



# SPONSORSHIP OPPORTUNITIES

Reserved for members only. Sponsorships will be awarded on a first-come, first-serve basis.

**NATIONAL OPPORTUNITIES:**

- CFA National Convention
- CFA Award of Excellence
- Webinars
- The Franchise Show
- Ombudsman

**REGIONAL OPPORTUNITIES:**

- Golf Tournaments
- Ontario Holiday Luncheon
- Pacific Christmas Lunch
- CFA Franchise Law Day
- Marketing Day
- How to Franchise Your Business
- Getting Started
- Western Canada Franchise Summit



*Bridging Business and the Law*



A GUIDE TO BUSINESS START-UP



# CFA NATIONAL CONVENTION: EVENT SPONSORSHIP

**your 2012** | Convention Opportunity Success

NIAGARA FALLS, ON • April 1 - 3, 2012

CFA National Convention is the franchise sector's premiere event and offers the best educational sessions and networking opportunities for franchising in Canada. This three-day long convention typically attracts 400 key decision makers from franchise systems and franchise support services companies.

	▲ NEW DIAMOND \$3000 (2 available)	▲ GOLD \$2300 (unlimited)	▲ SILVER \$1750 (unlimited)	▲ BRONZE \$1250 (unlimited)
Logo on sponsor signage	•	•	•	•
Logo in program	•	•	•	•
Logo on sponsor reel	•	•	•	•
Logo on event web pages	•	•	•	•
Logo on e-marketing materials	•	•	•	•
Digital ad in delegate CD-ROM	•	•	•	
Full-page ad in program	•	•	•	
1/2-page ad in program				•
Sponsor recognition in media releases	•			
Insert in delegate bags	•	•		
Four tickets to Awards Presentation & Reserved table	•			
Two tickets to Awards Presentation		•		

# CFA NATIONAL CONVENTION: OTHER SPONSORSHIP

NIAGARA FALLS, ON • April 1 - 3, 2012

	▲ DELEGATE CD-ROM \$1500 (1 available)	▲ BREAKFAST \$800 (2 available)	▲ SIGNAGE \$750 (1 available)	▲ DELEGATE BAG \$650 (3 available)	▲ COFFEE BREAK \$650 (2 available)	▲ OPENING RECEPTION \$500 (2 available)
Logo on sponsor signage	•	•	•	•	•	•
Logo in program	•	•	•	•	•	•
Logo on sponsor reel	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•
Logo on e-marketing materials	•	•	•	•	•	•
1/2-page ad in program	•	•				
Digital ad in delegate CD-ROM	•					
Logo on CD-ROM	•					
Logo on delegate bags				•		
Logo on all event signage (excluding exclusive sponsor signage)			•			
Logo on breakfast signage		•				
Logo on coffee break signage					•	
Logo on reception signage						•

# CFA AWARDS PROGRAM GALA AWARDS PRESENTATION DINNER



NIAGARA FALLS, ON • April 2, 2012

The CFA Awards Programs recognizes excellence in franchise operations and celebrates the mutually-rewarding relationship between a franchise system and its franchisees. It is comprised of two elements: The CFA Awards of Excellence in Franchising and the Franchisees' Choice designation.

The 2012 CFA Awards of Excellence in Franchising winners and Franchisees' Choice designees will be announced during the 2012 CFA National Convention in Niagara Falls, ON.

Logo in dinner program

Logo on sponsor reel

Logo on event web pages

Two tickets to Awards Presentation and reserved table

One ticket to Awards Presentation

Verbal recognition from podium

Logo on e-marketing materials

Logo in print advertising in *FranchiseCanada*

Logo in print advertising in *FranchiseVoice*

Recognition in editorial in *FranchiseCanada*

Sponsor recognition in media releases

Logo on menu cards at every table

Logo on signage at the After-Party

Recognition in After-Party ads in *FranchiseVoice*

Announce winner in one category

	▲	▲	▲	▲	▲
	DINNER WINE \$1200 (2 available)	RECOGNITION AWARDS SPONSOR \$1000 (2 available) <b>NEW</b>	GALA DINNER SPONSOR \$1000 (2 available)	AFTER-PARTY \$800 (1 available)	AWARDS OF EXCELLENCE CATEGORY \$800 (4 available)
Logo in dinner program	•	•	•	•	•
Logo on sponsor reel	•	•	•	•	•
Logo on event web pages	•	•	•	•	•
Two tickets to Awards Presentation and reserved table		•	•	•	
One ticket to Awards Presentation	•				•
Verbal recognition from podium		•	•		
Logo on e-marketing materials		•	•		
Logo in print advertising in <i>FranchiseCanada</i>		•	•		
Logo in print advertising in <i>FranchiseVoice</i>		•	•		
Recognition in editorial in <i>FranchiseCanada</i>		•	•		
Sponsor recognition in media releases		•	•		
Logo on menu cards at every table	•		•		
Logo on signage at the After-Party				•	
Recognition in After-Party ads in <i>FranchiseVoice</i>				•	
Announce winner in one category					•

