



2022 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

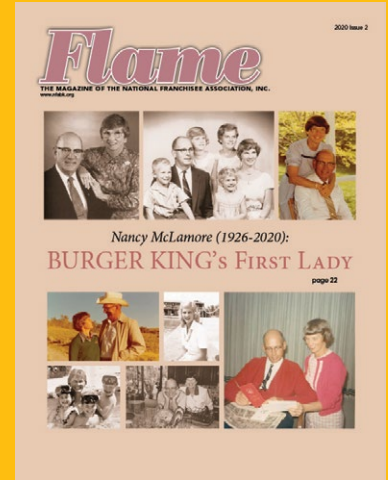
With **BURGER KING** Franchisees

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 85% 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 directories or reserving digital advertising on the NFA website. 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 or Christy Rowan at 678-439-2284.





NFA IN-PERSON Opportunities

The NFA LEAD Conference is our event focused on franchisees and above-restaurant leadership. LEAD – Leadership, Exploration And Development – is a three-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.

NFA LEAD Opportunities

EXHIBITOR BOOTHS *(Available to NFA associate members)*

- 8'x10' Inline \$6,000
- 8'x10' Corner. \$7,000
- Additional Attendee Registration \$450

SPONSORSHIPS

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

*Please see marketing bundles on page 6 for significant savings on LEAD participation.

SAVE THE DATE

2022
NFA LEAD
CONFERENCE

June 7-10 | Cosmopolitan,
Las Vegas

WHO SHOULD ATTEND:
Franchisees | ARLs | System
Suppliers

DAY ON THE HILL Opportunities

NFA's Day on the Hill is our event focused on government relations efforts. Day on the Hill is a gathering in Washington, D.C., filled with GR updates, networking opportunities and advocacy. This is a premier opportunity to network with franchisees in an intimate setting, meet with members of Congress and learn more about legislative issues impacting the BK brand and franchisees.

- Event Sponsor (two attendees) \$5,000
- Additional Attendee Registration \$250

SPONSORSHIPS

- Events:** Add-on Dinner, Congressional Breakfast
- Food and Beverage:** Brew Break, Snack Breaks
- Items:** Welcome Basket, Lanyards, Key Cards, Portfolio, Water Bottles, Napkins

*Associate membership required to participate in LEAD Conference, Day on the Hill and other in-person activities.

2022 NFA DAY ON THE HILL

SAVE THE DATE | MARCH 29 - 31, 2022
HYATT CAPITOL HILL | WASHINGTON, D.C.

ADVERTISING Opportunities

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

NFA publications are a great avenue to reach the BK® franchisee community. *Flame*, a quarterly, four-color 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 *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.

PUBLICATION ADVERTISING Rates and Deadlines

		FREQUENCY				
		FOUR COLOR	DIRECTORY ONLY	1 ISSUE	2 ISSUES	3 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 Vertical	\$2,000	\$1,900	\$1,600	\$1,300	\$1,000

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2022 – Issue 1	Feb. 4	Feb. 12	April
2022 – Issue 2	June 4	June 11	July
2022 Franchisee Directory	June 24	July 2	August
2022 – Issue 3	Aug. 19	Aug. 27	October
2022 Products & Services Directory	Sept. 16	Sept. 24	November
2022 – Issue 4	Oct. 21	Oct. 29	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
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 advertising rates.

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

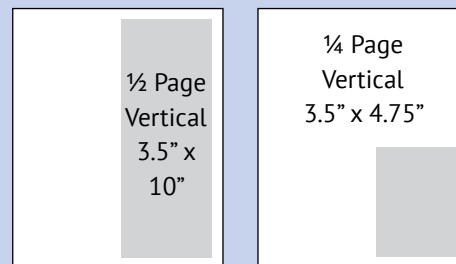
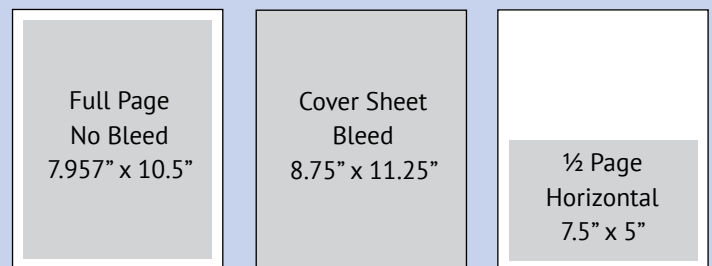
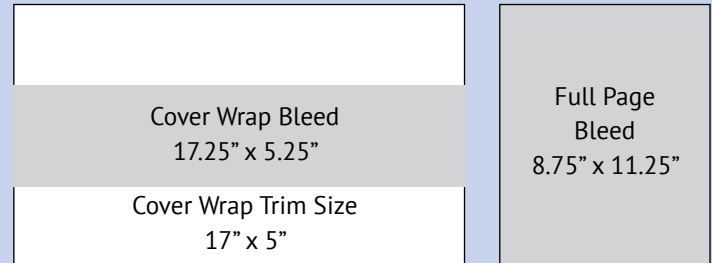
- All advertisements must be provided in a digital format at the correct ad size. If providing a full-page ad with bleed, please include 0.125" bleed around all edges, as well as trim marks.
- Acceptable ad formats: high-resolution PDF, high-resolution JPEG, TIF, EPS, AI and PSD files.
- All color type 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 Nikki McCourt at nikkim@nfbk.org.
- **Written approval from Burger King Corp. must be submitted for use of BK® logo on ad.**

