



CCA Vendor Opportunities

Thank you for your interest in advertising and sponsorship opportunities with the Colorado Chiropractic Association (CCA). We know this will be a powerful year for our members, staff, leadership, and partners - we're so excited to have you along for the ride! **As one of only 5 state associations to celebrate our Golden Anniversary, you know you're making a smart investment when partnering with the CCA!**

This packet is meant to give you everything you need to select the advertising and sponsorship opportunities that best suit you and your business needs, including our Club CCA memberships which get you the most bang for your buck! We know you have amazing products and services to offer doctors of chiropractic, and we want to help you connect with them in the best way possible. There are many advantages of partnering with the state's professional chiropractic association, and we're certain you'll find options that meet your advertising goals and your budget.

By signing up as a Club CCA member you will join an elite group on CCA vendors and exhibitors whose contributions make the biggest difference for our members. Our Club CCA members also get discounts on booths at our annual convention! The convention is the best way to get your product in front of the most doctors of chiropractic in the state of Colorado! Email CCA@ColoradoChiropractic.org to request your convention registration packet!

You can contact us with questions, or submit your registration via the contact information below:

Email: CCA@ColoradoChiropractic.org | Phone: 303.755.9011 | Fax: 303.755.1010

Yours in health,

Dr. Rachel Wendt, DC
Executive Director



Join Club CCA!

Standard Membership

- 20% off advertisements in our eUpdate - save \$70 per ad
- Logo featured in our Monthly Member Update linked to your website
- Logo featured in our eUpdate, linked to your website - 10 publications a year sent to ALL Colorado chiropractors
- Logo featured on our Club CCA page linked to your website
- 1 year feature in our online searchable Vendor Database
- Receive a copy of our current membership list upon joining (no emails) - save \$350
- Use of Club CCA logo
- 10% off regular pricing of the 2017 convention booth all year long!

Investment: \$500 a year | Valued at over \$2,500!

Platinum Membership

All of the benefits of a standard membership **plus:**

- Logo featured on our **homepage** all year linked to your website plus logo featured on the Club CCA page, linked to your website and 1-2 sentence description
- 25% off regular pricing for convention booth prices all year long!
- An option to submit an educational article for our eUpdate (must be preapproved, cannot be an unpaid advertisement)
- 2 small ads in our Monthly Member Update

Investment: \$1,800 a year | Valued at over \$4,500!

Diamond Membership

All of the benefits of a standard and platinum memberships **plus:**

- Logo featured on our **homepage** all year linked to your website plus logo featured on the Club CCA page, linked to your website and 4-5 sentence description
- Logo/advertisement placed in homepage banner for 1 month
- \$500 booth for our 2017 Centennial Celebration! (save \$800!)
- Full page, color advertisement in every eUpdate newsletter (10 per year!)
- An option to submit an educational article for our eUpdate (must be preapproved, cannot be an unpaid advertisement)
- 2 large and 1 small advertisement in our Monthly Member Update
- Quarterly membership list (no emails)

Investment: \$4,500 a year | Valued at over \$9,500!



Club CCA

Registration

We're thrilled that you've decided to make this smart investment in your business and our association by becoming a **Club CCA** member!

Please complete the registration form below and include your payment information at the bottom.

Company Name: _____

Service Provided: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Contact Person
(CCA staff use): _____

Phone: _____ Email: _____

Additional Info: _____

4 Easy Ways to Register:

Make checks payable to Colorado Chiropractic Association with Club CCA in memo line

Check Enclosed

1. **CALL** the CCA at 303.755.9011 or 800.829.0339

2. **FAX** with payment information to 303.755.1010

3. **EMAIL** completed form with payment information to CCA@ColoradoChiropractic.org

4. **MAIL** with payment information to 8751 E Hampden Ave B-7, Denver, CO 80231

Company Name: _____

Contact Name: _____ Date: _____

Signature: _____

Credit Card #: _____ Exp. Date: _____

Select Your Membership and Payment Option:

Standard \$500 Annually

Platinum \$1,800 Annually

Diamond \$4,500 Annually

\$900 Semi-Annually

\$2,250 Semi-Annually

\$150 Monthly

\$375 Monthly



Co-Sponsoring Opportunities

Co-sponsoring events is a great opportunity to work together. We are always looking for sponsorships for our education event to help decrease the cost for our members while increasing the value. Co-sponsoring gives you a great opportunity to speak directly to our doctors and to get your business known. You can join us for one of our events, or we can co-sponsor your event. Getting the details out to all of the chiropractors in the state of Colorado! It doesn't matter if it's our event or yours, co-sponsorships are beneficial to everyone!

Our Events

We strive to bring quality education to Colorado chiropractors while not driving costs higher for our members. Through co-sponsorships, we're able to achieve this and get you face to face time with our chiropractors to help you reach your ideal audience!