## WEBINARS

CFA is pleased to offer e-learning opportunities through CFA webinars. These virtual seminars provide all the content of a physical event with the convenience and ease made possible by the Internet. Details on webinar topics and dates are available on CFA event pages.

**NEW** LIVE LEARNING CENTRE SPONSOR.....\$1500 (1 available)  
Exclusive banner ad for 1 year on Live Learning Centre home page for all CFA webinars

**NEW** BUY A WEBINAR SPONSOR.....\$699 (as available)

Are you looking for ways to engage and capture the attention of potential clients? With the new CFA Webinar Sponsorship opportunity, you can design and present a webinar of your choice so that you can engage directly with potential clients who are interested in your topic/issue. Webinars with timely and important topics can attract an audience of potential customers who are in a high-interest frame of mind and looking for solutions to a problem. As the webinar presenter, you can position your company as the prime solution provider and premier expert on emerging issues of importance to Canada's franchise community.

**NEW** ADD ARCHIVING .....\$200  
Continued exposure – your sponsored webinar can be permanently archived\* and accessible in the CFA Live Learning Centre.

# THE FRANCHISE SHOW

TORONTO, ON • October 22 & 23, 2011  
 TORONTO, ON • February 25 & 26, 2012  
 TORONTO, ON • Fall 2012



*Please Note: Sponsorship is reserved for Franchise Systems who are Franchise Show exhibitors. Sponsorship is open to all Franchise Support Services members.*

	■	■	▲	▲	■▲
	PLATINUM \$10,000 (1 available)	GOLD \$899 (1 available)	SILVER \$799 (4 available)	BRONZE \$599 (3 available)	AISLE SPONSOR \$599 (7 available)
Logo on overall show signage	•	•	•	•	•
Logo on show guide sponsor page	•	•	•	•	•
Logo on event web pages	•	•	•	•	•
Logo on e-marketing materials	•	•	•	•	•
Show guide listing enhancement	•	•	•	•	•
Your promotional flyers inserted into attendee bags (flyers to be supplied by sponsor)	•	•			
Logo recognition as official sponsor of onsite exhibitors' newsletter	•		•		
Your company bags given to all attendees (bags to be supplied by sponsor)	•				
Opportunity to speak at two seminars during the show	•				
Recognition in print, radio and television advertising	•				
Two premium 10'x10' booth spaces	•				
Logo on show guide cover	•				
Right of First Refusal on Platinum Sponsorship for next Franchise Show in Toronto (same month)	•				
Full-page colour show guide ad	•				
Full-page colour inside-front-cover show guide ad		•			
One colour business card-sized ads in e-newsletter to franchise contacts			•		
Logo on 3'x3' sign on ticket counter at entrance				•	
One-hour time slot in Ask the Experts booth			•	•	
Logo on 4'x3' hanging aisle sign	•				•

# THE FRANCHISE SHOW

VANCOUVER, BC • November 5 & 6, 2011  
 VANCOUVER, BC • Fall 2012



*Please Note: Sponsorship is reserved for Franchise Systems who are Franchise Show exhibitors. Sponsorship is open to all Franchise Support Services members.*

