



**WSCA Corporate Partner  
Application Packet**

Washington State Chiropractic Association  
21400 International Blvd., Ste. 207  
SeaTac, WA 98198  
t | 206.878.6055      f | 206.878.8869  
[www.chirohealth.org](http://www.chirohealth.org)



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# Corporate Partner Policy

REVISED SEPTEMBER 2016

It is the policy of the Washington State Chiropractic Association (WSCA or Association) to recognize and encourage building relationships that bring added value to its corporate partners and DC members alike.

As a corporate partner, your involvement with our individual members gives you and your organization insight into chiropractic care issues not available through any other professional association. Likewise, your insights into the trends affecting your industry will give our members a better understanding of the commercial and economic factors influencing their profession. Corporate partnership with the WSCA is a positive demonstration of your organization's commitment to the patient care delivered by our doctors — support that is recognized and appreciated by our entire membership.

## ELIGIBILITY

Corporate partnership with the WSCA is available to companies and individuals with commercial products and services that support the philosophy and principles of chiropractic care as demonstrated by the WSCA and its DC members. Specific ventures must comply with the Chiropractic Scope of Practice as defined in [RCW 18.25](#) and [WAC 246-808](#), and further clarified in [DOH Publication 641-042](#) and other statutory interpretations published by the Washington State Department of Health and/or the Chiropractic Quality Assurance Commission.

## RULES AND RESTRICTIONS

By applying for and/or accepting corporate partnership with the WSCA, the applicant corporate partner understands and agrees to the following:

- Corporate partnership in the WSCA is not to be construed or promoted as an endorsement of the partner's policies, practices, products, or services. Any reference to the partnership must include a disclaimer stating: "The WSCA does not endorse, and has not investigated, the products and services offered by its corporate partners."
- By acceptance of the partnership, the WSCA does grant those partners in good standing the right to use a Statement of Membership, and/or a link to the Association website. Prior approval is required if such WSCA recognition is to be used on a company's promotional materials, whether presented in electronic, print, or other media.
- The WSCA logo may only be used with the prior written permission from the WSCA Executive Director or other individual designated by him/her.
- The WSCA logo and name "Washington State Chiropractic Association" may not be used its corporate partners after expiration or termination of the partnership.

## BENEFITS OF PARTNERSHIP

The Association grants certain benefits to its corporate partners according to their selected partnership level. These benefits are subject to change at the discretion of the WSCA Board of Directors. Corporate partners may upgrade to a higher partnership level at any time; however, those wishing to downgrade to a lower level must wait until the end of their current partnership term

## SUSPENSION/CANCELATION

Corporate partnership may be terminated when a corporate partner's dues, sponsorship, exhibit, broadcast, or other fees are 30 days past due, despite adequate notification efforts taken by the Association to collect the outstanding debt. Such termination shall be made at the discretion of the WSCA Executive Director. If approved, corporate partnership will be changed to "Inactive" status in the Association database and removed from the online marketplace section of the WSCA website. Corporate

Partners will not appear in the print magazine *Plexus* if they hold inactive status on the date of final print approval for each issue. Active status will be reinstated once all outstanding balances are paid in full. Should charges remain unpaid for 60 days, the partnership will be cancelled. Notification will be given by email and in writing stating partnership cancellation and will be sent at the end of the 60 day period and a notice placed in the next edition of *Plexus* stating that the corporate partner is no longer associated with the WSCA.

## **DUES**

Corporate partnership dues must be paid on an annual basis. Dues payments are non-refundable and cannot be pro-rated. Partnerships will automatically renew on the anniversary of initial approval or of the last date of dues payment, whichever is later. If paid by credit card, annual dues will be automatically charged to the card on file unless the corporate partner requests otherwise in writing.

## **APPLICATION PROCESS**

Those wishing to establish corporate partnership with the WSCA are required to complete and submit a Corporate Partner Application (found on the last page of this packet). The WSCA staff will review the application, and after conducting an investigation into the business practices and reputation of the applicant, will make a recommendation to the WSCA Board of Directors for final approval.

All applications must include a brief description of the applicant's products or services, with an emphasis on how it benefits the chiropractic profession. A reference is also required. This reference may be a DC member of the Association, or it may be a senior staff member, director, or officer of a similar association to which the applicant belongs as a corporate partner or sponsor, or equivalent.

