



**2022 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 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.

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

CONNECT WITH SFA

Associate memberships are your gateway to connecting with SFA franchisees.

■ ASSOCIATE Membership ... \$1,000

Required annually. Includes:

- Option to use the SFA logo on vendor marketing materials.
- Inclusion in online vendor directory.
- One reservation page sponsorship.
- One month website advertising.

Sponsorships available at conference and throughout the year.

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.
- Inclusion in Virtual Meeting Swag Bag** \$500
- Save the Date or Invitation Sponsorship** \$350
- Reservation Page Sponsorship** \$350



2022 SFA ANNUAL CONFERENCE

April 11-13
The Fairmont Dallas
Dallas, Texas

À LA CARTE

- Virtual Board Meeting Sponsorship** \$1,500
 - Includes 10-minute presentation/discussion
 - Full contact information for board
- Website 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

JOIN US AT the 2022 SFA Annual Conference

Please select from the exhibitor packages. Additional sponsorships for the conference are also available.

EXHIBITOR Packages

- Pearl** **\$1,750**
Table in vendor room, one conference registration, attendee contact information.
- Sapphire** **\$2,250**
Table in vendor room, one conference registration, attendee contact information, links posted to SFA Microsoft Teams platform.
- Emerald** **\$3,400**
Double table in vendor room, one conference registration, attendee contact information, links posted to Microsoft Teams, five-minute video presentation played during event and posted on SFA Microsoft Teams platform.
- Diamond** **\$7,900**
Premium space with double table in vendor room, two conference registrations, attendee contact information, links posted to SFA Microsoft Teams platform, 15-minute live presentation at event.

PAYMENT Information

- Check Paypal online at www.paypal.me/SFAVendors

Total \$ _____

Company Name: _____

Contact Name: _____

Billing Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

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. Refunds for SFA Annual Conference booth cancellations will only be given if the trade show sells out. Partnership packages/booths must be paid in full by Jan. 1 or have a quarterly payment arrangement set up with written SFA approval.

SPONSORSHIP Levels

(available with purchase of exhibitor package)

- Baron** **\$5,500**
Meal Sponsor
 - Host of meal of choice (first come, first served) during the conference.
 - Sponsor may meet and greet attendees as they arrive.
 - Recognition on meal signage.
- Rancher** **\$3,500 (choose one)**
Break Sponsor
 - Sponsor of snack or beverage break during general session.
 - SFA provides snack for break and signage.**Registration Bag**
 - Logoed registration bags for attendees (one-color imprint, SFA provides bags).
 - Sponsor may place flyer and/or provide promotional item in registration bags.**T-shirts**
 - Sponsor of T-shirts distributed to all attendees.
 - Event logo on chest and sponsor logo on sleeve.
- Ranger** **\$2,500 (choose one)**
Lanyards
 - Logo on attendee lanyards (one-color imprint, vendor supplies logo in appropriate format at least 45 days prior to show).**Registration Desk**
 - Company logo displayed on registration desk.
 - Staff will distribute sponsor's promotional items to attendees as they register (items provided by sponsor).
 - Sponsor may meet and greet attendees as they register.**Directional Signage**
 - Company logo will appear on all directional signs used throughout the conference.
- Cowboy** **\$1,500**
Pre-Event Email Blast
 - Sponsor-provided email blast sent by SFA to all franchisee attendees prior to show (vendor supplies content in a Word document at least 15 days prior to show).
- Ranch Hand** **\$750**
Product in Registration Bag
 - Sponsor provides sufficient quantity (200) of logoed items to be placed in the registration bag. (Item must be approved by SFA in advance.)



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):											
<p>*Please select up to two (2) business categories that best apply:</p> <table border="0"> <tr> <td><input type="checkbox"/> Business Services Accounting, Credit Card Processing, Human Resources, Legal, Payroll, Tax Credit Processing</td> <td><input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media</td> </tr> <tr> <td><input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing</td> <td><input type="checkbox"/> Software/Hardware Equipment, POS, Services, Support</td> </tr> <tr> <td><input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Flooring, Décor, Lighting, Signage</td> <td><input type="checkbox"/> Supplies Hair Products, Cleaning Supplies, Office Supplies, Safety Equipment</td> </tr> <tr> <td><input type="checkbox"/> Equipment Providers Hair Care Equipment, Sinks, Security Systems</td> <td><input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, TVs</td> </tr> <tr> <td><input type="checkbox"/> Financial Services Banking, Brokers, Credit Cards, Paycards, Financing</td> <td><input type="checkbox"/> Utility Services Electrical, Gas, Phone, Pest Control, Garbage, Internet, Wi-Fi</td> </tr> </table>			<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
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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: christyr@elevanta.com

FAX: 678-797-5170