



2023 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

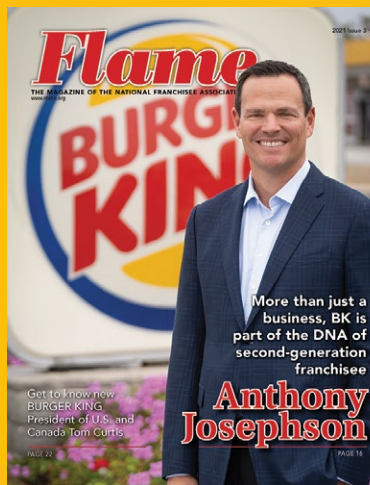
With BURGER KING Franchisees

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 75% 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 \$7,000
- 8'x10' Corner. \$8,500
- Additional Attendee Registration \$475

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, Face Masks, 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.



NFA BUSINESS PARTNER FORUM Opportunities

The Business Partner Forum is a unique and exclusive opportunity that puts you together with the leadership of the NFA board of directors -- more than 20 key franchisee leaders of the NFA who operate over 1,500 restaurants from across the U.S. and Canada. The board consists of the leaders of 11 U.S. regional associations and the Canadian Franchisee Association plus representatives from the minority and Hispanic franchisee associations as well as the large franchise group. Collectively, this group represents NFA members who own over 6,000 BURGER KING® restaurants.

- Event Sponsor (one attendee). \$5,000
- Additional Attendee Registration \$250



*Associate membership required to participate in LEAD Conference, NFA Business Partner Forum and other in-person activities.

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
2023 – Issue 1	Feb. 3	Feb. 10	April
2023 – Issue 2	May 5	May 12	July
2023 Franchisee Directory	April 7	April 14	August
2023 – Issue 3	Aug. 11	Aug. 18	October
2023 Products & Services Directory	Sept. 15	Sept. 22	November
2023 – Issue 4	Oct. 20	Oct. 27	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.

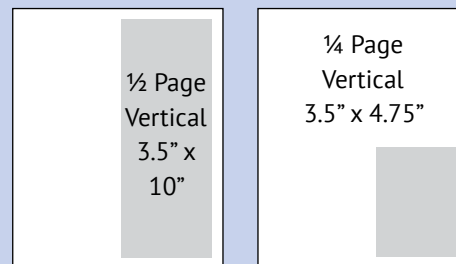
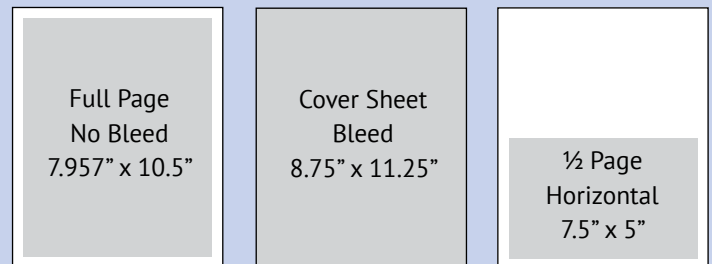
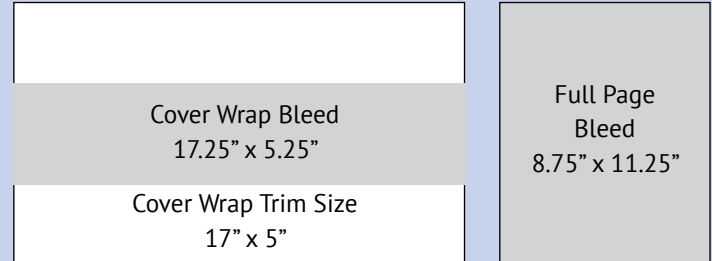
PRINT AD SPECIFICATIONS

- 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 Jared Johnsen at jaredj@nfbk.org.
- **Written approval from Burger King Corp. must be submitted for use of BK® logo on ad.**

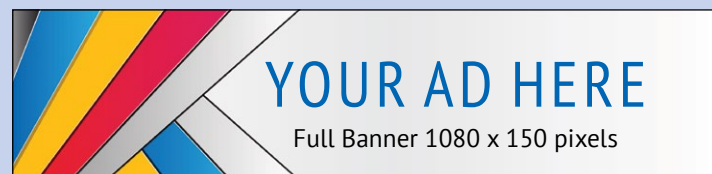
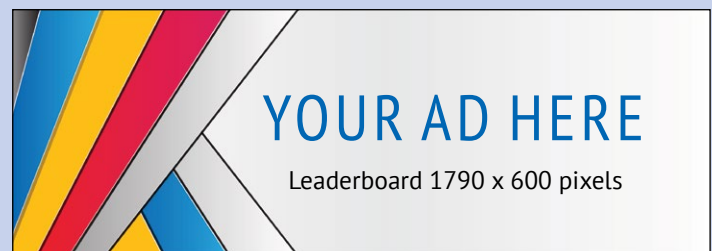
DIGITAL AD SPECIFICATIONS

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 Rachel Jackson at 678-540-6209 or rachelj@nfbk.org. National Franchisee Association has final approval on all advertising submissions and may adjust file sizes if needed.