	■	■	▲	▲	■▲
	PLATINUM \$8000 (1 available)	GOLD \$699 (1 available)	SILVER \$599 (4 available)	BRONZE \$399 (3 available)	AISLE SPONSOR \$499 (7 available)
Logo on overall show signage	•	•	•	•	•
Logo on show guide sponsor page	•	•	•	•	•
Logo on event web pages	•	•	•	•	•
Logo on e-marketing materials	•	•	•	•	•
Show guide listing enhancement	•	•	•	•	•
Your promotional flyers inserted into attendee bags (flyers to be supplied by sponsor)	•	•			
Logo on 3'x3' sign at exhibitor check-in counter at show entrance	•	•			
Logo recognition as official sponsor of onsite exhibitors' newsletter	•		•		
Your company bags given to all attendees (bags to be supplied by sponsor)	•				
Opportunity to speak at two seminars during the show	•				
Recognition in print and radio advertising	•				
Two premium 10'x10' booth spaces	•				
Logo on show guide cover	•				
Right of First Refusal on Platinum Sponsorship for next Franchise Show in Vancouver	•				
Full-page colour show guide ad	•				
Full-page colour inside-front-cover show guide ad		•			
One colour business card-sized ads in e-newsletter to franchise contacts			•		
Logo on 3'x3' sign on ticket counter at entrance				•	
One-hour time slot in Ask the Experts booth			•	•	
Logo on 4'x3' hanging aisle sign	•				•

# THE FRANCHISE SHOW

MONTRÉAL, QC • January 21 & 22, 2012

The Franchise Show

Please Note: Sponsorship is reserved for Franchise Systems who are Franchise Show exhibitors. Sponsorship is open to all Franchise Support Services members.

	■	■	▲	▲	■▲
	PLATINUM \$8000 (1 available)	GOLD \$499 (2 available)	SILVER \$399 (4 available)	BRONZE \$299 (3 available)	NEW AISLE SPONSOR \$499 (6 available)
Logo on overall show signage	•	•	•	•	•
Logo on show guide sponsor page	•	•	•	•	•
Logo on event web pages	•	•	•	•	•
Logo on marketing e-materials	•	•	•	•	•
Show guide listing enhancement	•	•	•	•	•
Your promotional flyers inserted into attendee bags (flyers to be supplied by sponsor)	•	•			
Logo on 3'x3' sign show entrance	•	•			
Logo recognition as official sponsor of onsite exhibitors' newsletter	•		•		
Your company bags given to all attendees (bags to be supplied by sponsor)	•				
Opportunity to speak at two seminars during the show	•				
Recognition in print and radio advertising	•				
Two premium 10'x10' booth spaces	•				
Logo on show guide cover	•				
Right of First Refusal on Platinum Sponsorship for next Franchise Show in Montréal	•				
Full-page colour show guide ad	•				
Full-page colour inside-front-cover show guide ad		•			
One colour business card-sized ads in e-newsletter to franchise contacts			•		
One-hour time slot in Ask the Experts booth			•	•	
Logo on 4'x3' hanging aisle sign					•

## OMBUDSMAN

The CFA Ombudsman service facilitates the resolution of franchise complaints and problems; by discussing the issue(s) and facilitating possible solutions, and where appropriate suggest and refer unresolved complaints and problems to alternative methods of dispute resolution. Any franchisee or franchisor operating in Canada can contact the Ombudsman if they wish to discuss an issue or concern regarding a franchise relationship with a neutral, objective person. There is no charge for this service. The Ombudsman service is funded by sponsorship donations made by the Franchise Community and supported by the Canadian Franchise Association.

For information on this exclusive sponsorship package, contact Penny Young, Manager, Sales  
416-695-2896 or 800-665-4232 ext. 247 or pyoung@cfa.ca

**FRANCHISE OMBUDSMAN PROGRAM** ..... \$800 (unlimited)

- Logo and link to CFA Member Listing on Ombudsman web pages
- Sponsor recognition in Ombudsman press releases
- Verbal recognition from podium at CFA National Convention
- Sponsor recognition in Ombudsman brochure
- Sponsor recognition in annual FSS Member Directory

## ONTARIO GOLF TOURNAMENT

**TORONTO, ON • June 2012**

CFA Annual Golf Tournaments provides opportunities to develop both your golf swing and your business. This full-day event typically attract 80 – 100 attendees including franchisors, franchisees and franchise support services companies.

	▲ NEW PLATINUM \$1500 (1 available)	■ FOURSOME PHOTOS \$1350 (2 available)	■ SET OF CLUBS DRAW \$850 (1 available)	▲ DRINK/DOOR PRIZE TICKETS \$775 (1 available)	■▲ BEER & BUN AT THE TURN \$550 (2 available)	▲ HOLE SPONSOR \$300 (15 available)
Logo in program	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•
Logo on event signage	•	•	•	•	•	•
Logo on every foursome photo	•	•				
Two free golf passes	•	•				
One free golf pass			•	•		
Announce the winner of the club draw			•			
Logo on drink/door prize tickets				•		
Logo on Beer & Bun at the Turn tickets					•	
Logo on hole signage	•					•
Tent card on tables	•					

## PACIFIC GOLF TOURNAMENT

**VANCOUVER, BC • June 2012**

CFA Annual Golf Tournaments provides opportunities to develop both your golf swing and your business. This full-day event typically attract 80 – 100 attendees including franchisors, franchisees and franchise support services companies.

