

CHIROPRACTIC OLYMPICS

THE MARKETING MASTERS EVENT PACKAGE

Use this event package when planning an Olympic games event at your clinic. While this guide provides many easy, downloadable elements for you to use in your practice, use it as a means of inspiration of how you can make the Chiropractic Olympics a reality in YOUR office!

PURPOSE:

Celebrate the Olympics by hosting a fun, themed event to engage your patients. Hosting memorable events and continuously offering an interactive atmosphere in your clinic is one of the best ways to keep them engaged and encouraged to share their positive experience with others, ie. get you patient referrals!

ACTIVITIES:

Throughout the two weeks of the Olympics, offer several different activities that put the patients and Doctors head to head. Determine how many points a victory in each activity is worth and keep tallies of the points for "Team Patients" and "Team Doctors." See the promotional & activity examples on pages 3-12. Below are a few suggestions of activities you and include in your Olympics.

- **ADJUSTING BASKETBALL:** Once a Doctor has finished adjusting their patient, split the face paper used, giving one half to the patient, and roll it into a ball. Both the patient and the Doctor shoot the paper at a nearby trash can. This could also be done with any sort of basketball hoop or mesh ball.

- **CORNHOLE:** Set up one or two cornhole boards in an area where there is more open space. Have both the patient and Doctor attempt to make the bean bag in the board's center.
- **GOOGLE REVIEW:** Give Team Patients a set number of points when they leave a review for your office during their visit. Consider making a review flyer including a QR code that patients can scan to immediately give you a Google Review on their phone. See the example on page 5.
- **OLYMPIC PLINKO:** Have patients drop a ping-pong ball from the top of a Plinko board. Have different team and point denominations in the board's bottom sots. See pages 6 & 7 for more info, a printable sign, and cut outs.
- **PRIZE WHEEL:** Have a prize wheel for patients to be able to win points, free candy, snacks, swag, prizes, and/ or coupons for in-house products such as clinic t-shirts and supplements. See pages 8 & 9 for examples and wheel label printouts.
- **PHOTO BOOTH & DECORATIONS:** Create a photo booth or have props for staff and patients to take pictures to share on socials. Decorate the office in Olympic and international-themed decorations to make the event more memorable.

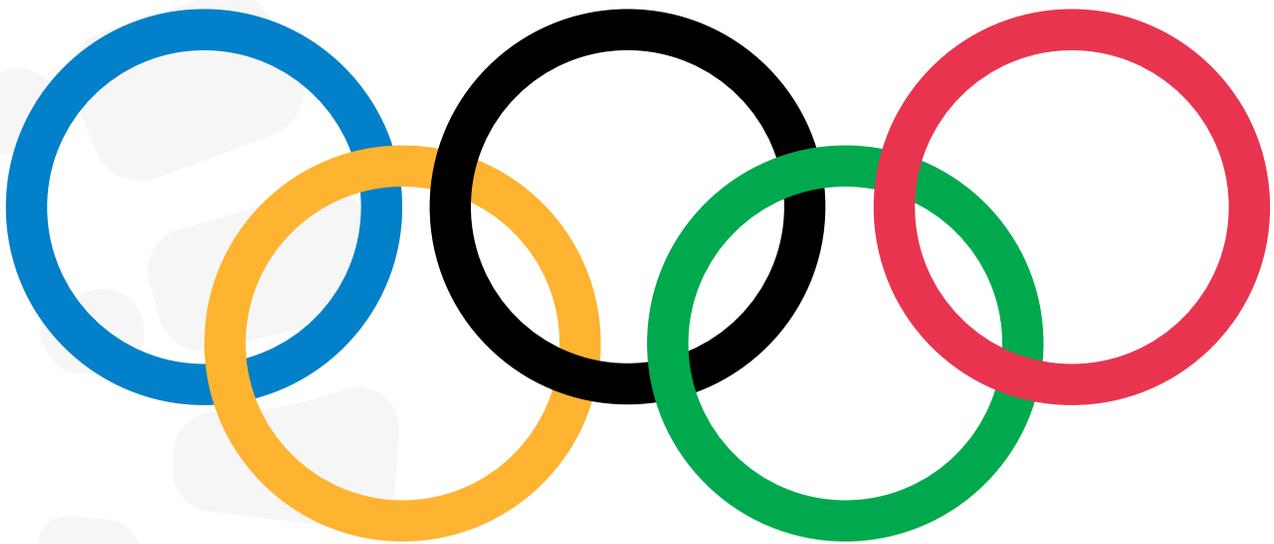
EDUCATION:

Use this event as an opportunity to educate patients about chiropractic's and even massage's role in the Olympics. Do so by featuring info on your TV slides, on social, and in an email newsletter. See page 11 for pre-written content specific to chiropractic & cupping therapy and its benefits for Olympians.

