



**2026 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](mailto:advertising@the-sfa.org).



SAVE THE DATE!  
**October 26-28, 2026**

### ■ 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.

### *SFA members have input on purchasing decisions related to:*

- In-salon merchandise and products
- Janitorial services
- Telecommunications services
- In-salon construction, remodel and fixtures
- Banking and financial services
- Signage

*And more ...*



## WHY PARTICIPATE in the 2026 Convention?

SFA members appreciate and support our convention exhibitors and sponsors, and ample opportunity is provided to network with members, not only in the Exhibit Hall, but throughout the event. Your contributions help make our annual conferences possible. Sponsorship opportunities are limited, so be sure to submit your contract as soon as possible. And for Bronze-level exhibitors, be sure to take advantage of the pre-registration discount!

### Who Attends?

- Franchise Owners
- Business Partners
- Salon Managers
- Regis (franchisor) Leadership

## NEW THIS YEAR: The Conference Passport!

The Conference Passport! A powerful way to drive guaranteed traffic straight to your booth. Vendors who participate will become a required stop for attendees completing their passport to qualify for a major end-of-conference raffle prize. If you want consistent engagement, meaningful conversations, and maximum visibility on the show floor, this is the opportunity you don't want to miss.

# CONFERENCE Marketing Bundles

*Associate Membership Required*



	PLATINUM \$25,000	GOLD \$12,500	SILVER \$7,500	BRONZE \$3,850 (\$3,600 before June 1)
Booth	One (1) 6 ft. tabletop in vendor hall	One (1) 6 ft. tabletop in vendor hall	One (1) 6 ft. tabletop in vendor hall	One (1) 6 ft. tabletop in vendor hall
Registration	Registration for two (2) attendees	Registration for one (1) attendee	Registration for one (1) attendee	Registration for one (1) attendee
Sponsorship	<ul style="list-style-type: none"> <li>• Recognition on all conference emails</li> <li>• Recognition on registration page</li> <li>• Recognition in on-site program</li> <li>• Recognition on event signage</li> <li>• Opportunity to email attendees who have opted-in via the event platform</li> <li>• SFA website recognition on 2026 sponsor page</li> <li>• Conference Passport Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition on all conference emails</li> <li>• Recognition on registration page</li> <li>• Recognition in on-site program</li> <li>• Recognition on event signage</li> <li>• Opportunity to email attendees who have opted-in via the event platform</li> <li>• SFA website recognition on 2026 sponsor page</li> <li>• Conference Passport Participation</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition on all conference emails</li> <li>• Recognition on registration page</li> <li>• Recognition in on-site program</li> <li>• Recognition on event signage</li> <li>• Opportunity to email attendees who have opted-in via the event platform</li> <li>• SFA website recognition on 2026 sponsor page</li> </ul>	<ul style="list-style-type: none"> <li>• Recognition on all conference emails</li> <li>• Recognition on registration page</li> <li>• Recognition in on-site program</li> <li>• Recognition on event signage</li> <li>• Opportunity to email attendees who have opted-in via the event platform</li> <li>• SFA website recognition on 2026 sponsor page</li> </ul>
Advertising	<ul style="list-style-type: none"> <li>• Six (6) <i>News You Can Use</i> Ads</li> <li>• Website ad – six (6) months</li> </ul>	<ul style="list-style-type: none"> <li>• Three (3) <i>News You Can Use</i> Advertisements</li> <li>• Website ad - three (3) months</li> </ul>	<ul style="list-style-type: none"> <li>• One (1) <i>News You Can Use</i> Advertisement</li> <li>• Website ad – one (1) month</li> </ul>	
Presentation	30-minute presentation	15-minute presentation	Five-minute video presentation	
Event Sponsorship	Cocktail Party sponsor (exclusive)	Lunch sponsor		
Pre-Conference Mailing	Pre-conference sponsor email	Pre-conference sponsor email	Pre-conference sponsor email	
Choose Your Bundle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*\*Additional conference attendees pay regular registration fee.*

## CONFERENCE Sponsorships

(Available with purchase of conference exhibitor package)

