



**2021 PARTNERSHIP
OPPORTUNITIES**

CONNECTING YOU

With Supercuts Franchisees

ABOUT the Supercuts Franchisee Association

In 1985, franchisee leaders from across the Supercuts system came together to facilitate communication and provide a unified voice for franchisees. For more than 30 years, the Supercuts Franchisee Association (SFA) has fostered franchisee collaboration and development, resulting in the growth of the Supercuts brand and increased profitability for SFA members throughout the United States.

SFA members and their employees play a critical role in upholding the Supercuts brand and delivering an exceptional customer experience every time. Comprising members who together own or operate more than 1,000 Supercuts salons in the United States and Canada, the SFA's purpose is to build and maintain the Supercuts brand while providing networking and communication opportunities to members. As an independent association, the SFA is dedicated to supporting franchisees by seeking out new vendors and products and negotiating benefits for members.

Reach Supercuts franchisees through presentations and sponsorships at SFA virtual meetings and events. Opportunities also include exposure through the e-newsletter, and News You Can Use, along with presentation possibilities during board and other virtual meetings. This increased visibility can lead to more networking opportunities to build relationships and develop your business with this legacy brand.

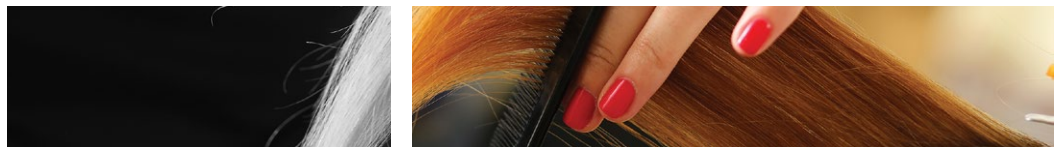
Please review the opportunities available in this guide. If you have any questions along the way, do not hesitate to contact Montserrat Almaraz at 678-439-2284 or Jeff Reynolds at 678-797-5163.



SFA PARTNERSHIP

Selections and Payment Authorization

In addition to your associate membership, please select from the opportunities or á la carte options listed below.



VIRTUAL MEETING Sponsorships

SFA virtual educational meetings attract 100-plus Supercuts franchisees. Opportunities include:

- Five-Minute Video Presentation at Virtual Meeting of Members** \$3,500
 - Three slots per webinar available.
 - 2021 remaining webinars are: February, May/June, October/November
- Inclusion in Virtual Meeting Swag Bag** \$500
- Save the Date or Invitation Sponsorship** \$250
- Reservation Page Sponsorship** \$350

ASSOCIATE Membership ..\$1,000

- Paid annually. Includes:
- 10% discount on any ad insertions or sponsorships.
 - Option to use the SFA logo on vendor marketing materials.
 - New: Inclusion in online vendor directory.

Á LA CARTE

- Virtual Board Meeting Sponsorship** \$1,500
 - Includes 10-minute presentation/discussion
 - Full contact information for board
- Website Banner Advertising – 1, 3, 6 or 9 months**
 - 1 month \$350
 - 3 months \$975 (@ \$325/month)
 - 6 months \$1,890 (@ \$315/month)
 - 9 months \$2,700 (@ \$300/month)
- E-Newsletter Sponsorship (banner)** \$350/issue
- Email from the President Sponsorship** \$350 per message (TBD)
- Exclusive product-oriented email to members (600 words)**. \$1,750 (up to 3/month)

PAYMENT Information Total \$

Check Paypal online at www.paypal.me/SFAvendors

Company Name: _____

Contact Name: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Signature: _____

Applicant agrees to abide by SFA's rules and regulations and use SFA database information in strict confidentiality. At no time is an Associate Member allowed to share or sell SFA client information to anyone. Such behavior will result in revocation of SFA Associate Membership. Solicitation for services that directly conflict with services provided by SFA will result in revocation of SFA Associate Membership. SFA, at its sole discretion, reserves the right to refuse membership and/or cancel membership at any time. Membership in this program does not imply endorsement by SFA or Supercuts in any way and members are not to represent themselves as such at any time. SFA Partnership Packages and Associate Memberships renew annually on Jan. 1. Partnership packages must be paid in full by Jan. 1 or have a quarterly payment arrangement set up with written SFA approval.



THANK YOU FOR YOUR INVESTMENT with the SFA!

Company Name:		
Company Headquarters Address:		
City:	State:	Zip:
Website:		
Year Company Started:		Number of Employees:
Primary Sales Contact Name:		
Primary Sales Contact Title:		
Phone:	Email:	
Secondary Contact Name (optional):		
Contact Title (optional):		
Contact Phone (optional):	Contact Email (optional):	
*Please select up to two (2) business categories that best apply:		
<input type="checkbox"/> Business Services Accounting, Credit Card Processing, Human Resources, Legal, Payroll, Tax Credit Processing	<input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media	
<input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing	<input type="checkbox"/> Software/Hardware Equipment, POS, Services, Support	
<input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Flooring, Décor, Lighting, Signage	<input type="checkbox"/> Supplies Hair Products, Cleaning Supplies, Office Supplies, Safety Equipment	
<input type="checkbox"/> Equipment Providers Hair Care Equipment, Sinks, Security Systems	<input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, TVs	
<input type="checkbox"/> Financial Services Banking, Brokers, Credit Cards, Paycards, Financing	<input type="checkbox"/> Utility Services Electrical, Gas, Phone, Pest Control, Garbage, Internet, Wi-Fi	

Please submit a **high-resolution company logo** (at least 300 DPI, JPG or EPS file) and a **50-word or less company description** to seani@elevanta.com.

Return completed application via mail, email or fax.

MAIL: SFA, Associate Membership | 1701 Barrett Lakes Blvd. NW, Suite 180 | Kennesaw, GA 30144

EMAIL: montserrata@elevanta.com

FAX: 678-797-5170