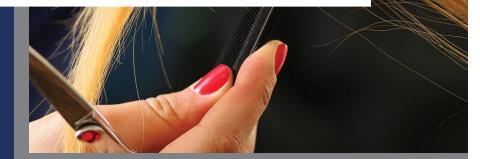




2024 PARTNERSHIP OPPORTUNITIES



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



Á LA CARTE Sponsorship Opportunities

(Available with purchase of associate membership)

- $\ \square$ 5-minute video during virtual member meeting \dots \$1,250
- □ Video Marketing Bundle. \$7,500
 - Meet with one or more members of the Board for feedback
 - Create a 5-10 minute product video
 - Include testamonials 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) \$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 \$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 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 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

SFA Partnership Packages and Associate Memberships renew annually on Jan. 1.

chased. SFA has a no refund policy.

ADDITIONAL Sponsorships (Available with purchase of exhibitor package)
• Lanyards
• Registration Bag (full-color imprint)
• Dinner Napkins (full-color imprint)
Beverage Napkins (full-color imprint)
• Keynote Speaker
Gobo Lighting
• Registration Desk
Breakfast Sponsor
• Lunch Sponsor
• Break Sponsor
New Member Meeting Sponsor
• Item in Registration Bag
• Flyer in Registration Packet
Registration Bag Branded Snacks

PAYMEN	T Information	
□ Check	☐ Paypal online at www.paypal.me/SFAVendors	Total \$
Company Name:		
Bill to Contact N	ame:	
Billing Address:		City, State, Zip:
Phone:	Email:	
Signature:		Date:
		mation in strict confidentiality. At no time is an Associate Member allowed to share 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.

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) pur-



THANK YOU FOR YOUR INVESTMENT with SFA!

Company Name:						
Company Headquarters Address:						
City:	State:		Zip:			
Website:	Year Compa	ny 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 Em		ail (optional):				
*Please select up to two (2) business categories that best apply:						
☐ Business Services Accounting, Credit Card Processing, Human Resources Payroll, Tax Credit Processing	s, Legal,	☐ Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media				
☐ Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Paintir	ng, Roofing	□ Software/Hardware Equipment, POS, Services, Support				
☐ Décor/Signage Providers Artwork, Carpet, Flooring, Décor, Lighting, Signage		☐ Supplies Hair Products, Cleaning Supplies, Office Supplies, Safety Equipment				
☐ Equipment Providers Hair Care Equipment, Sinks, Security Systems		☐ Technology and Office Equipment Computers, Office Equipment, TVs				
☐ Financial Services Banking, Brokers, Credit Cards, Paycards, Financing		☐ Utility Services Electrical, Gas, Phone, Pest Control, Garbage, Internet, Wi-Fi				

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