



**2023 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 1,300 Supercuts salons in the United States and Canada (84% of the system), 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, do not hesitate to contact Christy Rowan at 678-439-2284.

CONNECT WITH SFA

Associate memberships are your gateway to connecting with SFA franchisees.

■ ASSOCIATE Membership ... \$1,000

All vendors are required to become an associate member of the Supercuts Franchisee Association, providing unique access to the Supercuts salon franchisees. Your 12-month associate membership includes:

- Jpeg of SFA logo and permission to reprint on your company marketing materials.
- Company listing in the SFA Products & Services Directory on the SFA website, including 100-word company profile and contact information.
- Acknowledgement and logo linked to website in the next available edition of SFA newsletter.

2023 SFA ANNUAL CONFERENCE

March 20-23, 2023

Royal Sonesta Hotel • New Orleans, LA

SFA ANNUAL CONFERENCE

MARCH 20-22, 2023

ROYAL SONESTA HOTEL
NEW ORLEANS, LA

REGISTRATION OPENS
NOVEMBER 2022

SFA SUPERCUTS
FRANCHISEE
ASSOCIATION



BEYOND CONFERENCE 2023 A La Carte Sponsorship Bundles

(All packages require Associate Membership)

Keep your brand front and center throughout the year with the purchase of a 12-month a la carte sponsorship package. In addition to the below packages, we can customize any number of marketing opportunities to create a package that is uniquely yours.

All bundles reflect a 20% discount on a la carte pricing

- Brand Awareness and Product Marketing Sponsorship Bundle** \$16,500 value for **\$13,200**
 - One webinar sponsorship
 - One virtual board meeting sponsorship
 - One in-person board meeting sponsorship
 - One product email to members
 - Two News You Can Use sponsorships
 - 12-month website banner sponsorship
- Product Marketing Campaign Package** \$9,500 value for **\$7,600**
 - One webinar sponsorship
 - One product email
 - Virtual board meeting
 - Newsletter ad campaign (4) issues
- Advertising Bundle** \$8,000 value for **\$6,400**
 - 12 issues of the newsletter
 - 12 months website banner ads (up to 2 design changes)

Contact SFA's sales and development manager Christy Rowan at christyr@elevanta.com or 678-439-2284 with questions or to create a custom bundle of your own.

JOIN US AT the 2023 SFA Annual Conference

Please select from the exhibitor packages. The marquis opportunity to reach Supercuts franchisees is at SFA's annual three-day conference. The conference agenda prioritizes multiple opportunities for you to spend quality time with franchisees and board members and gain valuable insight and feedback directly from your customers. Additional sponsorship also available.

EXHIBITOR Packages

(All packages require Associate Membership)

- Bronze** **\$3,750**
 - 6 ft vendor table in Sponsor Showcase.
 - Opportunity to network during duration of the event, including meals, receptions, breaks, etc.
 - Registration fee for one (1) attendee from your company (second attendee registration is \$495, \$395 early-bird).
 - Attendee contact information.
- Silver** **\$5,000**
 - Bronze Package Plus:
 - Listing as conference sponsor on registration page.
 - Event save the date, invitation or reminder email sponsor.
- Gold** **\$10,000**
 - Silver Package Plus:
 - 15-minute presentation during general session.
 - Exclusive pre-conference product email.
 - One break sponsorship.
- Platinum Jubilee** **\$25,000**
 - Gold Package Plus:
 - 30-minute presentation during general session.
 - One meal sponsorship.
 - Reception sponsor.

Additional conference sponsorships available with the purchase of an exhibitor package.

SPONSORSHIP Opportunities

(available with purchase of exhibitor package)

- Meal Sponsor** **\$5,500**
 - 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.
- Break Sponsor** **\$3,500**
 - Sponsor of snack or beverage break during general session.
 - SFA provides snack for break and signage.
- Registration Bag** **\$3,500**
 - Logoed registration bags for attendees (one-color imprint, SFA provides bags).
 - Sponsor may place flyer and/or provide promotional item in registration bags.
- Lanyards** **\$2,500**
 - Logo on attendee lanyards (one-color imprint, vendor supplies logo in appropriate format at least 45 days prior to show).
- Directional Signage** **\$2,500**
 - Company logo will appear on directional signs used throughout the conference.
- Pre-Event Email Blast** **\$2,000**
 - Sponsor-provided email blast sent by SFA to all franchisee attendees prior to show (vendor supplies content in a Word document).
- Product in Registration Bag** **\$750**
 - Sponsor provides sufficient quantity (200) of logoed items to be placed in the registration bag. (Item must be approved by SFA in advance.)

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 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. 15 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):											
<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 rachelj@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