



2024 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; over 90% of BURGER KING franchisees are NFA members, and they collectively own more than 6,000 locations across North America.

Reach BK® franchisees from every angle by sponsoring or exhibiting at the LEAD Conference or NFA's Day on the Hill, 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 jeffr@nfabk.org.





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.

In 2024, NFA is hosting its bi-annual Day on the Hill. Support BURGER KING franchisees throughout this critical election year by engaging with them on Capitol Hill. The country will be buzzing with anticipation, and NFA members will make their voices heard in Washington, D.C. This is a premier opportunity to not only network with franchisees, but also House Representatives and Senators, along with top executives from BURGER KING Corp. in our nation’s capital.

NFA LEAD Opportunities

EXHIBITOR BOOTHS *(Available to NFA associate members)*

- 8’x10’ Inline \$7,000
- 8’x10’ Corner. \$8,500
- Additional Attendee Registration \$500

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.



DAY ON THE HILL Opportunities

- Tabletop Booth (includes 1 attendee) . . . \$5,000
- Additional Attendee \$350



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 2,000 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 \$350

*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 \$350/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 |
|------------------------------------|----------------------|------------------|------------------|
| 2024 – Issue 1 | Feb. 16 | Feb. 23 | April |
| 2024 – Issue 2 | May 10 | May 17 | July |
| 2024 Franchisee Directory | June 7 | June 14 | August |
| 2024 – Issue 3 | Aug. 2 | Aug. 9 | October |
| 2024 Products & Services Directory | Sept. 13 | Sept. 20 | November |
| 2024 – Issue 4 | Oct. 4 | Oct. 11 | 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

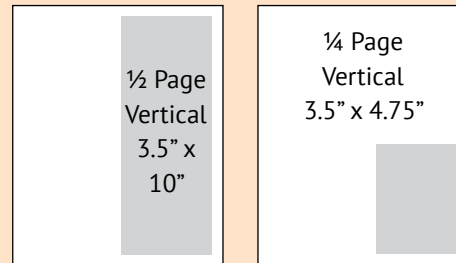
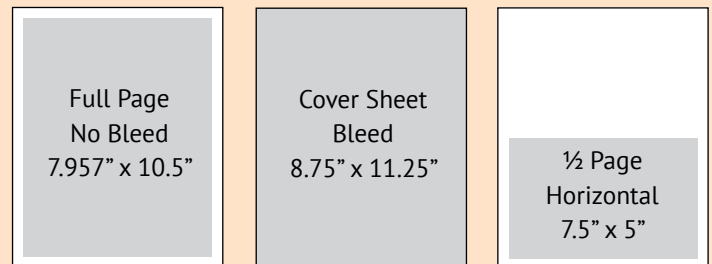
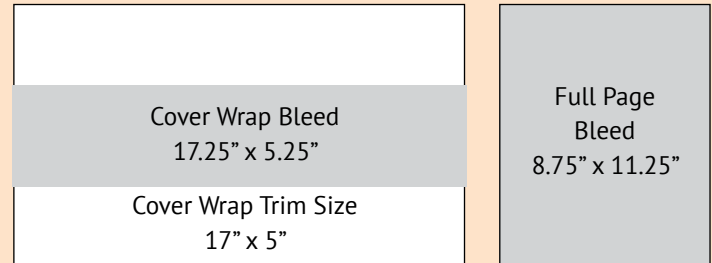
- All advertisements must be provided in a digital format at the correct ad size. If providing a full-page ad with bleed, please include 0.125" bleed around all edges, as well as trim marks.
- Acceptable ad formats: high-resolution PDF, high-resolution JPEG, TIF, EPS, AI and PSD files.
- All color type 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

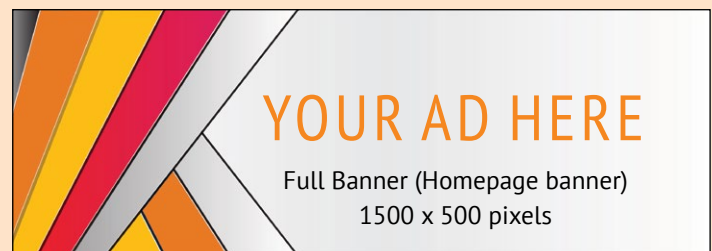
The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2 MB. You may provide a URL to link the banner ad graphic to when submitting your file. If you have questions regarding file requirements or design specifications, please contact Rachel 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