If you are a Washington-licensed chiropractor and you reside within the State of Washington, you must join the Association as a DC member before applying for corporate partnership for your business. This rule applies regardless of whether or not you are currently seeing patients.

Partnerships will become effective upon approval by the WSCA Board of Directors and clearance of the applicant's payment. Once approved, corporate partners shall be entitled to all the benefits and privileges afforded to them as outlined in the WSCA Bylaws. Specific benefits are listed within this packet and are subject to change without notice by the WSCA.

We welcome your involvement and support of the chiropractic profession in Washington State. We will do all that we can to ensure you realize the greatest possible value for your partnership contribution. Should you have any questions, please contact:

Jeff Curwen, CAE  
Executive Director  
Washington State Chiropractic Association  
21400 International Blvd., Ste. 207  
SeaTac, WA 98198  
t | 206.878.6055  
f | 206.878.8699  
[jcurwen@chirohealth.org](mailto:jcurwen@chirohealth.org)



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# Corporate Partner Benefits

## Silver Level

**\$500 Annually**

At our Annual Conference & Tradeshow and our Annual Meeting & Symposium

- Priority notification of exhibiting opportunities
- Access to other Association networking opportunities

Access to our member database

- With the ability to send annual\* direct mailings to 2,500+ Washington chiropractors through a mail-house of your choice, for only \$150\*\*
- The ability to send biannual\* email broadcasts on your behalf for only \$100

In our award-winning magazine, *Plexus*

- Two complimentary text ads each year\*\*\*
- Consideration for editorial opportunities
- A complimentary subscription to all of our publications

On our website

- Placement in our Marketplace section at the top of your category<sup>†</sup> featuring your company's name, logo, contact information, 125-character elevator pitch, and a unique badge indicating your partner level
- A link to your website included in the Marketplace
- Unlimited use of the classifieds section, which receives over 2,000 visits each month

\* Subject to 72-hour minimum lead time and availability in editorial calendar.

\*\* Distribution list will not be shared directly with corporate partner. Lists will go to the selected mail-house upon executing a Non-Disclosure Agreement.

\*\*\* Limited to 30 words in the classified section.

† If more than one corporate partner is in your category, listing within your level will be alphabetical



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# Corporate Partner Benefits

## Gold Level

**\$1,000 Annually**

At our Annual Conference & Tradeshow and our Annual Meeting & Symposium

- 25% discount on exhibitor booth and two exhibitor registrations
- Access to other Association networking opportunities

Access to our member database

- With the ability to send biannual\* direct mailings to 2,500+ Washington chiropractors through a mail-house of your choice, for only \$100\*\*
- The ability to send quarterly\* email broadcasts on your behalf for only \$75

In our award-winning magazine, *Plexus*

- Recognition as a Gold partner in every issue
- 5% discount on all paid advertising
- Complimentary text ads in every other issue\*\*\*
- Consideration for editorial opportunities
- A complimentary subscription to all of our publications

On our website

- Identification in the Marketplace as a Gold partner
- Placement in our Marketplace section at the top of your category<sup>†</sup> featuring your company's name, logo, contact information, 150-character elevator pitch, and a unique badge indicating your partner level
- A link to your website in the Marketplace
- Unlimited use of the classifieds section, which receives over 2,000 visits each month

\* Subject to 72-hour minimum lead time and availability in editorial calendar.

\*\* Distribution list will not be shared directly with corporate partner. Lists will go to the selected mail-house upon executing a Non-Disclosure Agreement.

\*\*\* Limited to 30 words in the classified section.

† If more than one corporate partner is in your category, listing within your level will be alphabetical



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# Corporate Partner Benefits

## Platinum Level

**\$2,500 Annually**

At our Annual Conference & Tradeshow and our Annual Meeting & Symposium

- 50% discount on exhibitor booth and three exhibitor registrations
- Access to all Association networking opportunities

Access to our member database

- With the ability to send quarterly\* direct mailings to 2,500+ Washington chiropractors through a mail-house of your choice, for only \$75\*\*
- The ability to send monthly\* email broadcasts to our distribution list on your behalf at no charge

In our award-winning magazine, *Plexus*

- Higher level of recognition as a Platinum partner in every issue
- 10% discount on all paid advertising
- Complimentary texts ads\*\*\* in every issue
- Prime consideration for editorial opportunities
- Three complimentary subscriptions to all of our publications

On our website

- Rotation of your name and logo in the Corporate Partner Spotlight section
- Placement in our Marketplace section at the top of your category<sup>†</sup> featuring your company's name, logo, contact information, 200-character elevator pitch, and a unique badge indicating your partner level
- A link to your website in the Marketplace
- A link to your website embedded in your Corporate Partner Spotlight section listing
- Unlimited use of the classifieds section, which receives over 2,000 visits each month

\* Subject to 72-hour minimum lead time and availability in editorial calendar.

