



British  
Chiropractic  
Association



# Partnering with the British Chiropractic Association

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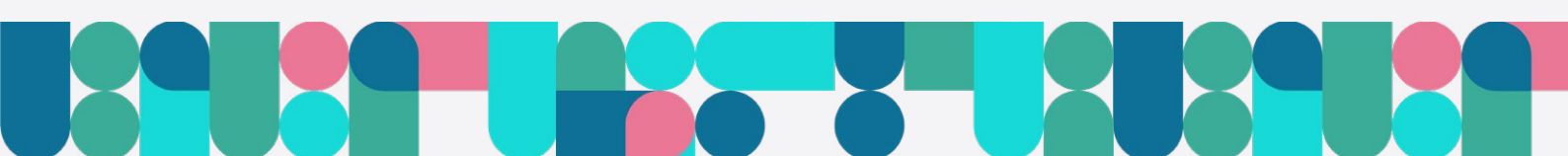
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**Hello,**

As the CEO of the British Chiropractic Association, I am pleased to extend my warmest appreciation for your partnership with us. Your collaboration plays a crucial role in advancing our mission to support the chiropractic community and foster the future of the industry. Together, we are helping to ensure that chiropractic remains integral to UK healthcare and that BCA members are equipped with the best tools, resources, and support available.

Our partnership is built on mutual benefit and the shared goal of building long-term, meaningful relationships. By aligning your brand with the BCA, you not only gain access to a targeted, engaged audience of over half of the UK's registered chiropractors but also demonstrate your commitment to advancing professional healthcare. This connection brings invaluable exposure for your products and services, while reinforcing your reputation as a trusted partner in the chiropractic community.

We are excited about the future of chiropractic and the opportunities that lie ahead. The BCA is continuously working to strengthen the profession, ensure evidence-based practices, and drive innovation. As a corporate partner, you are an integral part of shaping the landscape of modern healthcare and ensuring the continued growth of chiropractic as a trusted and respected healthcare profession.

By connecting your brand with the BCA and the chiropractic community, you are not only supporting our members but also positioning your organisation as a leader in the industry. Whether through product development, advertising, or engaging with our members at events like our annual conference, your involvement drives both your business success and the future of chiropractic.

Thank you for being a key partner in this exciting journey. Together, we can continue to build a healthier, more informed world.

Warm regards,

A handwritten signature in white ink that reads "Cait Allen". The signature is fluid and cursive.

**Cait Allen**

Chief Executive Officer, British Chiropractic Association



**Working in partnership  
with the BCA**

# Working in partnership with the BCA

The British Chiropractic Association is the leading voice within the chiropractic community, representing over half of all registered UK chiropractors. We work closely with regulators, international partners, and industry stakeholders to drive innovation and maintain the highest standards of care across the profession.

By partnering with the BCA, you gain access to a vast network of chiropractic business owners and professionals, allowing you to connect with thousands of potential clients and customers.

## Why partner with the BCA?

A partnership with the BCA provides valuable opportunities to reach a highly engaged audience, enhance your brand's visibility, and strengthen your position within the chiropractic community. As a trusted partner, you will be able to set yourself apart from the competition, build lasting relationships with industry leaders, and contribute to the growth and success of the profession.

Our partnership opportunities include both online and in-person engagement, such as advertising in our popular *In Touch* e-newsletter and showcasing your brand at our highly anticipated annual conference. Through these and many other avenues, you'll be able to promote your products and services to an audience that trusts and values the BCA's endorsement.

## What you can expect as a BCA partner

As a BCA partner, you will benefit from increased visibility with our engaged members, giving you a platform to demonstrate your expertise, showcase your products, and build trust within the chiropractic community. We are committed to working with you to identify and create opportunities that support your unique goals while helping us serve our members.