| |  DIAMOND \$60,500 |  EMERALD \$40,000 |  RUBY \$26,000 |  SAPPHIRE \$20,500 |  PEARL \$15,000 |
|--|--|---|--|--|---|
| Associate Membership | 2024 Associate Membership | 2024 Associate Membership | 2024 Associate Membership | 2024 Associate Membership | 2024 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 2024 LEAD Conference | Ability to select one level 4 sponsorship item for the 2024 LEAD Conference | Ability to select one level 3 sponsorship item for the 2024 LEAD Conference | Ability to select one level 2 sponsorship item for the 2024 LEAD Conference | Ability to select one level 1 sponsorship item for the 2024 LEAD Conference |
| LEAD Conference Signage | Recognition on 2024 LEAD Conference sponsor signage and mobile app | Recognition on 2024 LEAD Conference sponsor signage and mobile app | Recognition on 2024 LEAD Conference sponsor signage and mobile app | Recognition on 2024 LEAD Conference sponsor signage and mobile app | Recognition on 2024 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 2024 <i>Flame</i> One cover-page ad in 2024 Franchisee Directory One cover-page ad in 2024 Products & Services Directory Two cover-wrap ads around 2024 <i>Flame</i> or Directory issues of your choice – first come, first served One advertorial in 2024 <i>Flame</i> issue of your choice (800 words or less) One cover sheet in 2024 publication of your choice | <ul style="list-style-type: none"> One full-page ad in each 2024 <i>Flame</i> One cover-wrap ad around 2024 <i>Flame</i> or Directory issue of your choice – first come, first served One cover sheet mailed with 2024 <i>Flame</i> or Directory issue of your choice One advertorial in 2024 <i>Flame</i> issue of your choice (800 words or less) One cover sheet in 2024 publication of your choice | <ul style="list-style-type: none"> One half-page ad in each 2024 <i>Flame</i> One half-page ad in 2024 Franchisee Directory One half-page ad in 2024 Products & Services Directory One advertorial in 2024 <i>Flame</i> issue of your choice (800 words or less) | <ul style="list-style-type: none"> One vertical quarter-page ad in each 2024 <i>Flame</i> One vertical quarter-page ad in 2024 Franchisee Directory One vertical quarter-page ad in 2024 Products & Services Directory One advertorial in 2024 <i>Flame</i> issue of your choice (800 words or less) | <ul style="list-style-type: none"> One vertical quarter-page ad in each 2024 <i>Flame</i> One vertical quarter-page ad in 2024 Franchisee Directory One vertical quarter-page ad in 2024 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 | <ul style="list-style-type: none"> Diamond sponsor and NFA Associate Member logos to use on marketing materials | <ul style="list-style-type: none"> Emerald sponsor and NFA Associate Member logos to use on marketing materials | <ul style="list-style-type: none"> Ruby sponsor and NFA Associate Member logos to use on marketing materials | <ul style="list-style-type: none"> Sapphire sponsor and NFA Associate Member logos to use on marketing materials | <ul style="list-style-type: none"> Pearl sponsor and NFA Associate Member logos to use on marketing materials |
| | Bundled Package Savings: \$24,430 | Bundled Package Savings: \$13,715 | Bundled Package Savings: \$9,050 | 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 Sales Contact Name (optional): | | |
| Secondary Sales Contact Title (optional): | | |
| Phone (optional): | Email (optional): | |
| Event Contact Name: | Email: | Phone: |
| 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

- Diamond \$60,500
- Emerald \$40,000
- Ruby \$26,000
- Sapphire \$20,500
- Pearl \$15,000

A LA CARTE Options

- Associate Membership \$2,000
**Associate membership required for all in-person opportunities.*
- 8'x10' Inline Booth \$7,000
- 8'x10' Corner Booth \$8,500
- Additional LEAD Conference Registration ____ x \$500 = \$____
** On-site LEAD registration is \$600/attendee*
- LEAD Conference Sponsorship \$____
- Business Partner Forum (one attendee & tabletop) \$5,000
- Additional Business Partner Forum
Registration ____ x \$350 = \$____
- Day on the Hill Tabletop Booth (includes 1 attendee). \$5,000
- Additional Day on the Hill Registration . . . ____ x \$350 = \$____
** On-site Day on the Hill registration is \$450/attendee*

PUBLICATION 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
- Cover Wrap ¼ Page Vertical
- Inside Front Cover Back Cover
- Cover Sheet Inside Back Cover
- 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: _____

Bill to 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.

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. NFA has a no refund policy.