	▲ NEW PLATINUM \$1000 (1 available)	■ FOURSOME PHOTOS \$600 (2 available)	▲ DRINK/DOOR PRIZE TICKETS \$775 (1 available)	■▲ BEER & BUN AT THE TURN \$350 (2 available)	▲ HOLE SPONSOR \$250 (15 available)
Logo in program	•	•	•	•	•
Logo on event web pages	•	•	•	•	•
Logo on event signage	•	•	•	•	•
Logo on every foursome photo	•	•			
Two free golf pass	•	•			
One free golf pass			•		
Announce door prize winner			•		
Logo on drink/door prize tickets			•		
Logo on Beer & Bun at the Turn tickets				•	
Logo on hole signage					•
Tent card on tables	•				

NEW

# ONTARIO HOLIDAY LUNCHEON



TORONTO, ON • December 1, 2011

This annual networking event features a keynote speaker and typically draws between 50 -75 attendees.

Eight tickets to luncheon and reserved table of 8 with signage

Four tickets to luncheon

Two tickets to luncheon

Logo on e-marketing materials

Logo on sponsor reel

Logo on event web pages

Logo on lunch menu at every table

Welcome announcement from podium

Verbal Recognition

Logo on online photo album

	▲	▲	▲	▲	▲	▲	▲
	PLATINUM \$1000 (3 available)	GOLD \$700 (unlimited)	SILVER \$500 (unlimited)	BRONZE \$400 (unlimited)	PHOTO ALBUM \$800 (2 available)	DOOR PRIZE \$500 (1 available)	WINE SPONSOR \$500 (2 available)
Eight tickets to luncheon and reserved table of 8 with signage	•						
Four tickets to luncheon		•					
Two tickets to luncheon			•		•		•
Logo on e-marketing materials	•	•	•	•	•	•	•
Logo on sponsor reel	•	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•	•
Logo on lunch menu at every table	•			•			•
Welcome announcement from podium	•						
Verbal Recognition	•						•
Logo on online photo album					•		

NEW

# PACIFIC CHRISTMAS LUNCH



VANCOUVER, BC • December 8, 2011

This annual networking event for Central Region will be introduced in December 2011 and will also feature a keynote speaker.

Eight tickets to luncheon and reserved table of 8 with signage

Four tickets to luncheon

Two tickets to luncheon

Logo e-marketing materials

Logo on sponsor reel

Logo on event web pages

Logo on lunch menu at every table

Welcome announcement from podium

Verbal Recognition

Logo on online photo album

	▲	▲	▲	▲	▲	▲	▲
	PLATINUM \$800 (3 available)	GOLD \$600 (unlimited)	SILVER \$400 (unlimited)	BRONZE \$300 (unlimited)	PHOTO ALBUM \$600 (2 available)	DOOR PRIZE \$500 (1 available)	WINE SPONSOR \$500 (2 available)
Eight tickets to luncheon and reserved table of 8 with signage	•						
Four tickets to luncheon		•					
Two tickets to luncheon			•		•		•
Logo e-marketing materials	•	•	•	•	•	•	•
Logo on sponsor reel	•	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•	•
Logo on lunch menu at every table	•			•			•
Welcome announcement from podium	•						
Verbal Recognition	•						•
Logo on online photo album					•		

# CFA FRANCHISE LAW DAY



**TORONTO, ON • February 2, 2012**

As Ontario's largest conference for franchise law, CFA Franchise Law Day provides critical insights into the most pressing legal developments in Canadian franchising. This full-day educational event typically attracts 100 – 120 franchisors and franchise lawyers and is held in Toronto, Ontario.