## Achieving your goals through a BCA partnership:

- **Genuine connections**  
Chiropractors trust BCA partners. A BCA partnership provides multiple touchpoints with thousands of engaged members and business owners, creating valuable relationships and networking opportunities.
- **Opportunities to demonstrate value**  
Through our partnership, you can showcase your products and services to influential voices in the chiropractic industry, strengthening your brand's credibility and market presence.
- **Value for money**  
Our partnership opportunities are designed to foster long-term, mutually beneficial commercial relationships that deliver exceptional value and return on investment.

# Partnership opportunities with the BCA

## Find out more about becoming a BCA partner

Our advertising pages are visited over

# 25,000

times a year

Our website attracts more than

# 300,000

visitors annually, ensuring your message  
reaches a broad and relevant audience

### Exclusive offers and discounts

If you have an exclusive offer or discount to share with our members, our BCA Privilege online listings provide year-round exposure, allowing you to showcase these promotions to our membership.

### Advertise your products and services online and in our membership magazine

The BCA offers a range of advertising opportunities both online and in print. Our advertising pages are visited over 25,000 times a year, and our website attracts more than 300,000 visitors annually, ensuring your message reaches a broad and relevant audience. Additionally, our *Contact* members magazine is distributed both digitally and physically, placing your brand directly in the hands of our engaged members.

### Meaningful face-to-face interactions

The BCA hosts a variety of in-person and online events, including our renowned annual conference, where you can meet members face-to-face and forge meaningful connections.

### Product development for BCA partners

As an approved partner, you can submit product development projects for consideration by the BCA. Working with us on product and service development, as well as on PR and marketing strategies, will help you build consumer confidence and gain the trusted BCA 'seal of approval.' With our expertise in product testing and market insights, we ensure your offerings meet the highest standards and resonate with your audience.

# Let's build something great together

A white tote bag is the central focus, featuring the British Chiropractic Association logo and text. The logo is a blue square with a white stylized figure of a person with arms raised. The text 'British Chiropractic Association' is printed in blue on the bag. The background is a blurred image of a person's hands holding the bag.

Our dedicated team understands that each organisation has unique objectives, and we are committed to working closely with you to help you achieve those goals and grow your presence within the chiropractic community.



# BCA Privilege

## BCA Privilege

The exclusive 'BCA Privilege' section of our website offers members access to a curated selection of discounts and special offers, all in one convenient location.

This valuable member-only portal provides a comprehensive portfolio of benefits, designed to support both personal and professional needs. Your organisation can be part of this exclusive offering.

BCA Privilege is specifically designed to offer lifestyle discounts, helping members maximize their leisure time, as well as professional discounts to support their clinic and business needs.

With thousands of visits each year, the BCA Privilege platform is a highly engaged space for members to explore and take advantage of available offers. By joining the BCA Privilege scheme, your organisation can benefit from enhanced visibility and a trusted association with the BCA. A dedicated online listing ensures ongoing exposure and brand recognition within the BCA community.

The annual investment for BCA Privilege partnership is from £695. In return, your organisation will receive:

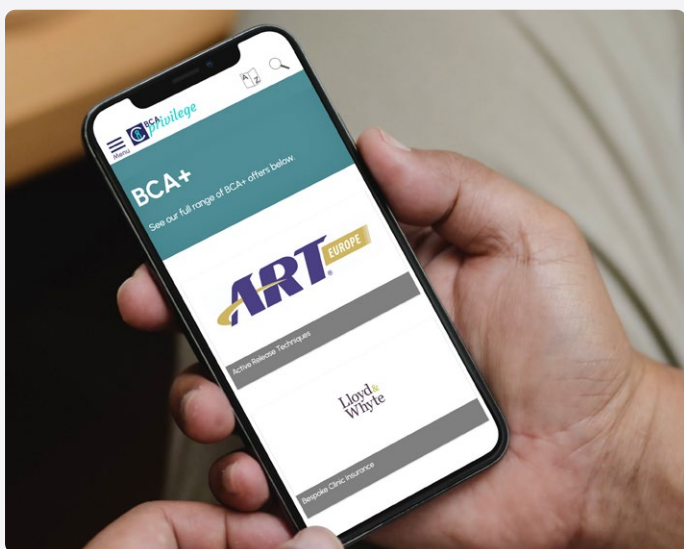
A dedicated online listing to showcase exclusive offers on the BCA Privilege platform

Exposure through an announcement in the BCA's *In Touch* e-newsletter

Visibility through a post on BCA's social media channels

Promotion of new offers and products as part of the annual BCA Privilege communications plan

BCA Privilege Partners provide valuable products and services at discounted rates to our members, ensuring that your brand is consistently in front of an engaged and focused audience.





