



| GROW YOUR BRAND |

AUSTRALIAN SPINAL RESEARCH FOUNDATION COMMERCIAL SUPPORTER INITIATIVE

INITIATIVE:

The Australian Spinal Research Foundation (the Foundation) has introduced a Commercial Supporter Initiative, whereby businesses in the Chiropractic and Health & Wellbeing industries can elect to become a Commercial Supporter of the Foundation, as a way to build their brand, gain exposure and support the Foundation's commitment to facilitating quality research.

This is a fee-based program, with tangible and substantial benefits for businesses.

YOUR INVESTMENT:

There are 2 levels of investment available, with according benefits.

Commercial Supporter:

\$2,000 per annum – includes \$1,000 worth of advertising, in addition to other benefits.
See all benefits in the table below.

Premium Commercial Supporter:

\$5,000 per annum – includes \$2,000 worth of advertising, in addition to other benefits.
Additional benefits for Premium Commercial Supporters are highlighted in blue text.



BENEFITS:

<p>Commercial Supporter</p> <p>\$2,000 p/a</p>	<ul style="list-style-type: none"> ≈ \$1,000 of advertising per annum, through the Foundation’s Communicate Marketing program. Options available in the <u>Communicate Prospectus</u>. Includes the option to purchase additional advertising packages at 20% off standard rates. ≈ Recognition on the Foundation’s website, including your logo and a paragraph about your business, with contact information and links to your website/social media. ≈ Inclusion in a bi-annual email to the Foundation’s database, encouraging readers to ‘support our supporters’. Includes your logo, one sentence about your business, and link to your website. ≈ Inclusion in quarterly Facebook post on the Foundation’s page, encouraging followers to ‘support our supporters’. Includes your logo and website address. ≈ Use of the Foundation’s logo and Commercial Supporter statement: (YOUR COMPANY NAME) is a proud <i>Commercial Supporter of the Australian Spinal Research Foundation</i>. ≈ 20% discount on exhibiting options at events (eg: table/booth). ≈ Recognition in the Foundation’s Annual Report, as a <i>Commercial Supporter</i>.
<p>Premium Commercial Supporter</p> <p>\$5,000 p/a</p>	<ul style="list-style-type: none"> ≈ \$2,000 of advertising per annum, through the Foundation’s Communicate Marketing program. Options available in the <u>Communicate Prospectus</u>. Includes the option to purchase additional advertising packages at 25% off standard rates. ≈ Recognition on the Foundation’s website, including your logo and a paragraph about your business, with contact information and links to your website/social media. ≈ Inclusion in a bi-annual email to the Foundation’s database, encouraging readers to ‘support our supporters’. Includes your logo, one sentence about your business, and link to your website. ≈ Inclusion in quarterly Facebook post on the Foundation’s page, encouraging followers to ‘support our supporters’. Includes your logo and website address. ≈ Use of the Foundation’s logo and Commercial Supporter statement: (YOUR COMPANY NAME) is a proud Premium Commercial Supporter of the Australian Spinal Research Foundation. ≈ 25% discount on exhibiting options at events (eg: table/booth). ≈ Recognition in the Foundation’s Annual Report, as a Premium Commercial Supporter. ≈ Opportunity to provide a video to the Foundation, promoting your business, for publication on the Spinal Research Facebook page. (1.30 minutes duration). ≈ Opportunity to be named ‘Commercial Supporter of the Year’. If successful, you will receive a certificate and an email blast to the Foundation’s database, naming you as ‘Commercial Supporter of the Year’. Value approx. \$2,000.

COMMERCIAL SUPPORTER GUIDELINES:

The Australian Spinal Research Foundation reserves the right to offer the Commercial Supporter opportunity to those businesses that are congruent with the ethos of the Foundation. For example, the Foundation would not offer a Commercial Supporter opportunity to a business that sells pharmaceuticals, or one that had a stance or culture that was opposite to, or not in alignment with, the Foundation.

For more information, contact Bridget Coyne – Manager of Client & Supporter Services.
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