- Access downloadable Olympic content PNG TV slides in the online Marketing Masters Vault. If you'd like to edit any of the slides, email northernlifewellness@gmail.com for the Canva project editing access!
- [Click this link](#) to see an example of a monthly email newsletter.

JOIN US FOR THE 2021

**CHIROPRACTIC
OLYMPICS**



JULY 26TH - AUG. 6TH



NORTHERN LIFE
WELLNESS CHIROPRACTIC &
PHYSICAL THERAPY

Heartlight
CHIROPRACTIC

BodyKNEADS
massage

CHIROPRACTIC OLYMPICS

DOCTORS VS PATIENTS

Play our games throughout the office to earn points for your team!

2 POINTS: MAKE BEAN BAG

4 POINTS: SCORE BASKET

10 POINTS: LEAVE US A REVIEW

PLAY PLINKO TO EARN POINTS

SPIN WHEEL TO EARN POINTS

CHIROPRACTIC OLYMPICS

**WRITE US A
GOOGLE REVIEW
& GET 10 POINTS!**

**SCAN THE CODE
to write a Review
or search us on
Google!**



CHIROPRACTIC OLYMPICS

PLINKO CUTOUTS

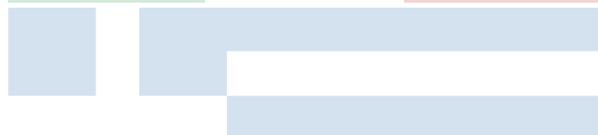
Print and cut these flags & point denominations to tape to the bottom slots of your Olympic Plinko Board. Whatever denomination the patients' drop lands on is how many points the team landed on will receive! Print out the Olympic Plinko sign on the next page at your desired size to place on or next to your game board.