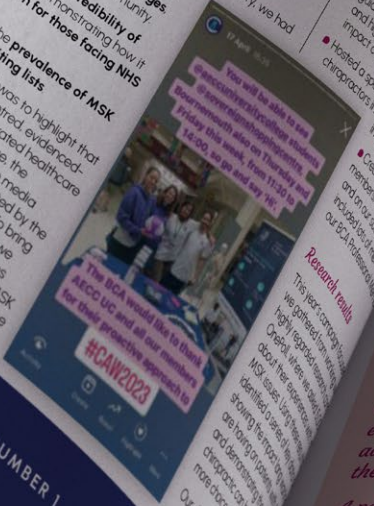
# Chiropractic Awareness Week 2023

## Chiropractic: a credible option for patients in 2023

As another Spring is coming to an end, so are our Chiropractic Awareness Week celebrations. We hope you all enjoyed this year's campaign as much as we did and that you feel more empowered to have impactful conversations with your community and demonstrate how chiropractors can support the primary healthcare system in the UK. It was a great pleasure to see the membership leading the conversation and we'd like to say a huge thank you for taking part.

- For this year's Chiropractic Awareness Week activity, we had three key objectives
- Bringing our Association into the wider conversation around NHS challenges alongside the healthcare community
- Raising the profile and credibility of chiropractic and demonstrating how it can be a solution for those facing NHS waiting lists
- Demonstrating the prevalence of MSK issues to NHS waiting lists

Our approach for 2023 was to highlight that chiropractic is patient-centred, evidenced-based and part of an integrated healthcare system. Taking a bolder stance, the campaign aligned closely to the media agenda, which has been dominated by the current pressures facing the NHS. To bring the BCA into the wider conversation, we needed to have a voice on the big issues facing healthcare, showing the scale of MSK issues in the UK and how chiropractic can be



- part of an integrated healthcare system. The focus is on our new video series, which is available on our website and social media.
- Commissioned a new piece of research to provide the latest evidence on the impact of MSK issues in the UK and the role of chiropractors in the primary healthcare system.
- Engaged with various target audiences through social media.
- Shared a special message to the public as statistics on waiting lists and the impact of MSK issues on the NHS.
- Hosted a special BCA Seminar for our members, which was a great success.
- Created a video series for our members, which was a great success.

- 56% of Brits are put off from seeing their GP because of waiting lists
- 33% of Brits haven't seen a GP to treat their MSK issue as they struggled to get an appointment
- 38% of Brits thought their MSK issue would go away on their own, without seeing a GP
- 53% of Brits are looking to private healthcare for MSK help
- 48% of Brits are using over the counter (OTC) medication to treat their MSK issues
- 52% of Brits have lived with an MSK issue for longer than 12-months

Speaking about the research findings, BCA President, Catherine Quinn, said:

*"Our research shows the critical effect that NHS waiting lists are having on the health of those suffering with MSK issues. It is concerning to see the number of British people that are suffering in silence and living with these MSK issues for over a year. It is inevitable that these patients will have seen their ability to stay physically active negatively impacted, which is likely to be detrimental to their wider health and wellbeing. The NHS states that it is committed to working with and with resources under ever increasing pressure, chiropractors form an important part of this delivery. Research suggests that when experiencing an MSK condition, being seen and given the right advice quickly can significantly reduce negative impacts on the patient's life.*

*A patient's initial appointment should, ideally, occur within 14 days from the onset of symptoms, as studies show this can reduce the likelihood of a patient requiring surgery or spinal injections and can lead to fewer treatment visits. Chiropractors are well placed to provide patients with care supported by current evidence-based guidelines, including face to face, hands on care, gentle physical activity, as well as patient education and reassurance."*



Print and online advertising

# Print advertising

## Contact magazine

*Contact*, the BCA's annual print publication, is a high-quality, full-colour magazine distributed at no cost to all BCA members, including students and international members.