The CCA will:

- Arrange the class and speaker
- Take all registrations
- Promote the event with emails, in our ePublications, and by placing the event on our website's Calendar of Events
- Print all notes and course materials
- Provide staff at the event to make sure everything runs smoothly

What you get:

- Your logo on every piece of promotional material and on the event page on our website
- 5-10 minutes of speaking time to address all attendees
- Logo on attendee nametags
- 1-2 pieces of promotional material placed at the registration table
- Attendee list following the event (no emails)

Investment

- 1-4 hour education event - \$500
- 5-8 hour education event - \$1,000

Your Events

Are you putting on an event that would benefit chiropractors in Colorado? What better way to get the word out than by working with the state chiropractic association!

The CCA will:

- Promote the event with emails, in our ePublications, and by placing the event on our website's Calendar of Events
- Your logo placed on all promotional materials

What we Need from You

- Event details and your logo to use for event promotion
- We ask for 2 complimentary registrations to the event for our staff or board members should they wish to attend

Investment

- The CCA will receive \$50 per attendee at the event
- OR CCA's classroom is available as an event location for \$250 per day (includes tables, chairs, wifi, projector, computer, electrical, Keurig with coffee and bottled water)

Event co-sponsorship by the CCA is at the discretion of the Executive Director and the Education Committee



Sponsorship Opportunities

Practice Builder Lunch & Learn

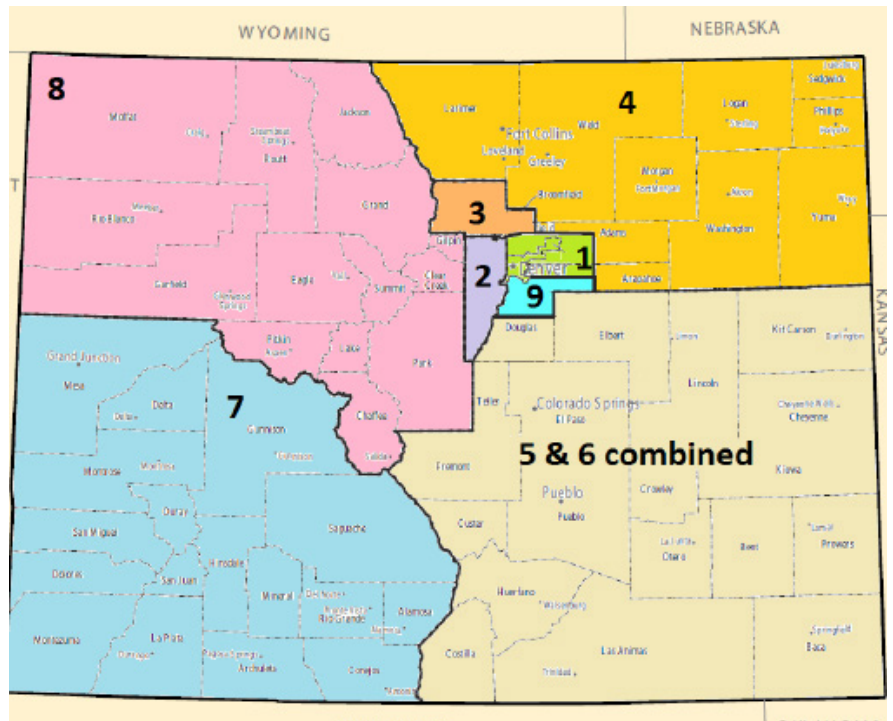
On the last Thursday of even number months, we hold a lunch and learn which brings, on average, 15 attendees. The CCA provides lunch, a networking opportunity, and a 1 hour talk on a non-continuing education topic like business management, marketing, advertising, taxes, etc. Sponsors may partner with a speaker or choose to present on their own. For sponsoring the event your logo will be placed on all marking and promotional materials, you can place a one page ad in attendee packets, and have up to 3 pieces of marketing material on the sign in table. We also have the technology to do webinars on opposite months or instead of a lunch and learn.

Investment: \$500 (covers cost of lunch, AV needed for presentation including wifi, projector, computer, etc.)

District Meetings

Our district meetings are great opportunities for sponsors to get in front of a large group of chiropractors. You get approximately 15 minutes of speaking time in front of the group. Your responsibilities for the event include arranging for a speaker to present for 1 hour of continuing education. Following the event, we will provide you with a list of attendees so you can follow up with them. District meetings are scheduled between the sponsor and the District Director. If you are interested in sponsoring a district meeting, please call our office so we can get you in touch with the District Director. Based upon location and date, attendance can not be guaranteed.

Investment: \$2,000





Vendor Info Update

Thank you for providing the following information for our vendor database. Keeping this information current allows us to best connect you with our doctors and keep you informed of ongoing marketing opportunities with the CCA. All information provided on this sheet will be shared when inquiries are made about your business. Please indicate any information you would not like shared.

Company Name: _____

Service Provided: _____

Contact Person 1: _____

Email: _____

Contact Person 2: _____

Email: _____

Address: _____

City, State, Zip: _____

Phone: _____

Long Distance Phone: _____

Fax: _____

Generic Email: _____

Website: _____

Additional Information: _____

**Return completed form to the CCA by fax or email.
CCA@ColoradoChiropractic.org | Fax: 303.755.1010**