (Event restrictions apply, and the sponsor is responsible for providing their logo in the correct electronic format).
4. **Email Distribution.** Inclusion of Platinum Sponsor messages in emails to members 4 times per year or as otherwise agreed. The Marketing Commission will work with the Platinum Sponsor to determine best effect communication outcomes
5. **Naming and Scholarship Opportunities.** For each Platinum Sponsor there will be a US\$1,000 scholarship given to an undergraduate or postgraduate student and named after the sponsor. Where possible the award shall be presented by the sponsor. Alternatively, other naming rights as agreed can be negotiated.
6. **Access to Leaders and Students.** Platinum Sponsors will be provided FICS introductions to leaders and students in every country through the FICS National Chiropractic Council (NCSC) members and student council members, and through FICS events.
7. **Advertisement in FICS News and logo on website.** Quarter page FICS News advertisements and logos and links on home page of website.

Gold Package

USD \$10000 Per Annum - Partner Sponsorship for a 3 year period.

As a Partner Sponsor of FICS you will receive the following comprehensive package of benefits:

Sponsorship

- Feature article in E-Newsletter (one per year)
- Email distribution to members
- Naming and scholarship opportunities
- Recognition given at FICS Assembly of Members
- Sponsor recognition at postgraduate programs, in person and online
- Invite to VIP receptions at events
- FICS introductions to leaders in every country
- Access to FICS student sports chiropractic clubs in chiropractic schools worldwide
- Quarter page ad in each issue of FICS News
- Website logo and link

Benefits

1. **Feature Article.** Gold sponsors will be afforded the opportunity to submit a feature article on their organisation or topic of choice. There are 4 issues per year and the sponsor can select which quarterly newsletter their article will be presented in. For samples of the FICS News go to Publications at www.fics-sport.org.
2. **Logo on Clothing.** Periodically FICS prepares T-shirts, hats, warm up suits and other clothing for use by team DCs at educational events. Sponsor logos will be added as agreed to clothing and stationery for ICCSP events only. (Event restrictions apply, and the sponsor is responsible for providing their logo in the correct electronic format).
3. **Email Distribution.** Inclusion of Gold Sponsor messages in emails to members 4 times per year or as otherwise agreed. The Marketing Commission will work with the Platinum Sponsor to determine best effect communication outcomes
4. **Naming and Scholarship Opportunities.** For each Gold Sponsor there will be a US\$1,000 scholarship given to an undergraduate or postgraduate student and named after the sponsor. Where possible the award shall be presented by the sponsor.
5. **Access to Leaders and Students.** Gold Sponsors will be provided FICS introductions to leaders and students in every country through the FICS National Chiropractic Council (NCSC) members and student council members, and through FICS events.
6. **Advertisement in FICS News and logo at website.** Quarter page FICS News advertisements and logos and links on home page of website.

Silver Package

USD \$5000 Per Annum - Partner Sponsorship for a 3 year period.

As a Partner Sponsor of FICS you will receive the following comprehensive package of benefits:

Sponsorship

- Recognition given at FICS Assembly of Members
- Sponsor recognition at postgraduate programs, in person and online
- Invite to VIP receptions at events
- FICS introductions to leaders in every country
- Access to FICS student sports chiropractic clubs in chiropractic schools worldwide
- Logo in each issue of FICS News
- Website logo and link

Benefits

1. **Access to Leaders and Students.** Silver Sponsors will be provided FICS introductions to leaders and students in every country through the FICS National Chiropractic Council (NCSC) members and student council members, and through FICS events.
2. **Logo in FICS News and logo at website.** Logos in FICS News and logos and links on home page of website.

Bronze Package

USD \$2500 Per Annum - Partner Sponsorship for a 3 year period.

As a Partner Sponsor of FICS you will receive the following comprehensive package of benefits:

Sponsorship

- Invite to VIP receptions at events
- FICS introductions to leaders in every country
- Access to FICS student sports chiropractic clubs in chiropractic schools worldwide
- Logo in each issue of FICS News
- Website logo and link

Benefits

1. **Access to Leaders and Students.** Bronze Sponsors will be provided FICS introductions to leaders and students in every country through the FICS National Chiropractic Council (NCSC) members and student council members, and through FICS events.
2. **Logo in FICS News and logo at website.** Logos in FICS News and logos and links on home page of website.