



2023/24 Engagement Marketing Massage Therapy Foundation

www.MassageTherapyFoundation.org

For over 30 years, MTF has been supporting scientific research, educational resources, and community service for the massage therapy profession and is committed to: upholding the principles of philanthropy; contributing to the understanding and appreciation of massage therapy; and fostering the spirit of collaboration. MTF advances research on therapeutic massage and bodywork; fosters massage therapy initiatives that serve populations in need; promotes research literacy in the profession; and supports the evidence-informed practice of therapeutic massage.

We invite you to reach our engaged and passionate stakeholders and industry leaders—massage therapy students, professionals, practitioners, researchers, and educators—with your message while at the same time help MTF to continue our good work. Below, we list many MTF branding and marketing assets. This proposal is a conversation tool and not set in stone. We are open to talking with you about these opportunities as well as your own suggestions to engage with our network.

We are not looking at a one-size-fits-all approach; instead, we'd like you to focus more on how we can help you customize a marketing experience.

You have dedicated budgets for corporate philanthropy, cause-related marketing, advertising, donations, and sponsorships. MTF wants to meet the objectives of your budgets, mission, and sales/marketing plans.

- Back the only Foundation supporting the massage therapy profession
- Engage with your target market
- Invest in the MT Community
- Gain new business partnerships
- Attract new customers for product/service awareness and visibility
- Stand out from the crowd over competitors
- Drive digital traffic
- Build/strengthen brand awareness and image
- Educate prospects about products/services
- Present your company as a thought leader in the industry
- Demonstrate corporate social responsibility
- Build brand differentiation
- Recruit staff

Let's talk so we can understand your goals for brand visibility and, together, we can create a positive return on your investment. Opportunities range from \$350 to \$100,000.

MTF Offers a Wide Range of Pathways to Showcase Your Company

MTF social media platforms: Facebook (27,000), Twitter (10,300), LinkedIn Group (8,500) Instagram (2,200).

E-blast lists: 25,000+ dedicated and engaged stakeholders

Website visits: MTF can deliver content to the right audience with the right message on the right platform at the right time. MTF stakeholders rely on the Foundation for free resources and trust MTF. Connect with audiences on the channels they are choose to consume by having your creative team create the right image, video, or GIF to display.

Research Perch Podcast: 97,500 Total downloads; 25,500 downloads since 2022.

Viewed by therapists, students, and allied healthcare professionals. Each *Perch* podcast is promoted across all MTF social platforms and in newsletters; sponsor mentions in social posts and newsletters are available, as well as live links within show description on Youtube/iTunes/Stitcher/MTF Blog. Company or product logos can be placed within Youtube video/podcast episodes. <https://massagetherapyfoundation.org/massage-research/research-perch/>

Webinars: 3-6 per year. Highlight your logo and company links in promotional materials, registration pages, recording views, and CE quiz access pages. Let's explore your educational content to boost MT knowledge. Average from two recent MTF webinars (for the general massage therapist contact lists): 1,200 registrants, 275 live attendees, 500 YouTube views, and 525 CE quizzes taken. Become a sponsor and/or suggest ideas to create a new webinar topic together. <https://massagetherapyfoundation.org/resources/webinars/>

Boston Marathon: Each year the Foundation is graced with four runners who each raise funds for MTF. The event promotion lasts six months and involves each runner having a peer-to-peer site to their own stakeholders as well as MTF communicating with our base, this includes: Facebook ads, blogs, eblasts, newsletter articles, press releases, video podcasts, and so much more. This initiative is the pinnacle of omni-channel marketing. Think about your logo on our runners' jerseys for hundreds of thousands to see! In addition, this program is broadened to include a wider athletic and running audience. <https://massagetherapyfoundation.org/boston-marathon/>

T-shirts/swag sales with an online store: Swagger onto MTF's promo store and co-design a tee-shirt with the Foundation to help raise funds for the MT research, education, and community service. Come to us with your ideas or simply be a champion for the initiative and we'll highlight your logo on MTF promotional materials and social platforms.

Virtual wine tasting: Be a vino sponsor and highlight your logo and name displayed on event promotions, day-of virtual platform, dedicated posts, and tag to your organization on social media, logo, and link on event webpage. Promotion to 25,000 stakeholders plus social advertising and posts. You have the option to be sole sponsors and strategically get in front of an exclusive audience and highlight your connection to attendees. Wine bottles will be shipped to participants prior to the event; information about your company can be enmeshed. These events are extremely successful since attendees feel part of our community and enjoy themselves in a social session. Be a part of it and we'll also send you 2 wine bottle kits!

Virtual Yoga/Meditation: Be an enlightened sponsor and see your logo and name displayed on event promotions, day-of virtual platform, dedicated posts, and, tag to your organization on social media, logo and link on event webpage. Promotion to 25,000 stakeholders plus social ads and posts.