	▲	▲	▲	▲	▲	▲
	<b>PLATINUM</b> \$1000 (1 available)	<b>GOLD</b> \$600 (2 available)	<b>SILVER</b> \$400 (2 available)	<b>BRONZE</b> \$300 (2 available)	<b>BREAKFAST SPONSOR</b> \$300 (1 available)	<b>LUNCH SPONSOR</b> \$300 (1 available)
Logo on event signage	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•
Logo on e-marketing materials	•	•	•	•	•	•
Sponsor recognition in delegate binder	•	•	•	•	•	•
Verbal recognition from podium	•	•	•	•	•	•
Insert in delegate binder	•	•	•			
Welcome and introduce opening keynote	•					
Logo on delegate binder cover, welcome letter, table of contents & agenda	•					
Two complimentary registrations	•					
One complimentary registration		•				
Logo on coffee break signage				•		
Logo on breakfast signage					•	
Logo on lunch signage						•

# MARKETING DAY



**TORONTO, ON • June 2012**

Held in Toronto, Ontario, CFA Marketing Day explores best practices and the latest trends in marketing for franchise businesses (both consumer and franchise recruitment). This full-day educational event typically attracts 70 – 80 franchisors, franchisees and marketing professionals for the franchise sector.

	▲	▲	▲	▲	▲	▲
	<b>PLATINUM</b> \$750 (1 available)	<b>GOLD</b> \$500 (2 available)	<b>SILVER</b> \$300 (2 available)	<b>BRONZE</b> \$200 (2 available)	<b>BREAKFAST SPONSOR</b> \$150 (1 available)	<b>LUNCH SPONSOR</b> \$150 (1 available)
Logo on event signage	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•
Logo on e-marketing materials	•	•	•	•	•	•
Sponsor recognition in delegate binder	•	•	•	•	•	•
Verbal recognition from podium	•	•	•	•	•	•
Insert in delegate binder	•	•	•			
Welcome and introduce opening keynote	•					
Logo on delegate binder cover, welcome letter, table of contents & agenda	•					
Two complimentary registrations	•					
One complimentary registration		•				
Logo on coffee break signage				•		
Logo on breakfast signage					•	
Logo on lunch signage						•

# HOW TO FRANCHISE YOUR BUSINESS SEMINAR



**TORONTO, ON • October 27, 2011**  
**VANCOUVER, BC • November 7, 2011**  
**TORONTO, ON • March 2012**

Held in Vancouver, Toronto and Montreal, these intensive seminars provide attendees with valuable information on franchising a business. These full-day educational events typically attracts 35 – 50 participants. Attendees are primarily looking to franchise their business but this event also draws new staff members at franchise systems who are looking to get up to speed on the business of franchising.

**EXCLUSIVE** ..... \$500 (1 available)

- Logo on Resource Package Flysheet
- Insert in Resource Package
- Verbal recognition from podium
- Logo on email promotion
- Logo on How To Franchise Your Business event web pages
- One complimentary registration

**NEW PROMOTE YOUR SERVICES INSERT** ..... \$199 (unlimited)

One page 8 1/2"x11" promotional insert in the How To Franchise Your Business Resource Package

**NEW**

# GETTING STARTED: A GUIDE TO BUSINESS START-UP



**TORONTO, ON • February 4, 2012**

This one day event targeted to general public will present a step by step guide on starting a business. The morning sessions focus on general information and the afternoon sessions focus on franchising assisting individuals on what is involved in starting a business and providing more in-depth information on franchising. This event is intended to promote lead generation for The Franchise Show and registration includes a two day pass to The Franchise Show.

**EXCLUSIVE** ..... \$450 (3 available)

- Logo on Resource Package Flysheet
- Insert in Resource Package
- Verbal recognition from podium
- Logo on email promotion
- Logo on Getting Started event web pages
- One complimentary registration

**PROMOTE YOUR SERVICES INSERT** ..... \$199 (unlimited)

One page 8 1/2"x11" promotional insert in the Getting Started Resource Package

# WESTERN CANADA FRANCHISE SUMMIT



VANCOUVER, BC • Fall 2012

The CFA Western Summit is the leading franchise education event in Western Canada and offers intensive educational sessions and exceptional networking opportunities. This full-day conference typically attracts 75 – 100 franchisors and support service providers.

