



2019 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

With BURGER KING Franchisees

ABOUT the National Franchisee Association

THE NATIONAL FRANCHISEE ASSOCIATION serves the BURGER KING® franchisee community through advocacy, government relations, education, networking and member-focused services. The NFA is the official representative of the BURGER KING® franchise system; its members own more than 95 percent of the brand's restaurants in North America.

Reach BK® franchisees from every angle by sponsoring or exhibiting at the LEAD Conference, advertising in the NFA's quarterly publication, *FLAME*, or the annual Franchisee or Products & Services Directory, reserving digital advertising on the NFA website, or presenting to the NFA Board of Directors. Sponsorship is one of the best ways for a system supplier to increase visibility within the NFA membership. This increased visibility can lead to more networking opportunities to build relationships and your business within the brand.

Please review the numerous opportunities available in this guide. If you have any questions along the way, please do not hesitate to contact Jeff Reynolds at 678-797-5163.





NFA LEAD CONFERENCE Opportunities

The NFA LEAD Conference is our new biennial event focused on franchisees and above-restaurant leadership. LEAD – leadership, exploration and development – is a two-day conference filled with educational sessions, entertainment and a lively trade show. This is a premier opportunity to network with franchisees and restaurant leadership teams and gain valuable insight from subject-matter experts on the BK® brand and the restaurant industry.



OPPORTUNITIES for Your Company

EXHIBITOR BOOTHS *(Available to NFA associate members)*

- 8'x10' Inline \$3,500
- 8'x10' Corner. \$4,500
- 16'x20' Island \$15,000
- Additional Attendee Registration \$425

SPONSORSHIPS

- Events:** Trade Show, Breakfast, Closing Night Event
- Food and Beverage:** Coffee Break, Luncheon, Snack Breaks
- Items:** Welcome Basket, Lanyards, Key Cards, Portfolio, USB Drives, Registration Bags, Water Bottles, Floor Decals, Cocktail Napkins, Polos
- Other:** Keynote Speaker, Registration Desk, Photo Op, Signage, On-site Guide, Email Blasts

2019 LEAD Conference
June 4-6
Gaylord Texan • Dallas, Texas



PRINT and DIGITAL Advertising

Showcase your products and services to BURGER KING® franchisees through print and digital advertising.

NFA publications are a great avenue to reach the BK® franchisee community. *FLAME*, a quarterly, four-color print magazine, is distributed to all NFA franchisee members and members of the corporate leadership team.

The annual Products & Services Directory is a resource that franchisees keep and refer to throughout the year to find the businesses that support their association. A company listing in both *FLAME*, the annual Franchisee Directory and the annual Products

& Services Directory is included with your NFA associate membership. Complement your company listing with an advertisement to enhance your exposure.

Further your connection with BK® franchisees by advertising on the NFA website, www.nfabk.org. You can purchase a banner advertisement on the NFA website for as little as \$262/month, and you have unlimited opportunities to submit new or updated ads throughout the year.

PRINT ADVERTISING Rates and Deadlines

		FREQUENCY					
		FOUR COLOR	DIRECTORY ONLY	1 ISSUE	2 ISSUES	3 ISSUES	4+ ISSUES
SIZE	Full Page	\$4,500	\$4,400	\$4,100	\$3,800	\$3,500	
	Half Page	\$2,800	\$2,700	\$2,400	\$2,100	\$1,800	
	1/4 Page Horizontal	\$2,100	\$2,000	\$1,700	\$1,400	\$1,100	
	1/4 Page Vertical	\$2,000	\$1,900	\$1,600	\$1,300	\$1,000	

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2019 – Issue 1	Feb. 6	Feb. 13	April
2019 – Issue 2	May 22	May 29	July
2019 Franchisee Directory	June 26	June 27	August
2019 – Issue 3	Aug. 21	Aug. 28	October
2019 Products & Services Directory	Sept. 18	Sept. 19	November
2019 – Issue 4	Oct. 23	Oct. 30	December

COVER WRAP	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	COVER SHEET	ADVERTORIAL
\$4,750	\$4,750	\$4,500	\$4,500	\$2,500	\$2,500

DIGITAL ADVERTISING Rates

		FREQUENCY			
		DIGITAL BANNER	MONTHLY	QUARTERLY	HALF YEAR
SIZE	Leaderboard		\$425	\$1,145	\$2,215
	Full Banner Web		\$350	\$945	\$1,750
	Full Banner E-news		\$350	\$945	\$1,750

Associate members receive 10% off published print and digital advertising rates.

