



2025 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

With Supercuts Franchisees



ABOUT THE 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, the Supercuts Franchisee Association (SFA) 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 1,000 Supercuts salons in the United States and Canada, the SFA's purpose is to build and maintain the Supercuts brand while providing networking and communication opportunities to members. As an independent association, the 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 the SFA Advertising Team at 678-540-5160 or advertising@the-sfa.org.



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

■ ASSOCIATE Membership ... \$1,000

As an Associate Member of the Supercuts Franchisee Association, you gain unique access to the 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 logo on website, linked to company site.
- Acknowledgement and logo linked to website in monthly editions of SFA e-newsletter, *News You Can Use*.
- Opportunity to participate in SFA marketing programs.



2025 SFA CONFERENCE

SEPT. 15-17

SAVE THE DATE

Grand Hyatt Denver
Denver, Colorado

Supercuts franchisees have discretionary spending power in the areas of haircare products, salon supplies, maintenance, technology, financial services and more.

Registration Opens April 1, 2025

Pre-registration discount on Bronze Package!

À LA CARTE Sponsorship Opportunities

(Available with purchase of Associate Membership)

- 15-minute presentation during virtual board meeting \$3,500
- 15-minute presentation during virtual member meeting \$3,500
- 5-minute video during virtual member meeting . . . \$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 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** (\$3,600 before April 1)
 - 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
 - Sponsor recognition on event signage
 - Opportunity to email attendees who have opted-in via the event platform
 - Recognition on sponsor page for calendar year on website
- Silver** **\$7,500**
 - Everything in Bronze package plus the following:
 - One (1) *News You Can Use* Advertisement - 25 words (2 lines)
 - Website ad – one (1) month
 - Pre-conference sponsor email
 - Five-minute video presentation at conference
 - Conference breakfast sponsor
- Gold** **\$12,500**
 - Everything in Bronze package plus the following:
 - Pre-conference sponsor email
 - Three (3) *News You Can Use* Advertisements - 25 words (2 lines)
 - Website ad - three (3) months
 - 15-minute presentation at conference
 - Conference lunch sponsor
- Platinum** **\$25,000**
 - Everything in Bronze package plus the following:
 - Registration for two (2) attendees at 2025 SFA Conference
 - Six (6) *News You Can Use* Ads
 - Website ad – six (6) months
 - 30-minute presentation at 2025 SFA Conference
 - Pre-conference sponsor email
 - Conference Registration desk sponsor

ADDITIONAL Sponsorships

(Available with purchase of exhibitor package)

- Item in Registration Bag \$350
- Flyer in Registration Bag \$350
- Registration Bag Branded Snacks \$350
(snacks supplied by vendor 30 days prior)
- Beverage Napkins *(full-color imprint)* \$1,500
- 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
- Breakfast Sponsor \$3,250
(co-sponsor 6 (six) opportunities)
- Lunch Sponsor \$5,000
(co-sponsor 6 (six) opportunities)
- Break Sponsor (Exclusive). \$6,000
- New Member Meeting Sponsor. \$6,000
(Exclusive)
- Keynote Speaker \$18,500

PAYMENT Information

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

Total \$ _____

Company Name: _____

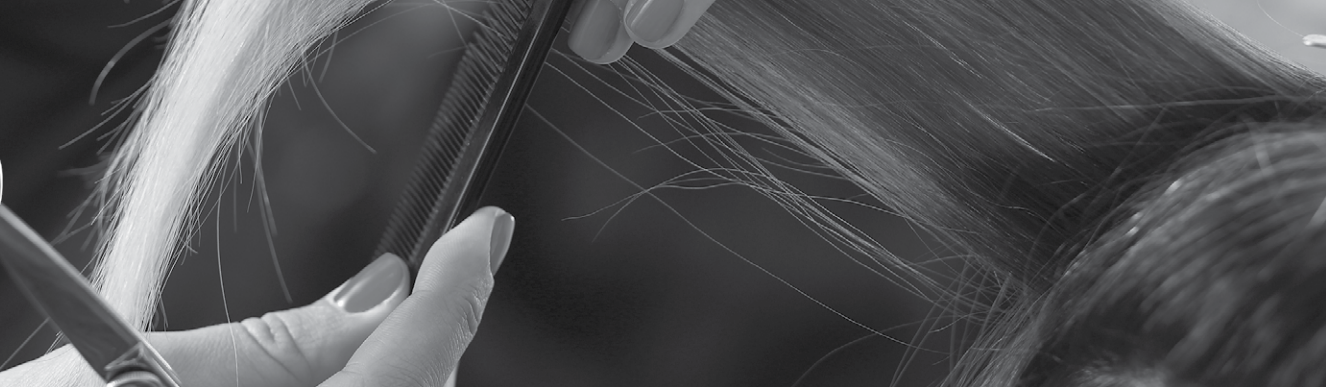
Bill to Contact Name: _____

Billing Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

Applicant agrees to abide by the SFA's rules and regulations and use the 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. The 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 the 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. The 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):	
*Please select up to two (2) business categories that best apply:		
<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	

Please submit a **high-resolution company logo** (at least 300 DPI, JPG or EPS file) and a **50-word or less company description** to communications@the-sfa.org.

Return completed application via mail, email or fax.

MAIL: SFA Associate Membership | 1701 Barrett Lakes Blvd. NW, Suite 180 | Kennesaw, GA 30144

EMAIL: advertising@the-sfa.org

FAX: 678-540-6211