



**FEDERATION INTERNATIONALE
DE CHIROPRATIQUE DU SPORT**

Administrative Office:

1246 Yonge Street. Suite 203, Toronto, Ontario. Canada. M4T 1W5

Below are reasons why you will benefit from sponsoring FICS – vendors, colleges/schools, other chiropractic organizations.

General Reasons. 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, in itself 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.

- Specific benefits – see Sponsorship categories & benefits
- 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 area of sports
- Supporting and facilitating growth in the profession

Colleges.

- Recruitment of students – athletes who have received sports chiropractic services
- Participation of faculty, alumni and students at games events

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- 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.)
- News and information - e.g. go to Publications at www.sports-chiro.org for issues of FICS News

Other chiropractic organizations.

- Supporting the development of sports chiropractic practice and visibility
- The benefits of this to all in the profession – given the scope of sports chiropractic practice and the high media and public profile of sports and athletes
- Creating education, research and practice opportunities