Print publication guaranteed special positions are an additional 10%. Ads must be paid for and submitted by published artwork deadline. Space is not guaranteed, and payment may be forfeited if artwork is submitted after the published deadline.

ADVERTISING Specifications

PRINT AD RESOLUTION

If bitmap images (scans, photos, etc.) are placed, the end resolutions should be high enough to maintain quality. CMYK and grayscale images should be between 300 and 400 DPI. Lower resolution may result in pixelated edges.

Excessive resolution causes much larger file sizes and processing times. Solid black-and-white "line art" images should be free of screen patterns and have an end resolution of between 600 and 1,200 DPI. Line art images (such as a logo) will produce an undesirable half-toned edge if they have been provided in "grayscale." Instead, please provide line art in a "1-bit color" black-and-white format.

Failure to meet the above standards may result in additional costs and may cause unpredictable reproduction. Effort will be made to notify clients of any problems detected in their files, and they will be given an opportunity to send corrected files or incur charges at prevailing rates.

PRINT AD SPECIFICATIONS

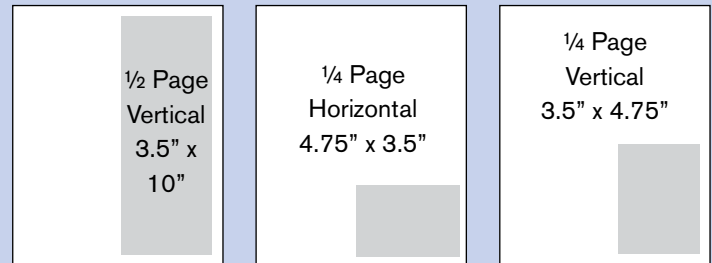
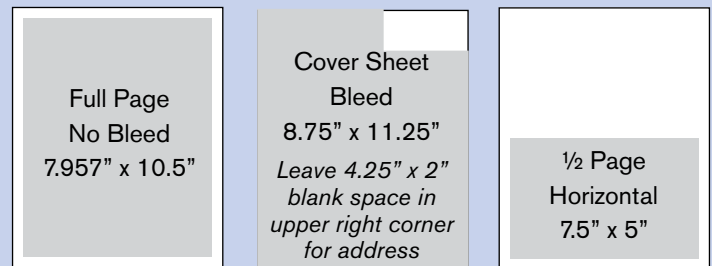
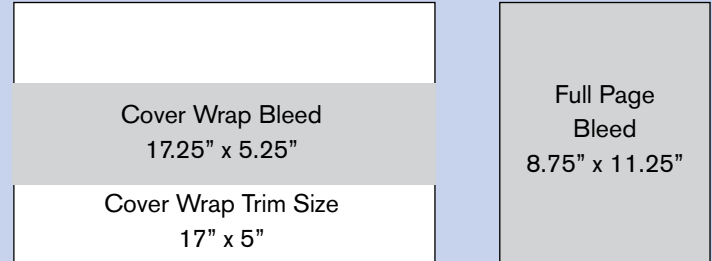
- All advertisements must be provided in a digital format at the correct ad size. If providing a full-page ad with bleed, please include 0.125" bleed around all edges, as well as trim marks.
- Acceptable ad formats: high-resolution PDF, high-resolution JPEG, TIF, EPS, AI and PSD files.
- All color type and images must be CMYK with "spot color" deselected. For best solid black reproduction, it is recommended to use only pure black, not a CMYK mix of inks with black.
- If providing an EPS or AI file, please outline all fonts.
- Small type (less than 10-pt.) built out of process or reversed out of a process color will not reproduce as well as larger type or pure black type. Serif typefaces (such as Times New Roman) are more prone to this problem than sans-serif typefaces (such as Helvetica).
- Emailing is possible for files less than 10MB. Email ads to Jeff Reynolds at jeffr@nfabk.org.
- **Written approval from Burger King Corporation must be submitted for use of BK® logo on ad.**

