



Invest in Excellence

The CFA National Sponsorship Program

The CFA National Sponsorship Program is a unique sponsorship marketing initiative that provides you with preferred business sales and marketing opportunities directed to CFA member franchise organizations. Participating companies in the CFA National Sponsorship Program have exclusivity by business sector.

CFA provide a number of products and services that constitute benefits to National Sponsors, which can be uniquely tailored for each National Sponsor to help you meet your marketing objectives. Some of these benefits include sales opportunities, enhanced branding and business intelligence information.

If you are focused on reaching decision-makers in the Canadian franchise industry, CFA National Sponsorship is the best way to put your brand front and centre while showing your commitment to excellence in franchising.



NATIONAL SPONSORSHIP



NATIONAL SPONSORS



As a CFA National Sponsor, you will receive the following benefits:

Alignment with CFA and Membership

- ✓ Annual CFA Franchise Support Service (FSS) membership dues (includes all regular benefits given to FSS members)
- ✓ Use of special “CFA National Sponsor” logo on your marketing materials in addition to standard CFA Member Logo
- ✓ Special “CFA National Sponsor” logo included beside your company listing in the online CFA member directory and in the annual *FranchiseCanada Directory* in the FSS section
- ✓ Recognition in the CFA National Sponsor section of the CFA website

Direct Sales Opportunities

- ✓ One opportunity per year for a 15 minute presentation to the CFA Board of Directors or CFA Executive Committee
- ✓ Opportunity to participate as a speaker at a breakout or roundtable session at the CFA National Convention each year; or visibility opportunity at the CFA National Convention such as introducing or thanking a speaker/presenter
- ✓ One standard booth space each year in the Marketplace at the CFA National Convention with Marketplace passes for your booth staff
- ✓ Complete mailing list of attendees to the CFA National Convention provided post-convention for follow-up (one time use and subject to permission not being withheld by attendee)
- ✓ One standard booth space at two of CFA’s The Franchise Show events per year either on the show floor or in the Exhibitor Lounge
- ✓ Up to four promotional distributions to CFA members per year via direct mail, e-marketing or a combination. E-mails will be sent by CFA, while mailing lists or labels will be provided to you for direct mailings. One of these mailings may be applied to pre-convention marketing.

Complimentary Event Participation Every Year

- ✓ Two full registrations to the annual CFA National Convention (includes complimentary admission to the Awards Presentation Dinner, a formal dinner celebrating excellence in franchising)
- ✓ One registration to CFA Ontario Region Legal Day
- ✓ One registration to CFA Western Canada Franchise Summit

Participate on the CFA National Sponsor Roundtable

- ✓ Member of the CFA National Sponsor Roundtable, which meets once every year and consists of senior representatives of all CFA National Sponsor companies and CFA leadership including the President & CEO. The Roundtable is a forum for CFA National Sponsors to:
 - Learn from each others’ experience on how to best leverage their sponsorship;
 - Realize and develop synergies between sponsors for doing business together; and
 - Hear from CFA about new and important developments in the franchise sector.

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Enhanced Visibility, Profile and Branding

- ✓ An announcement will be made of your sponsorship via broadcast e-mail to all CFA members (one time)
- ✓ Your logo on the CFA website main page (over 15,000 unique visitors per month) with a link to your website
- ✓ Extend your reach to potential consumers with Logo recognition and acknowledgement as a CFA National Sponsor in CFA publications as follows:
 - Each issue of *The FranchiseVoice*, CFA's official quarterly member publication distributed quarterly to all CFA members (1,200+ per issue)
 - Each issue of *FranchiseCanada* magazine, published six times per year and distributed by subscription, through major newsstands and bookstores (11,000+ average circulation per issue), and published digitally on the CFA website
 - The annual *FranchiseCanada Directory*, published every January by CFA, with over 900 franchise system listings and exclusive listings for CFA FSS members (15,000+ circulation per issue)
- ✓ Logo recognition on distinctive signage at the annual CFA National Convention and at CFA's The Franchise Show
- ✓ Recognition in the registration package for the annual CFA National Convention
- ✓ Thanks and acknowledge from the podium every year at the annual CFA National Convention by the Chair of the CFA Board of Directors and/or President
- ✓ Your brochure or insert in CFA's New Member and Member Renewal Packages each year
- ✓ Logo enhancement and listing in the annual *FranchiseCanada Directory* every year, highlighted as a CFA National Sponsor with the CFA National Sponsor logo

Market Information Specific to Your Company

- ✓ Opportunity to obtain business intelligence information relevant to you through a member survey conducted on your behalf by CFA one per year. Results will be provided in aggregate and not based on the individual respondents.

Exclusivity

- ✓ You receive exclusivity of National Sponsorship in your business sector and no other providers of similar products or services will be recognized as CFA National Sponsors during the term of your CFA National Sponsorship

PLUS

- ✓ Receive a 15% discount on any other event specific sponsorship opportunities where your company may wish to make special announcements or highlight a particular product or service

\$20,000 for One Year Term

Sponsorship Program

NATIONAL SPONSORSHIP

What does it mean to be a CFA National Sponsor?

CFA National Sponsors play an active and vital role in the success of CFA's programs and services, which are key to promoting excellence and growth in franchising in Canada.

By becoming a CFA National Sponsor, you are investing in the future of the franchise community in Canada while at the same time developing and reinforcing your position as a leading supplier. Demonstrate your commitment to excellence in franchising to the Canadian franchise industry, your potential clients and the Canadian public .

CFA is committed to ensuring that the CFA National Sponsorship Program maximizes your overall sponsorship value and responds to your specific goals and needs. The rewards and benefits of becoming a CFA National Sponsor can be enormous.

Enhance your brand through association as a CFA National Sponsor.

Invest in excellence.

CFA member franchise systems spend \$680 Million* annually with support service providers.

About the Canadian Franchise Association

Vision: To be recognized as the National Voice of Franchising in Canada.

Mission: To promote excellence and growth in franchising while serving the interests of our members and stakeholders.

With almost 500 corporate members nation-wide, representing many of Canada's best-known brands, CFA is comprised of over 370 franchisors, representing well over 400 brands, as well as over 120 franchise support services members. CFA members represent a diverse cross-section of franchise systems in Canada and worldwide, ranging from very large, established operations to smaller regional concepts, as well as professionals and companies that provide products and services to the franchise sector.

CFA promotes excellence in franchising and works with all levels of government to ensure the development of industry-made solutions. CFA also educates Canadians about franchising, specific franchise opportunities and proper due diligence through its many events, programs and publications.

*Estimated average from 2010 CFA membership survey