AMTA conference Special Events: Create brand awareness with your logo added to event's promotional materials, such as t-shirts and event signage, media coverage, social posts, and advertising. Build B2B partnerships, as you are not only supporting a good cause, but also networking with other professionals. This is a great place to encourage public interaction. Free tickets to the events for your team.

Communicator Newsletter: The monthly publication brings invaluable articles of interest from our Foundation and other global professionals in the industry. Throughout the year, features may include news about the Foundation, events, webinars, industry trends, fundraisers, research articles, blogs, and infographics. 12x/year. 25,000 contacts per e-blast. Click-through links, your call to action.

<https://massagetherapyfoundation.org/resources/communicator-archives/>

Blogs: MTF offers sponsored content and it will be labeled as such on the website and/or e-blast. Posted content will align with MTF mission and will not directly sell any products or services. MTF reserves the right to approve/edit. MTF seeks to align with your company's content to inspire our readers and lead them to action.

Annual Giving Campaign: 18 Dedicated E-blasts scheduled between October 2023-March 2024.

Hands-on postcards and direct mail, too. Be a matching donor and be promoted and seen as an industry leader and philanthropist for five months!

E-books: Our e-books have target niche audiences to schools, educators, students, and practitioners. We welcome sponsors wishing to foster innovation; propose to us e-book ideas for collaboration or sponsor an e-book already in our library. Our global audiences will engage with sponsors in a yearlong branding campaign that will reach all corners of the globe. <https://massagetherapyfoundation.org/resources/e-books/>

Infographics: Colorful and attractive, MTF's visual abstracts make evidence-based research accessible to all levels of understanding by clarifying long content. They explore new ways to present research articles and in engaging visual shorthand. Tens of thousands are downloaded from our website, disseminated at trade shows, displayed in clinics, passed out in schools, and shared by educators. Make a grand impact by showing off your logo in partnership with MTF. Do you have some suggestions for new topics? We'd love to hear them.

<https://massagetherapyfoundation.org/message-research/research-infographics/>

New student swag/introduction kits: MTF is offering kits to massage therapy schools that give students free items like t-shirts, face masks, Bluetooth speakers, notebooks, etc. Do you have products you would like to promote/giveaway or want to simply add your logo to some of the pre-selected items. Sponsorship is an effective way for you to gain goodwill in the community while getting an enormous amount of exposure with up-and-coming practitioners.

Community Service Grant: Extend your social responsibility and show your support for a good cause by sponsoring a community service project. Extend your corporate values and strengthen your brand perception. MTF grants in-need and disadvantaged populations including those experiencing mental health issues, homelessness, HIV/AIDS, special needs, and senior citizens, minorities, caregivers, mothers-infants, orphaned children, victims of torture, cancer patients. <https://massagetherapyfoundation.org/community-service/past-cs-grants/>

International Journal of Therapeutic Massage & Bodywork (IJTMB): Extend your brand's awareness through advertising in the *IJTMB*, an open access, peer-reviewed publication intended to accommodate the diverse needs of the therapeutic massage and bodywork community. Principal sections of the journal span the areas of research, education, and clinical practice. Interact with your audience and bring your products/services to the forefront! <https://ijtmb.org/index.php/ijtmb>

Research Conferences: Since 2005, every three years the International Massage Therapy Research Conference (IMTRC) brings together massage and manual therapy practitioners, educators, researchers, allied health professionals, and others interested in massage research. 300-500 attendees per each event. High visibility at IMTRC can pay tremendous dividends to your organization. Our stakeholders are catalysts and thought leaders. Be recognized as a leader and be perfectly positioned to be at the forefront of the 2025 event. <https://massagetherapyfoundation.org/imtrc-2022/>

Please contact: Marla Gamze, Development & Communications Manager, 847-905-1635,
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More About The Massage Therapy Foundation:

-Research Grants that investigate the benefits of massage therapy in areas such as chronic pain, muscle injury, and cancer recovery. These grants support high-quality, independent research that contributes to the basic science of massage therapy application, including applied research investigating massage therapy as a health/mental health treatment and/or prevention modality.

-Community Service Grants that deliver massage to underserved populations worldwide. Some previously funded projects helped: HIV/AIDS patients, minorities, special needs children, homeless people, orphaned children, victims of torture, cancer patients, developmentally disabled, previously incarcerated populations, burn survivors, flood & hurricane victims, and wounded warriors/veterans.

- Educational Initiatives that give students, therapists, and educators the information and resources they need to thrive and provide quality care.

-International Journal of Therapeutic Massage & Bodywork: Research, Education, & Practice (IJTMB). A free, on-line, peer-reviewed publication that covers research, education, and practice. More information available at www.ijtmb.org.