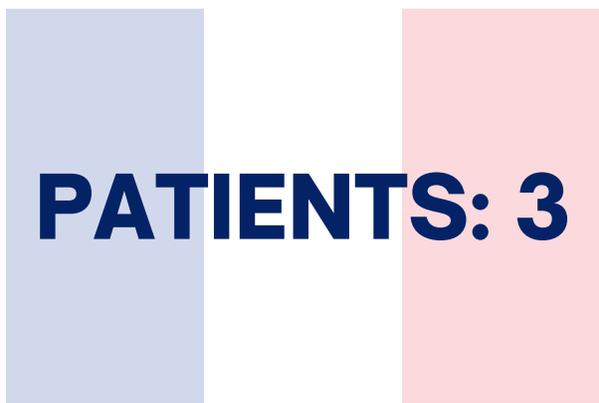
DOCTORS: 2



DOCTORS: 5



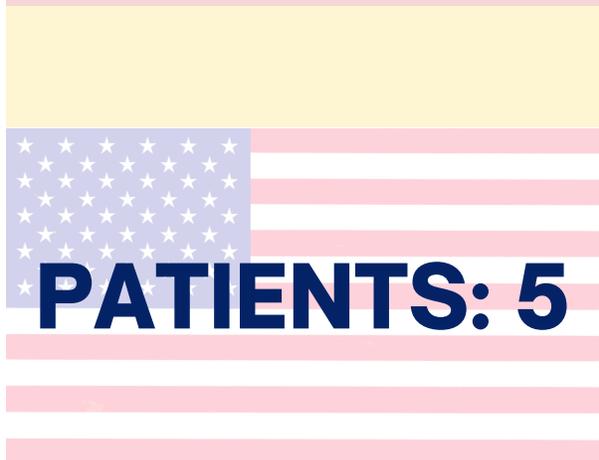
DOCTORS: 3



PATIENTS: 3



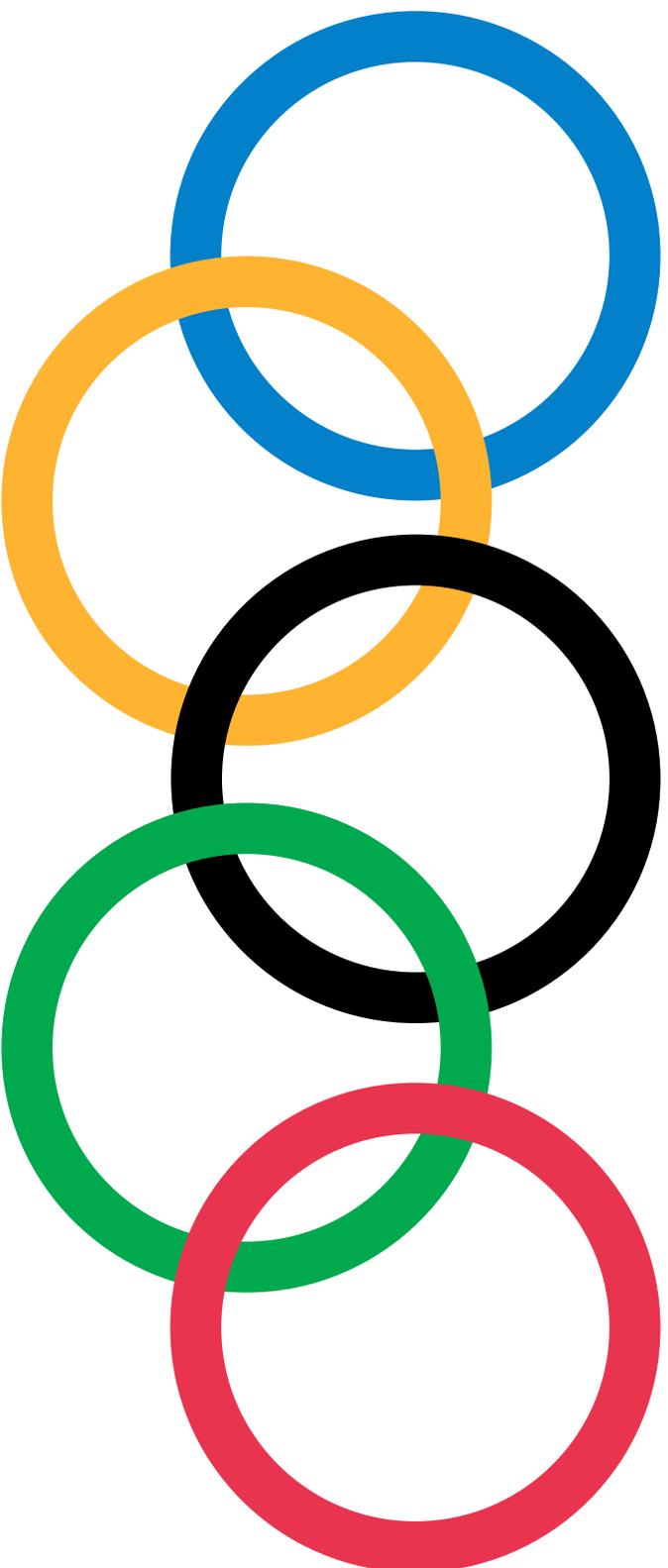
PATIENTS: 2



PATIENTS: 5

CHIROPRACTIC

OLYMPICS

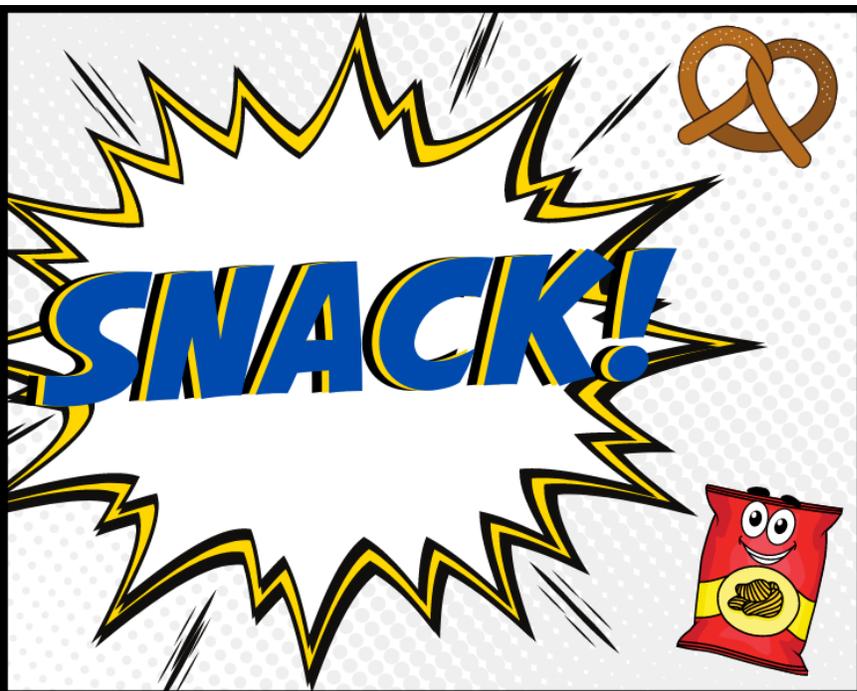


PLINKO

CHIROPRACTIC OLYMPICS

PRIZE WHEEL LABEL CUTOUTS

Print and cut these labels to attach them to your prize wheel. Consider having both snack and candy on the wheel twice. Whatever label the patient lands on they win. Have extra snacks for everyone to have!





\$5 OFF TSHIRT

FREE

MASSAGE

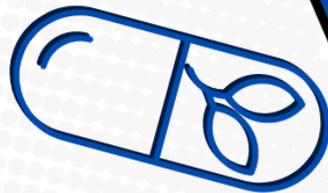
ADD-ON

COLD STONE, HOT STONE, OR CUPPING

SWAG!