	▲	▲	▲	▲	▲	▲
	PLATINUM \$1000 (4 available)	GOLD \$600 (2 available)	SILVER \$400 (2 available)	BRONZE \$300 (2 available)	BREAKFAST SPONSOR \$300 (1 available)	LUNCH SPONSOR \$300 (1 available)
Logo on event signage	•	•	•	•	•	•
Logo on event web pages	•	•	•	•	•	•
Logo on e-marketing materials	•	•	•	•	•	•
Digital advertisement in delegate CD ROM	•	•	•			
Logo on CD ROM, welcome letter, table of contents and agenda	•					
Two complimentary registrations	•					
One complimentary registration		•				
Logo on coffee break signage				•		
Logo on breakfast signage					•	
Logo on lunch signage						•

If you are targeting **FRANCHISORS**, look for this symbol: ▲ If you are targeting **PROSPECTIVE FRANCHISEES**, look for this symbol: ■

## PARTNER WITH YOUR ASSOCIATION!



CFA wishes to acknowledge and thank these National Sponsors for their support throughout the year.



Sponsorship is an excellent opportunity to expand your involvement as a member. Your support of CFA events and educational programs allows us to produce high quality opportunities for you and your fellow members.

This package of "Sponsorship Opportunities" outlines regional and national events and tradeshow across Canada.

Opportunities are limited and confirmed on a first-come, first-serve basis so don't wait, book today! If you can't find a suitable package in this brochure, call the CFA office at 800-665-4232 ext. 225 and we'll assist you to create a custom package that fits your needs.

If you would like to reach your target market with a whole year's worth of benefits, **CFA's National Sponsorship Program** can provide you with preferred business sales and marketing opportunities directed to CFA

member franchise organizations. Exclusivity is provided by business category.

CFA provides a number of products and services that constitute benefits to National Sponsors including sales opportunities, enhanced branding, and business intelligence information unique to each company. These benefits can be customized to meet your marketing objectives.

Put your brand front and centre. Partner with CFA as a National Sponsor and show your commitment to excellence in franchising.

For more information about CFA National Sponsorship, contact:

**Lorraine McLachlan**  
CFA President & CEO  
416-695-2896 / 800-665-4232 ext. 222  
E-mail: [lmclachlan@cfa.ca](mailto:lmclachlan@cfa.ca)

Yes! I would like to sponsor the following opportunities:

**EVENT SPONSORSHIP (NATIONAL)**

**CFA NATIONAL CONVENTION:**

**EVENT SPONSORSHIP**

- NEW** Diamond .....\$3000 (2 available)
- Gold .....\$2300 (unlimited)
- Silver .....\$1750 (unlimited)
- Bronze .....\$1250 (unlimited)

**OTHER SPONSORSHIP**

- Delegate Cd-rom .....\$1500 (1 Available)
- Breakfast.....\$800 (1 Available)
- Signage .....\$750 (1 Available)
- Delegate Bag .....\$650 (3 Available)
- Coffee Break .....\$650 (2 Available)
- Opening Reception.....\$500 (2 Available)

**CFA AWARDS PROGRAM:**

**GALA AWARDS PRESENTATION DINNER**

- Dinner Wine .....\$1200 (2 Available)
- NEW** Recognition Awards Sponsor .....\$1000 (2 Available)
- Gala Dinner Sponsor .....\$1000 (2 Available)
- After-party .....\$800 (1 Available)
- Awards of Excellence Category .....\$800 (4 Available)

**WEBINARS**

- NEW** Live Learning Centre Sponsor ..... \$1500 (1 Available)
- NEW** Buy a Webinar Sponsor ..... \$699 (As available)
- NEW** Add archiving to webinar sponsorship ..... \$200

**THE FRANCHISE SHOW:**

- TORONTO, ON • OCTOBER 22 & 23, 2011**
- TORONTO, ON • FEBRUARY 25 & 26, 2012**
- TORONTO, ON • FALL 2012**
- Platinum .....\$10,000 (1 Available)
- Gold.....\$899 (1 Available)
- Silver.....\$799 (4 Available)
- Bronze .....\$599 (3 Available)
- Aisle Sponsor .....\$599 (7 Available)
- VANCOUVER, BC • NOVEMBER 5 & 6, 2011**
- VANCOUVER, BC • FALL 2012**
- Platinum .....\$8000 (1 Available)
- Gold.....\$699 (1 Available)
- Silver.....\$599 (4 Available)
- Bronze .....\$399 (3 Available)
- Aisle Sponsor .....\$499 (7 Available)
- MONTRÉAL, QC • JANUARY 21 & 22, 2012**
- Platinum .....\$8000 (1 Available)
- Gold.....\$499 (2 Available)
- Silver.....\$399 (4 Available)
- Bronze .....\$299 (3 Available)
- NEW** Aisle Sponsor.....\$499 (6 Available)