DIGITAL AD SPECIFICATIONS

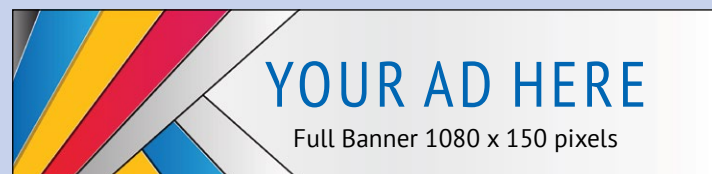
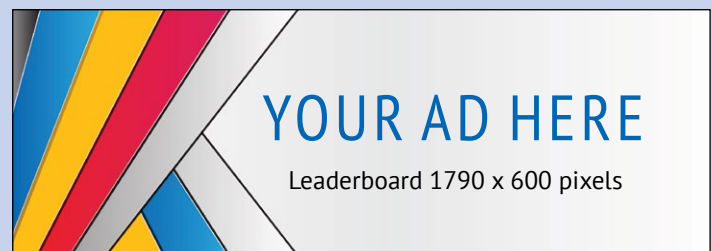
The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2 MB. You may provide a URL to link the banner ad graphic to when submitting your file. If you have questions regarding file requirements or design specifications, please contact Sean Ireland at 678-797-5165 or seani@nfbk.org. National Franchisee Association has final approval on all advertising submissions and may adjust file sizes if needed.








PRINT



DIGITAL



MARKETING Bundles

	 DIAMOND \$55,000	 EMERALD \$36,500	 RUBY \$23,500	 SAPPHIRE \$18,000	 PEARL \$13,500
Associate Membership	2022 Associate Membership	2022 Associate Membership	2022 Associate Membership	2022 Associate Membership	2022 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 2022 LEAD Conference	Ability to select one level 4 sponsorship item for the 2022 LEAD Conference	Ability to select one level 3 sponsorship item for the 2022 LEAD Conference	Ability to select one level 2 sponsorship item for the 2022 LEAD Conference	Ability to select one level 1 sponsorship item for the 2022 LEAD Conference
LEAD Conference Signage	Recognition on 2022 LEAD Conference sponsor signage and mobile app	Recognition on 2022 LEAD Conference sponsor signage and mobile app	Recognition on 2022 LEAD Conference sponsor signage and mobile app	Recognition on 2022 LEAD Conference sponsor signage and mobile app	Recognition on 2022 LEAD Conference sponsor signage and mobile app
NFA Board of Directors Meeting <i>*Meeting may be in person or virtual</i>	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	
Day on the Hill Sponsorship	Additional 5% discount on 2022 Day on the Hill Sponsorship Opportunities	Additional 5% discount on 2022 Day on the Hill Sponsorship Opportunities	Additional 5% discount on 2022 Day on the Hill Sponsorship Opportunities	Additional 5% discount on 2022 Day on the Hill Sponsorship Opportunities	
Publication	<ul style="list-style-type: none"> • One cover-page ad in each 2022 <i>Flame</i> • One cover-page ad in 2022 Franchisee Directory • One cover-page ad in 2022 Products & Services Directory • Two cover-wrap ads around 2022 <i>Flame</i> or Directory issues of your choice – first come, first served • One advertorial in 2022 <i>Flame</i> issue of your choice (800 words or less) • One cover sheet in 2022 publication of your choice 	<ul style="list-style-type: none"> • One full-page ad in each 2022 <i>Flame</i> • One cover-wrap ad around 2022 <i>Flame</i> or Directory issue of your choice – first come, first served • One cover sheet mailed with 2022 <i>Flame</i> or Directory issue of your choice • One advertorial in 2022 <i>Flame</i> issue of your choice (800 words or less) • One cover sheet in 2022 publication of your choice 	<ul style="list-style-type: none"> • One half-page ad in each 2022 <i>Flame</i> • One half-page ad in 2022 Franchisee Directory • One half-page ad in 2022 Products & Services Directory • One advertorial in 2022 <i>Flame</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One vertical quarter-page ad in each 2022 <i>Flame</i> • One vertical quarter-page ad in 2022 Franchisee Directory • One vertical quarter-page ad in 2022 Products & Services Directory • One advertorial in 2022 <i>Flame</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One vertical quarter-page ad in each 2022 <i>Flame</i> • One vertical quarter-page ad in 2022 Franchisee Directory • One vertical quarter-page ad in 2022 Products & Services Directory
Digital Advertising	<ul style="list-style-type: none"> • Website leaderboard banner ad for 12 months • LEAD Conference mobile app splash screen 	<ul style="list-style-type: none"> • Website leaderboard banner ad for six months • LEAD Conference mobile app banner ad 	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
	Bundled Package Savings: \$21,280	Bundled Package Savings: \$11,565	Bundled Package Savings: \$8,500	Bundled Package Savings: \$6,250	Bundled Package Savings: \$3,310



YOUR ANNUAL INVESTMENT of \$2,000 earns your company:

- Unlimited access to the NFA membership list via the association website, www.nfabk.org.
- 10% 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 distributed 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 Contact Name (optional):		
Secondary 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"/> Insurance Services Health, property & casualty, EPLI, business lines, life, disability
<input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing		<input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media
<input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Flooring, Décor, Lighting, Signage		<input type="checkbox"/> Software/Hardware Equipment, POS, Services, Support
<input type="checkbox"/> Entertainment Music, Games		<input type="checkbox"/> Supplies Kitchen and Restaurant, Back-of-House Supplies, Safety Equipment
<input type="checkbox"/> Equipment Providers Service Equipment, Security Systems, Steel Fabricators		<input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, Wi-Fi
<input type="checkbox"/> Financial Services Banking, Brokerage, Credit Cards, Paycards, Financing		<input type="checkbox"/> Uniforms Shoes, Uniforms
<input type="checkbox"/> Food and Beverage Providers Food, Beverage, Distributors		<input type="checkbox"/> Utility Service Electrical, Gas, Phone, Pest Control
		<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 seani@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

