

A close-up photograph of a hairdresser's hand with red-painted nails. The hand is holding a black comb and styling a section of blonde hair. The background is dark and out of focus.

2024 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

With Supercuts Franchisees



ABOUT 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 nearly 40 years, 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 1,100 Supercuts salons in the United States and Canada, SFA's purpose is to build and maintain the Supercuts brand while providing networking and communication opportunities to members. As an independent association, 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 Maria Moffa at 678-540-6211 or mariam@elevanta.com.



CONNECT WITH SFA
Associate Memberships are
your gateway to connecting with
SFA franchisees.

■ ASSOCIATE Membership ... \$1,000

As an Associate Member of Supercuts Franchisee Association, you gain unique access to Supercuts salon owners. Your 12-month associate membership includes:

- Jpeg of SFA Associate Member logo and permission to reprint on your company marketing materials.
- Company listing on SFA website.
- Acknowledgement and logo linked to website in the next available edition of SFA e-newsletter, *News You Can Use*.
- Opportunity to exhibit at the 2024 SFA Annual Conference.

2024 SFA ANNUAL CONFERENCE

May 6-8, 2024

**Hilton Scottsdale Resort and Villas
Scottsdale, Arizona**

Registration opens January 2024



À LA CARTE Sponsorship Opportunities

(Available with purchase of associate membership)

- | | |
|--|---------|
| <input type="checkbox"/> 15-minute presentation during virtual board meeting | \$3,500 |
| <input type="checkbox"/> 15-minute presentation during virtual member meeting | \$3,500 |
| <input type="checkbox"/> 5-minute video during virtual member meeting . . . | \$1,250 |
| <input type="checkbox"/> Video Marketing Bundle. | \$7,500 |
| <ul style="list-style-type: none">• Meet with one or more members of the Board for feedback• Create a 5-10 minute product video• Include testimonials from one or more members• Email distribution to owners – members and non-members• Post-distribution survey to members for feedback | |

EXHIBITOR Packages

(All packages require Associate Membership)

☐ **Bronze** \$3,850

- One (1) 6 ft. tabletop in vendor hall
- Registration for one (1) attendee
- Sponsor recognition on all conference emails
- Sponsor recognition on registration page
- Sponsor recognition in on-site program
- Opportunity to email attendees who have opted-in via the event platform

☐ **Silver** \$7,500

- Everything in Bronze package and the following:
- One (1) *News You Can Use* Advertisement - 25 words (2 lines)
- Website ad - one (1) month
- One (1) 15-minute virtual board meeting presentation

☐ **Gold** \$12,500

- Everything in Bronze package and the following:
- Pre-conference sponsor email
- Two (2) *News You Can Use* Advertisements - 25 words (2 lines)
- Website ad - three (3) months
- 15-minute presentation at conference
- One (1) 5-minute video played at member meeting webinar

☐ **Platinum** \$25,000

- Everything in Bronze package and the following:
- Registration for two (2) attendees at 2024 SFA Annual Conference
- Four (4) *News You Can Use* Ads
- Website ad - six (6) months
- 30-minute presentation at 2024 SFA Annual Conference
- Sponsor of dinner on either the first or second night of the 2024 SFA Annual Conference, including signature drink, floor cling and signage

ADDITIONAL Sponsorships

(Available with purchase of exhibitor package)

• Lanyards \$2,500
(one-color imprint or full-color imprint, single bulldog clip)

• Registration Bag (full-color imprint). \$2,500

• Dinner Napkins (full-color imprint) \$2,500

• Beverage Napkins (full-color imprint). \$1,500

• Keynote Speaker \$18,500

• Gobo Lighting \$2,000
(Gobo to be provided by sponsor. This does not include labor costs)

• Registration Desk \$2,500

• Breakfast Sponsor \$12,500

• Lunch Sponsor \$15,000

• Break Sponsor \$6,000

• New Member Meeting Sponsor. \$6,000
(All are invited)

• Item in Registration Bag \$350

• Flyer in Registration Packet \$350

• Registration Bag Branded Snacks \$350
(snacks supplied by vendor)

PAYMENT Information

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

Total \$ _____

Company Name: _____

Bill to 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. All invoices are due upon receipt and payment must be received prior to event or publication. Unpaid invoices are subject to cancellation and forfeiture of item(s) purchased. SFA has a no refund policy.



THANK YOU FOR YOUR INVESTMENT with SFA!

Company Name:												
Company Headquarters Address:												
City:	State:	Zip:										
Website:	Year Company Started:	Number of Employees:										
Event Contact Name:												
Phone:	Email:											
Primary Sales Contact Name:												
Primary Sales Contact Title:												
Phone:	Email:											
Secondary Sales Contact Name (optional):												
Secondary Sales 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: jeffr@elevanta.com

FAX: 678-540-6211