25% OFF VITAMIN



\$7 OFF VITAMIN

CHIROPRACTIC OLYMPICS

TV SLIDES

CHIROPRACTIC OLYMPICS



AT NORTHERN LIFE WELLNESS JULY 26TH - AUG. 6TH

DOCTORS VS PATIENTS

Play the games throughout the office to earn points for your team!

2 POINTS: MAKE BEAN BAG

4 POINTS: SCORE BASKET

10 POINTS: LEAVE US A REVIEW

PLAY PLINKO TO EARN POINTS

SPIN WHEEL TO EARN POINTS



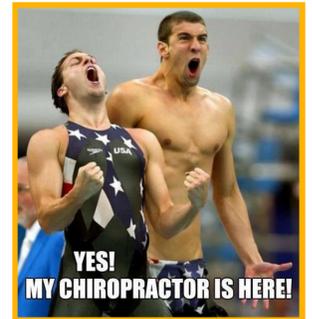
DID YOU KNOW THAT CHIROPRACTIC PLAYS A MAJOR ROLE IN THE OLYMPICS?

Athletes across the world seek chiropractic care to help them compete at the absolute highest level. Many teams have a private chiropractor in addition to their physical therapist, trainers, and coaching staff!



CHIROPRACTIC & THE OLYMPICS

Several U.S. Olympic athletes including 23 time Olympic Gold Medalist, Michael Phelps credits his intense workout recovery to his work with the USA swim team's chiropractor.



HOW DO OLYMPIANS BENEFIT FROM CUPPING?

During the '16 Olympics in Rio, Michael Phelps said he and other team members of the USA Swim Team have cupping done right before their meets to increase blood flow, prevent injuries, and speed up the recovery process of injuries they might have.



WHAT IS CUPPING THERAPY?

Cupping therapy is an ancient technique form of alternative medicine that uses heated cups to create local suctioning of the skin. Sometimes circles, where the cups were placed, are still visible after the treatment but this is completely normal.



WHAT ARE COMMON BENEFITS OF CUPPING?

- Reduces anxiety, depression, & insomnia
- Detoxifies skin and circulation
- Increases blood flow
- Reduces headaches & migraines
- Improves digestion & constipation relief
- Provides muscle and pain relief
- Supports the immune system
- Reduces stretch marks & scars

DID YOU KNOW?

Two of the four Girl's USA Gymnastics Team members are from Minnesota!



SUNNI LEE



GRACE MCCALLUM

Finishing 2nd at the U.S. Olympic Gymnastics Trials, Sunni Lee is from St. Paul, MN

Finishing 4th at the Trials, Grace McCallum is from Isanti, MN

PRE-WRITTEN EDUCATION COPY

OLYMPIANS USE CHIROPRACTIC TO BE THEIR BEST

Did you know that chiropractic plays a major role in the Olympics? In the years leading up to and during the Olympics, athletes across the world seek chiropractic care to help them compete at the absolute highest level. Internationally, many teams have a private chiropractor in addition to their physical therapist, trainers, and coaching staff. Several U.S. Olympic athletes including 23 time Olympic Gold Medalist, Michael Phelps credits his intense workout recovery to his work with the USA swim team's chiropractor.

Similar to the care we offer athletes, weekend warriors, and families at Northern Life Wellness, sports chiropractors treating Olympic athletes focus on 'injury prevention in addition to injury recovery and health and performance care.'

THE BENEFITS OF CUPPING: FOR OLYMPIANS & FOR YOU

During the 2016 Summer Olympics in Rio, people across the world noticed purple circle marks on many of the Olympic swimmers including USA's Michael Phelps and Lithuania's Ruta Meilutyte.

After one of his races in Rio, Phelps responded to the curiosity that he and other team members have cupping done right before their meets to increase blood flow, prevent injuries, and speed up the recovery process of injuries they might have.

At Northern Life and Body Kneads, our massage therapists use cupping to help patients get relief in tight, problem areas and recover from injuries as well. Cupping therapy is an ancient technique form of alternative medicine that uses heated cups to create local suctioning of the skin. Sometimes circles, where the cups were placed, are still visible after the treatment as seen in Phelp's photo. This is completely normal and typically fades within a couple of hours to a few days depending on the patient's desired technique.

WE SPONSOR TEAMS

Olympic athletes are not the only ones who can benefit from chiropractic! We love helping and sponsoring all athletes. Whether you are in an adult league, have a kiddo in little league, or know of a high school athlete in a school sport, we are interested in sponsoring your team! Our office has been proud sponsors of Burnsville, Prior Lake, and Savage area teams for over 20 years and is always looking for new connections and sponsorship opportunities!