DIGITAL AD SPECIFICATIONS

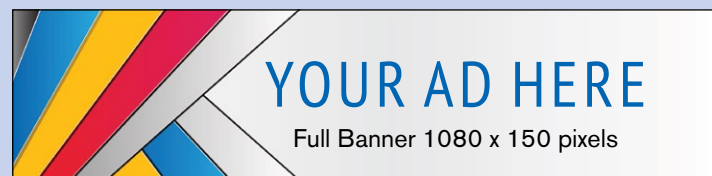
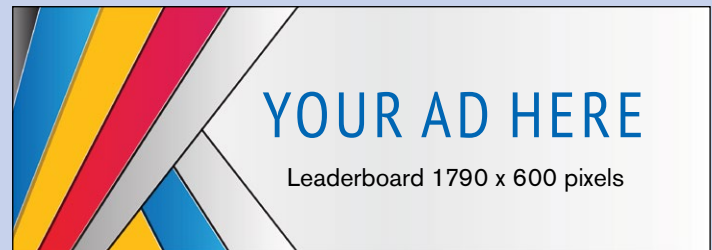
The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2MB. You may provide a URL to link the banner ad graphic to when submitting your file. If you have questions regarding file requirements or design specifications, please contact Jessica Loeding at 678-797-5169 or jessical@nfabk.org. National Franchise Association has final approval on all advertising submissions and may adjust file sizes if needed.








PRINT



DIGITAL



MARKETING Bundles

	 DIAMOND \$50,000	 EMERALD \$32,000	 RUBY \$20,000	 SAPPHIRE \$15,000	 PEARL \$10,500
Associate Membership	2019 Associate Membership	2019 Associate Membership	2019 Associate Membership	2019 Associate Membership	2019 Associate Membership
LEAD Conference Booth	One 8'x10' corner booth including one registration	One 8'x10' corner booth including one registration	One 8'x10' inline booth including one registration	One 8'x10' inline booth including one registration	One 8'x10' inline booth including one registration
LEAD Conference Registration	Registration for up to five additional attendees	Registration for up to three additional attendees	Registration for one additional attendee		
LEAD Conference Sponsorship	Ability to select one level 5 sponsorship item for the 2019 LEAD Conference	Ability to select one level 4 sponsorship item for the 2019 LEAD Conference	Ability to select one level 3 sponsorship item for the 2019 LEAD Conference	Ability to select one level 2 sponsorship item for the 2019 LEAD Conference	Ability to select one level 1 sponsorship item for the 2019 LEAD Conference
LEAD Conference Signage	Recognition on 2019 LEAD Conference sponsor signage and onsite guide	Recognition on 2019 LEAD Conference sponsor signage and onsite guide	Recognition on 2019 LEAD Conference sponsor signage and onsite guide	Recognition on 2019 LEAD Conference sponsor signage and onsite guide	Recognition on 2019 LEAD Conference sponsor signage and onsite guide
NFA Board of Directors Meeting	Fifteen minutes on agenda at an NFA board of directors meeting and a meal with the board of directors	Fifteen minutes on agenda at an NFA board of directors meeting and a meal with the board of directors	Fifteen minutes on agenda at an NFA board of directors meeting and a meal with the board of directors	Fifteen minutes on agenda at an NFA board of directors meeting	
Print Advertising	<ul style="list-style-type: none"> • One cover-page ad in each 2019 <i>FLAME</i> • One cover-page ad in 2019 Franchisee Directory • One cover-page ad in 2019 Products & Services Directory • Two cover-wrap ads around 2019 <i>FLAME</i> or Directory issues of your choice – first come, first served • One advertorial in 2019 <i>FLAME</i> issue of your choice (800 words or less) • Full-page ad in LEAD Conference onsite guide 	<ul style="list-style-type: none"> • One full-page ad in each 2019 <i>FLAME</i> • One cover-wrap ad around 2019 <i>FLAME</i> or Directory issue of your choice – first come, first served • One cover sheet mailed with 2019 <i>FLAME</i> or Directory issue of your choice • One advertorial in 2019 <i>FLAME</i> issue of your choice (800 words or less) • Half-page ad in LEAD Conference onsite guide 	<ul style="list-style-type: none"> • One half-page ad in each 2019 <i>FLAME</i> • One half-page ad in 2019 Franchisee Directory • One half-page ad in 2019 Products & Services Directory • One advertorial in 2019 <i>FLAME</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One vertical quarter-page ad in each 2019 <i>FLAME</i> • One vertical quarter-page ad in 2019 Franchisee Directory • One vertical quarter-page ad in 2019 Products & Services Directory • One advertorial in 2019 <i>FLAME</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One vertical quarter-page ad in each 2019 <i>FLAME</i> • One vertical quarter-page ad in 2019 Franchisee Directory • One vertical quarter-page ad in 2019 Products & Services Directory
Digital Advertising	Website leaderboard banner ad for 12 months	Website leaderboard banner ad for six months	Website or E-News full banner ad for six months	Website or E-News full banner ad for six months	Website or E-News full banner ad for three months
Logos	Diamond sponsor and NFA Associate Member logos to use on marketing materials	Emerald sponsor and NFA Associate Member logos to use on marketing materials	Ruby sponsor and NFA Associate Member logos to use on marketing materials	Sapphire sponsor and NFA Associate Member logos to use on marketing materials	Pearl sponsor and NFA Associate Member logos to use on marketing materials
Pre-Conference Mailing	Complimentary pre-Conference mailing to all NFA members (not to exceed 2 lbs.)				
	Bundled Package Savings: \$18,555	Bundled Package Savings: \$11,990	Bundled Package Savings: \$7,975	Bundled Package Savings: \$5,250	Bundled Package Savings: \$1,810