PRINT



DIGITAL



MARKETING Bundles

	 DIAMOND \$60,500	 EMERALD \$40,000	 RUBY \$26,000	 SAPPHIRE \$20,500	 PEARL \$15,000
Associate Membership	2023 Associate Membership	2023 Associate Membership	2023 Associate Membership	2023 Associate Membership	2023 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 2023 LEAD Conference	Ability to select one level 4 sponsorship item for the 2023 LEAD Conference	Ability to select one level 3 sponsorship item for the 2023 LEAD Conference	Ability to select one level 2 sponsorship item for the 2023 LEAD Conference	Ability to select one level 1 sponsorship item for the 2023 LEAD Conference
LEAD Conference Signage	Recognition on 2023 LEAD Conference sponsor signage and mobile app	Recognition on 2023 LEAD Conference sponsor signage and mobile app	Recognition on 2023 LEAD Conference sponsor signage and mobile app	Recognition on 2023 LEAD Conference sponsor signage and mobile app	Recognition on 2023 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	
Publication	<ul style="list-style-type: none"> • One cover-page ad in each 2023 <i>Flame</i> • One cover-page ad in 2023 Franchisee Directory • One cover-page ad in 2023 Products & Services Directory • Two cover-wrap ads around 2023 <i>Flame</i> or Directory issues of your choice – first come, first served • One advertorial in 2023 <i>Flame</i> issue of your choice (800 words or less) • One cover sheet in 2023 publication of your choice 	<ul style="list-style-type: none"> • One full-page ad in each 2023 <i>Flame</i> • One cover-wrap ad around 2023 <i>Flame</i> or Directory issue of your choice – first come, first served • One cover sheet mailed with 2023 <i>Flame</i> or Directory issue of your choice • One advertorial in 2023 <i>Flame</i> issue of your choice (800 words or less) • One cover sheet in 2023 publication of your choice 	<ul style="list-style-type: none"> • One half-page ad in each 2023 <i>Flame</i> • One half-page ad in 2023 Franchisee Directory • One half-page ad in 2023 Products & Services Directory • One advertorial in 2023 <i>Flame</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One vertical quarter-page ad in each 2023 <i>Flame</i> • One vertical quarter-page ad in 2023 Franchisee Directory • One vertical quarter-page ad in 2023 Products & Services Directory • One advertorial in 2023 <i>Flame</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One vertical quarter-page ad in each 2023 <i>Flame</i> • One vertical quarter-page ad in 2023 Franchisee Directory • One vertical quarter-page ad in 2023 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 	<ul style="list-style-type: none"> • Website or E-News full banner ad for six months 	<ul style="list-style-type: none"> • Website or E-News full banner ad for six months 	<ul style="list-style-type: none"> • 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: \$24,180	Bundled Package Savings: \$13,565	Bundled Package Savings: \$9,000	Bundled Package Savings: \$7,250	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 rachelj@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	
<input type="checkbox"/> Diamond	\$60,500
<input type="checkbox"/> Emerald	\$40,000
<input type="checkbox"/> Ruby	\$26,000
<input type="checkbox"/> Sapphire	\$20,500
<input type="checkbox"/> Pearl	\$15,000
Package Add-on	
<input type="checkbox"/> Business Partner Forum (one attendee)	\$5,000

A LA CARTE Options

<input type="checkbox"/> Associate Membership	\$2,000
<i>*Associate membership required for all in-person opportunities.</i>	
<input type="checkbox"/> 8'x10' Inline Booth	\$7,000
<input type="checkbox"/> 8'x10' Corner Booth	\$8,500
<input type="checkbox"/> Additional Conference Registration	_____ x \$475 = \$_____
<input type="checkbox"/> LEAD Conference Sponsorship	\$_____
<input type="checkbox"/> Business Partner Forum (one attendee & tabletop)	\$. \$5,000
<input type="checkbox"/> Additional Business Partner Forum Registration	_____ x \$250 = \$_____

PUBLICATION Advertising *(See page 4 for pricing)*

- | | | | |
|---|---|----------------------------------|----------------------------------|
| <input type="checkbox"/> Issue 1 | <input type="checkbox"/> Issue 2 | <input type="checkbox"/> Issue 3 | <input type="checkbox"/> Issue 4 |
| <input type="checkbox"/> Franchisee Directory | <input type="checkbox"/> Products & Svcs. Directory | | |

Frequency

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

Size

- | | |
|---|--|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page |
| <input type="checkbox"/> Cover Wrap | <input type="checkbox"/> ¼ Page Vertical |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Back Cover |
| <input type="checkbox"/> Cover Sheet | <input type="checkbox"/> Inside Back Cover |
| | <input type="checkbox"/> 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 **3% processing fee automatically added to all payments made via credit cards.*

Company Name: _____

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

Billing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Credit Card #: _____ Exp. Date: _____

Signature: _____ CVW 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.

No refunds. Associate member fee must be paid in full by Jan. 14.

Partners selecting a bundle option also must pay the associate member fee by Jan. 14 with a quarterly payment plan in place for remaining balance. A la carte booth purchases must be paid in full by March 15.