\*\* Distribution list will not be shared directly with corporate partner. Lists will go to the selected mail-house upon executing a Non-Disclosure Agreement.

\*\*\* Limited to 30 words in the classified section.

† If more than one corporate partner is in your category, listing within your level will be alphabetical



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# Corporate Partner Benefits

## Leadership Level

**\$5,000 Annually**

**As one of our most esteemed partners, you will receive the following benefits:**

At our Annual Conference & Tradeshow and our Annual Meeting & Symposium

- Complimentary booth and four exhibitor registrations
- Partnership recognition in all program materials
- Priority access to all Association networking opportunities

Access to our member database

- With the ability to send monthly\* direct mailings to 2,500+ Washington chiropractors through a mail-house of your choice, with no charge for the distribution list\*\*
- The ability to send unlimited\* email broadcasts to our distribution list on your behalf at no charge

In our award-winning magazine, *Plexus*

- Highest level of recognition as a Leadership partner in every issue
- 15% discount on all paid advertising
- One complimentary full-page ad (or two half-page ads) each year
- Complimentary texts ads\*\*\* in every issue
- Priority consideration for editorial opportunities
- Three complimentary subscriptions to all of our publications

On our website

- Consistent use of your name and logo in the Corporate Partner Spotlight section
- Placement in our Marketplace section at the top of your category† featuring your company's name, logo, contact information, 300-character elevator pitch, and a unique badge indicating your partner level
- A link to your website in the Marketplace
- A link to your website embedded in your Corporate Partner Spotlight section listing
- Unlimited use of the classifieds section, which receives over 2,000 visits each month

\* Subject to 72-hour minimum lead time and availability in editorial calendar.

\*\* Distribution list will not be shared directly with corporate partner. Lists will go to the selected mail-house upon executing a Non-Disclosure Agreement.

\*\*\* Limited to 30 words in the classified section.

† If more than one corporate partner is in your category, listing within your level will be alphabetical



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# Corporate Partner Application

Please complete all sections and return to the WSCA office by email at [wsca@chirohealth.org](mailto:wsca@chirohealth.org), by fax at 206.878.8699, or by mail to 21400 International Blvd., Ste. 207, SeaTac, WA 98198. If you have any questions, please call our office at 206.878.6055.

Company Name

Address

City/State/ZIP

Website

Phone

Fax

Email (for communications with the WSCA)

Product/Service Description

This description will be used in your profile, both online and in Plexus. This is the place for your "elevator pitch."

Main Contact

Title

Email (for business inquiries)

Secondary Contact

Title

Email (for business inquiries)

## REFERENCE

Please list a professional reference that is familiar with your business. This reference may be: a) a current WSCA member; or b) a senior staff member, director, or officer of another professional association similar to the WSCA to which you belong as a corporate partner or sponsor. Such associations do not need to be within Washington State, nor do they need to be chiropractic-related. If you need help identifying a suitable reference, please call our office.

Name

Phone

Email

WSCA Member

Professional Association

Partnership Level (select one)

Leadership Level - \$5,000/yr.

Platinum Level - \$2,500/yr.

Gold Level - \$1,000/yr.

Silver Level - \$500/yr.

Payment

My check for \$\_\_\_\_\_ is enclosed

Charge my VISA / MC / DISCOVER / AMEX

Card Number

Expiration

CVV

Name on Card

Billing ZIP

Signature

***By submitting this application, you are agreeing to abide by the WSCA Corporate Partnership Policies expressed in the preceding pages of the Application Packet. Corporate Partner Policies are subject to change at the discretion of the WSCA Board of Directors. Applications are subject to Board approval and no payment will be processed until such approval is obtained. WSCA Corporate Partnerships automatically renew on the anniversary of approval. If you do not wish to be automatically renewed, please call our office.***