YOUR ANNUAL INVESTMENT of \$1,000 earns your company:

- Unlimited access to the NFA membership list via the association website, www.nfabk.org.
- Ten percent off annual insertion rates for your advertisement in *FLAME*, the Franchisee Directory and the Products & Services Directory.
- Company listing in the Products & Services Directory, which is mailed to all franchisees.
- Access to the NFA's regional meeting list with complete contact information for the NFA's regional presidents.

Company Name:		
Company Headquarters Address:		
City:	State:	Zip:
Website:		
Year Company Started:		Number of Employees:
Primary Sales Contact Name:		
Primary Sales Contact Title:		
Phone:	Email:	
Secondary Sales Contact Name (optional):		
Secondary Sales Contact Title (optional):		
Phone (optional):	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 Architecture, 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 Kitchen and Restaurant, Back-of-House Supplies, Safety Equipment	
<input type="checkbox"/> Entertainment Music, Games	<input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, Wi-Fi	
<input type="checkbox"/> Equipment Providers Service Equipment, Security Systems, Steel Fabricators	<input type="checkbox"/> Uniforms Shoes, Uniforms	
<input type="checkbox"/> Financial Services Banking, Brokerage, Credit Cards, Paycards, Financing	<input type="checkbox"/> Utility Service Electrical, Gas, Phone, Pest Control	
<input type="checkbox"/> Food and Beverage Providers Food, Beverage, Distributors	<input type="checkbox"/> Waste Removal Grease Collectors, Garbage	

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

Return completed application via mail, email or fax.

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

EMAIL: jeffr@nfabk.org **FAX:** 678-797-5170

NFA PARTNERSHIP Selections and Payment Authorization

Please select from the partnership packages or a la carte options listed below.

PARTNERSHIP Packages

- Diamond \$50,000
- Emerald \$32,000
- Ruby \$20,000
- Sapphire \$15,000
- Pearl \$10,500

A LA CARTE Options

- Associate Membership \$1,000
- 8'x10' Inline Booth \$3,500
- 8'x 10' Corner Booth \$4,500
- 16' x 20' Island Booth \$15,000
- Additional Conference Registration ____ X \$425 = \$ _____
- LEAD Conference Sponsorship \$ _____
- Board of Directors Sponsorship \$ _____

PRINT Advertising *(See page 4 for pricing)*

- Issue 1 Issue 2 Issue 3 Issue 4
- Franchisee Directory Products & Svcs. Directory

Frequency

- Directory Only 1x 2x 3x 4x+

Size

- Full Page Half Page
- ¼ Page Horizontal ¼ Page Vertical
- Cover Wrap Back Cover
- Inside Front Cover Inside Back Cover
- Cover Sheet Advertorial

DIGITAL Advertising *(See page 4 for pricing)*

Size

- Leaderboard
- Full Banner Web
- Full Banner E-news

Frequency

- Monthly
- Quarterly
- Half Year

PAYMENT Information

Total \$

- Check Visa MasterCard AMEX

Company Name: _____

Contact Name (Cardholder if paying by credit card): _____

Billing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Credit Card #: _____ Exp. Date: _____

Signature: _____ CVV Code: _____

Applicant agrees to abide by NFA's rules and regulations and use NFA database information in strict confidentiality. At no time is an Associate Member allowed to share or sell NFA client information to anyone. Such behavior will result in revocation of NFA Associate Membership. Solicitation for services that directly conflict with services provided by NFA will result in revocation of NFA Associate Membership. NFA, 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 NFA or BURGER KING® in any way and members are not to represent themselves as such at any time. NFA Partnership Packages and Associate Memberships renew annually on Jan. 1.

Refunds for NFA LEAD Conference booth cancellations will only be given if the trade show sells out. Partnership packages/booths must be paid in full by Jan. 1 or have a quarterly payment arrangement set up with written NFA approval.