With our membership representing the largest proportion of the UK's registered chiropractors, the magazine reaches a broad and influential audience. It is also distributed to chiropractic colleges and associations globally.

In addition to the print distribution, electronic copies are directly emailed to members, and the magazine is available online via the BCA website, expanding its reach to an even wider readership.

We offer a variety of advertising options within the magazine, including premium placements such as the back cover. Opportunities for loose inserts and merchandise promotions are also available. Advertising rates in *Contact* start from £600.

We welcome the submission of advertorials that offer valuable, educational content for our readers, creating a mutually beneficial experience for both advertisers and members.



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# Online advertising

## *In Touch* newsletter

BCA partners can place targeted advertisements and advertorials within our weekly e-newsletter, *In Touch*, which is distributed directly to our members.

With an average open rate of 65% in 2024, *In Touch* consistently outperforms the industry average by 42%, providing significant exposure for your brand.

We limit the number of advertising slots available to ensure that each partner receives maximum value and engagement from their investment. This exclusive access to our engaged membership is a highly effective way to promote your products and services directly to a relevant audience.

An advert in *In Touch* is available from £495, offering an affordable yet impactful way to connect with BCA members, drive brand awareness, and build lasting relationships within the chiropractic community. By leveraging the power of our trusted communication channels, your business can benefit from enhanced visibility and increased consumer confidence in your offerings.

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*In Touch* consistently outperforms the industry average by 42%

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# Events and conference sponsorship

# Events and conference sponsorship

The BCA annual conference and BCA Excellence Awards Gala provides exceptional learning and networking opportunities for delegates at all stages of their careers and across various specialties.

Each year, over 300 delegates, including BCA members, chiropractic business owners, and students attend the BCA annual conference. The conference offers you the chance to engage with both seasoned professionals and emerging talent. Your sponsorship of this event demonstrates your commitment to the chiropractic community.

Sponsorship of our conference and Awards Gala is a powerful opportunity to engage with your target audience. Our sponsorship packages are flexible, designed to accommodate different objectives and budgets. Whether your marketing budget is £300 or £30,000, we can tailor a package to meet your needs. This valuable engagement with our members is open to all trusted BCA partners and includes opportunities such as:

Advertising in the conference brochure and goody bags

Exhibiting at the event

Sponsoring a session

Speaking at the conference

Sponsoring an Excellence Award



Chiro Live was invaluable for us to meet so many from the chiropractic community and introduce Cytoplan to new students.

**Katie McDermott**

Practitioner of Partnerships at Cytoplan

# Harness the BCA brand's marketing power

Our comprehensive conference communications plan guides delegates from the initial 'save the date' messaging to the conference itself, with regular speaker and sponsor highlights along the way. As a sponsor, you can harness the BCA brand's marketing power through targeted email campaigns and prominent website exposure.

We also have an annual calendar of regional and online events for our members. These have a range of sponsorship and partnership opportunities which we can develop together to ensure they are mutually beneficial.



Sponsorship of our conference and Awards Gala is a powerful opportunity to engage with your target audience



# Product development projects

## Product development projects

BCA involvement can extend to your product or service development, as well as PR and marketing insights, to assist in building consumer confidence in your brand.

By collaborating with the BCA, you can gain access to valuable expertise in product testing, market research, and targeted media campaigns to ensure your offerings meet the highest standards and resonate with your audience.