<input type="checkbox"/> Keynote Speaker . . . . .	\$20,000
<input type="checkbox"/> T-Shirt Sponsor . . . . .	\$15,000
<input type="checkbox"/> New Member Meeting Sponsor . . . . . (Exclusive)	\$6,500
<input type="checkbox"/> Break Sponsor (Exclusive) . . . . .	\$6,000
<input type="checkbox"/> Lunch Sponsor. . . . . (co-sponsor 4 (four) opportunities)	\$5,000
<input type="checkbox"/> Breakfast Sponsor. . . . . (co-sponsor 4 (four) opportunities)	\$3,250
<input type="checkbox"/> Dinner Napkins (full-color imprint) . . . . .	\$2,500
<input type="checkbox"/> Lanyards . . . . . (one-color imprint or full-color imprint, single bulldog clip)	\$2,500
<input type="checkbox"/> Beverage Napkins (full-color imprint) . . . . .	\$1,500
<input type="checkbox"/> Conference Passport Sponsorship. . . . .	\$350

## ADDITIONAL Marketing Opportunities

Extend your visibility before and after the conference.

### Available with purchase of Associate Membership

<input type="checkbox"/> <b>BOARD MEETING PRESENTATION</b> . . . . .	<b>\$3,500</b>
20-minute presentation during virtual board meeting	
<input type="checkbox"/> <b>MEMBER MEETING PRESENTATION</b> . . . . .	<b>\$3,500</b>
15-minute presentation during virtual member meeting	
<input type="checkbox"/> <b>MEMBER MEETING VIDEO</b> . . . . .	<b>\$1,250</b>
5-minute video during virtual member meeting	
<input type="checkbox"/> <b>MEMBER EMAIL: up to 750 words.</b> . . . . .	<b>\$.500</b>

## GROUP DISCOUNT Program

Increase your visibility and your revenues by initiating an SFA members-only group discount program any time during the year.

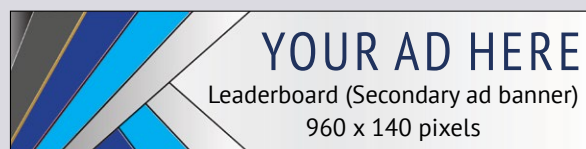
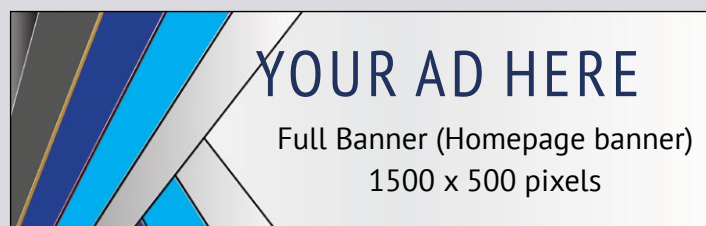
### Program includes:

1. Industry/Sector/Product exclusivity for discount program for one year
2. Board member consultation
3. Program details posted in members-only website community
4. One exclusive email to members outlining program
5. One NYCU Newsletter Display Ad
6. Special recognition on website in sponsor section

(Program participation requires revenue share to the SFA)

## DIGITAL ADVERTISING Specifications

The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2 MB. You may provide a URL to link the banner ad graphic to when submitting your file. If you have questions regarding file requirements or design specifications, please contact the SFA Advertising Team at [advertising@the-SFA.org](mailto:advertising@the-SFA.org) or 678-797-5160. Supercuts Franchisee Association has final approval on all advertising submissions and may adjust file sizes if needed.



### NYCU Display Ad

- 1 month . . . . . **\$350**
- 3 months . . . . . **\$700**
- 6 months . . . . . **\$1,400**
- 12 months . . . . . **\$2,400**

### Website Ad

- 1 month . . . . . **\$425**
- 3 months . . . . . **\$800**
- 6 months . . . . . **\$1,600**
- 12 months . . . . . **\$3,000**

## Grow your discount program even more with the

- Optional Marketing Bundle** . . . . . **\$6,825**

Over 35% discount on a la carte pricing!

Board Meeting Presentation . . . . .	\$3,500
Member Meeting Presentation . . . . .	\$3,500
Member Meeting Video. . . . .	\$1,250
Two Additional NYCU Newsletter Display Ads . . . . .	\$1,500
Member Product Survey . . . . .	\$1,000
<b>TOTAL:</b> . . . . .	<b>\$10,750</b>

# THANK YOU FOR YOUR INVESTMENT with SFA!

Company Name:		
Business Sector:		
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):	

## PAYMENT Information

Check       Paypal online at [www.paypal.me/SFAVendors](http://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.

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](mailto: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](mailto:advertising@the-sfa.org) | FAX: 678-540-6211**