**OMBUDSMAN**

- Franchise Ombudsman Program .....\$800 (unlimited)

**EVENT SPONSORSHIP (REGIONAL)**

**ONTARIO GOLF TOURNAMENT**

- NEW** Platinum.....\$1500 (1 Available)
- Foursome Photos .....\$1350 (1 Available)
- Set Of Clubs Draw.....\$850 (1 Available)
- Drink/door Prize Tickets.....\$775 (1 Available)
- Beer & Bun At The Turn .....\$550 (2 Available)
- Hole Sponsor.....\$300 (15 Available)

**PACIFIC GOLF TOURNAMENT**

- NEW** Platinum.....\$1000 (1 Available)
- Foursome Photos .....\$600 (2 Available)
- Drink/door Prize Tickets.....\$775 (1 Available)
- Beer & Bun At The Turn .....\$350 (2 Available)
- Hole Sponsor.....\$250 (15 Available)

**NEW ONTARIO HOLIDAY LUNCHEON**

- Platinum .....\$1000 (3 Available)
- Gold .....\$700 (unlimited)
- Silver .....\$500 (unlimited)
- Bronze .....\$400 (unlimited)
- Photo Album .....\$800 (2 Available)
- Door Prize .....\$500 (1 Available)
- Wine Sponsor.....\$500 (2 Available)

**NEW PACIFIC CHRISTMAS LUNCH**

- Platinum .....\$800 (3 Available)
- Gold .....\$600 (unlimited)
- Silver .....\$400 (unlimited)
- Bronze .....\$300 (unlimited)
- Photo Album .....\$600 (2 Available)
- Door Prize .....\$500 (1 Available)
- Wine Sponsor.....\$500 (2 Available)

**CFA FRANCHISE LAW DAY**

- Platinum .....\$1000 (1 Available)
- Gold.....\$600 (2 Available)
- Silver.....\$400 (2 Available)
- Bronze .....\$300 (2 Available)
- Breakfast Sponsor .....\$300 (1 Available)
- Lunch Sponsor.....\$300 (1 Available)

**MARKETING DAY**

- Platinum .....\$1000 (1 Available)
- Gold.....\$600 (2 Available)
- Silver.....\$400 (2 Available)
- Bronze .....\$300 (2 Available)
- Breakfast Sponsor .....\$300 (1 Available)
- Lunch Sponsor.....\$300 (1 Available)

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- Exclusive .....\$500 (1 Available)
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- Bronze .....\$300 (2 Available)
- Breakfast Sponsor .....\$300 (1 Available)
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Accepted by CFA

Initial: \_\_\_\_\_

Date: \_\_\_\_\_

**SUBTOTAL** .....\$ \_\_\_\_\_

**CONTACT INFORMATION**

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

**PAYMENT METHOD** (R122972920)

<b>SPONSORSHIP SUBTOTAL:</b>	\$
<b>PLUS 13% HST:</b>	\$
<b>PLUS 9.5% QST</b> QST is calculated on Total + GST (for The Franchise Show - Montréal only):	\$
<b>GRAND TOTAL:</b>	\$

 Cheque (made payable to the Canadian Franchise Association)
  Visa
  MasterCard
  Amex

Card Number: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Sponsorship is awarded on a first come, first served basis. Once sponsorship of an event/item is confirmed by the CFA, full payment is due immediately. In case of cancellation after confirmation of a sponsorship opportunity, payment is still due in full. The CFA Events Department is pleased to answer any questions or work with you on a custom package. Please contact Suzy Sanford, Director, Education & Communications at 416-695-2896 ext. 225 or by email: [ssanford@cfa.ca](mailto:ssanford@cfa.ca). E&OE

This brochure includes an overview of sponsorship opportunities as of October 4, 2011 and is subject to change. CFA reserves the right to change packages in subsequent years.



**PLEASE COMPLETE PAGES 1 AND 2 OF THIS SPONSORSHIP CONTRACT & SEND TO:**  
**Suzy Sanford** • (416) 695-2896 / 800-665-4232 Ext. 225  
 Fax: (416) 695-1950 Email: [ssanford@cfa.ca](mailto:ssanford@cfa.ca)  
**CANADIAN FRANCHISE ASSOCIATION**  
 5399 Eglinton Avenue West, Suite 116, Toronto, ON M9C 5K6

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Initial: \_\_\_\_\_

Date: \_\_\_\_\_

Contract page 2 of 2

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