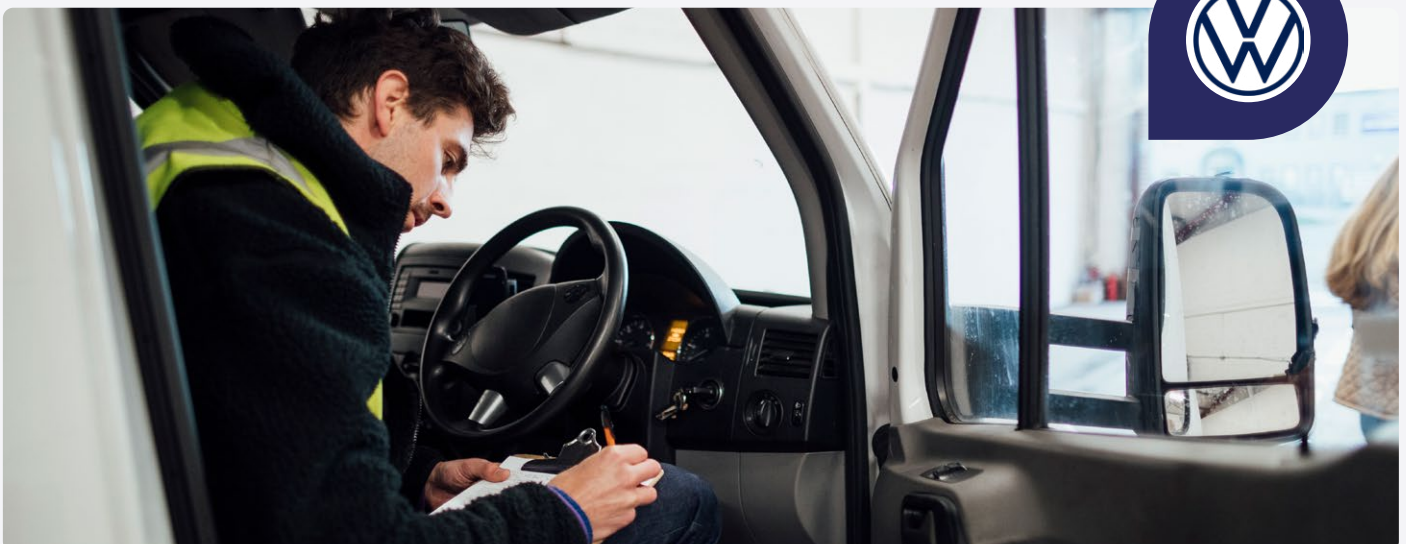
Whether you are launching a new product or refining an existing one, the BCA can help ensure that it aligns with best practices in healthcare, supports consumer wellbeing, and gains the credibility needed to succeed in the market. Our expertise can provide you with a competitive edge and the insight needed to make informed decisions throughout the development process.



We were delighted the BCA were on hand to help us during our testing at our VW Van Centre and to provide us with some top tips to ensure drivers can understand the correct way to adjust their seats and avoid back pain.

**VW Vans**

Following product testing and a supporting market research and media campaign





# BCA partner expectations

# BCA

## partner expectations

As a professional association, it is essential that BCA partners align with our core values and support our vision and mission to foster a mutually beneficial partnership.

### 01. Vision

For chiropractic to be integral to UK healthcare

### 02. Mission

To be the home for chiropractors who put patients first

### 03. Aims

- Support every member to put patients first
- Build credibility as evidence-informed, ethical experts within the modern healthcare team
- Deliver best-in-class member services
- Speak up for good practice across the profession.

### 04. Expectations from our partners

- Offer exclusive discounts on products and services for BCA members
- Conduct regular reviews of the partnership agreement and any member offers to ensure they remain competitive and valuable
- Maintain consistent communication with the Development Team
- Ensure transparency in promoting the BCA partnership across your communication channels
- Provide up-to-date contact information and a direct point of contact for member queries.

## Contact us

Reach out to a member of our Development Team today to explore the various opportunities through which the BCA can help you showcase your brand, products, and services to our members.

Whether you are interested in online or print advertising, distributing exclusive offers, or becoming an event partner of our annual conference, we are committed to collaborating with you to achieve your specific objectives.

At the BCA, we prioritise building mutually beneficial, long-term relationships with our partners and members, fostering growth within our community.



**Brianna Ryder-Maki**

Partnerships and Events Executive

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