

# CFA NATIONAL SPONSORSHIP

Reach decision-makers and influencers of franchise brands through a unique customizable year-long sponsorship



Thank you to the following members who are National Sponsors and support CFA throughout the year.



# CFA National Sponsorship Program

## Exclusive Opportunity for Franchise Support Services (FSS) and Supplier Members

### Reach top franchisors all year long through multiple channels

Our elite National Sponsorship program empowers you to connect with executives from more than 700 franchise brands consistently through multiple channels for a full year.

### Position yourself as the go-to supplier in your industry

As a National Sponsor, you'll receive exclusivity in your business sector. This means no other providers of similar products or services can be a CFA National Sponsor during your term.

### Customize your package to meet your needs

As a National Sponsor, you'll receive core benefits, plus a range of customizable options to meet your unique business objectives.



#### Immediate Savings

- One-year CFA FSS Membership (includes all regular benefits given to FSS Members)
- One (1) registration to a one-day CFA event of your choice
- One (1) standard booth space in the Marketplace at the CFA National Convention with 3 additional meal package passes for your booth staff. *Includes complete mailing list of convention attendees provided two-weeks prior and post-convention for follow-up (one-time use, subject to permission granted by attendees)*
- Two (2) full registrations to the CFA National Convention (includes two (2) tickets to the Awards
- Presentation Dinner)
- Receive 20% discounts on any additional event-specific sponsorships
- Logo enhancement for your Franchise Canada Directory listing, with CFA National Sponsor recognition

#### Exclusive To National Sponsors

##### BRAND BUILDING ACTIVITIES

- One (1) e-mail announcement of your CFA National Sponsorship broadcast to all CFA 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 Franchise Canada Directory

# CFA National Sponsorship Program

- Logo recognition on the CFA website homepage with a link to your website
- Logo recognition in the CFA National Sponsor section of the CFA website
- Logo recognition as a CFA National Sponsor in CFA publications (Franchise Canada Magazine, Franchise Canada Directory, Franchise Voice Member Magazine and Supplier Directory)
- Logo recognition as a CFA National Sponsor in CFA e-newsletters (CFA Updater and FC E-News)
- Logo recognition as a CFA National Sponsor on sponsorship signage for all CFA events
- Logo recognition in the registration package for the CFA National Convention

## Engage Franchise System Decision-Makers And Influencers

- Guaranteed opportunity to participate as a facilitator at a roundtable session at the CFA National Convention
- Opportunity to introduce or thank a Keynote speaker or present an award at the CFA National Convention
- Opportunity to attend the CFA Board of Directors Dinner at the CFA National Convention.

## Business Building Direct Mail Opportunities

- Your brochure or promotional insert in all CFA New Member and Member Renewal packages
- Up to four (4) promotional distributions (to be supplied by National Sponsor) to CFA members per year via direct mail (pressure sensitive labels supplied by the CFA), e-marketing, or a combination

## Next Step:

### Design your customized national sponsorship package

CFA is committed to maximizing the value of your National Sponsorship with flexible elements to drive your business goals. In addition to the core benefits of the National Sponsorship program, you can customize your sponsorship by **choosing two (2) of the following options:**

- One (1) standard booth space at CFA's Franchise Canada Show, either on the show floor or in the exhibitor lounge
- Gold sponsorship for the CFA National Convention
- Silver sponsorship for the CFA National Convention; PLUS Gold sponsorship for the CFA Franchise Law Day
- One (1) Webinar Sponsorship (archived); PLUS Silver sponsorship for the CFA National Convention
- Four (4) quarter-page display advertisements in the Franchise Voice Member Magazine; PLUS One (1) rectangular banner advertisement of your choice on [www.cfa.ca](http://www.cfa.ca) (excluding home page)
- One (1) Aisle Sign Sponsorship at your choice of one (1) of CFA's Franchise Canada Shows; PLUS One (1) Direct Mail insert in the Franchise Voice Member Magazine (insert supplied by National Sponsor); PLUS Two (2) quarter-page advertisements in the Franchise Voice Member Magazine

**Don't see an option that meets your needs? Contact us to learn about other profile-building opportunities.**

**\$22,000 For  
One-Year Term**

**\$41,250 For  
Two-Year Term**

**To schedule a meeting with the CFA or to learn more about the CFA National Sponsorship program, contact:**

### **LOU GERVASI**

Senior Manager,  
Membership & Operations  
Canadian Franchise Association

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**Tel:** 416-695-2896 ext. 243

**Toll-free:** 800-665-4232 ext. 243

### Take Advantage of the CFA National Sponsorship Program to:

- Gain maximum exposure for your brand
- Employ strategic and tactical opportunities to raise awareness and create interest in your company's products and services
- Increase your reach and penetration in the franchise market
- Support your specific marketing goals
- Leverage all CFA marketing efforts
- Simplify your budgeting and planning process

The purpose of this document is to provide you with initial insight into how your company's CFA National Sponsorship can be leveraged. We look forward to meeting with your team to discuss your business objectives and how CFA National Sponsorship can be customized to best meet your needs.



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**LOU GERVASI**

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