



## **2010 Sponsorship Opportunities**

### **Franchise Development Seminar –September 15 and October 6**

We will offer four one-day Franchise Development Seminars focusing on methods for building your brand – in Dallas (April), Chicago (June), Washington, DC (September – immediately after the IFA's Public Affairs Conference) and Tampa (October).

- Franchise development experts reveal the latest techniques and strategies for attracting qualified candidates.
- Sponsorships for each session include one continental breakfast and one lunch. Lunch will include attendees from two other IFA hosted seminars meeting concurrently with the Franchise Development Seminar.
- Approximately 40 attendees at each program. Recognition includes your logo in the program brochure and final schedule of events, a brief welcome at the sponsored event, signage at the event and a promotional piece in our handout materials.

### **Franchise Development Super Session – November 3-4**

We will offer a two-day Franchise Development Super Session focusing on methods for building your brand - in Los Angeles (just before the West Coast Franchise Expo).

- Franchise development experts reveal the latest techniques and strategies for attracting qualified candidates.
- Features our “Unconference” programming format, a concept that allows attendees to determine onsite the topics to be addressed.
- Sponsorships include two continental breakfasts, two luncheons and one networking reception.
- Approximately 100 attendees at each program. Recognition includes your logo in the program brochure and final schedule of events, signage at the event and a promotional piece in our handout materials.

### **Fall Leadership Meetings & Public Affairs Conference – September 12-14**

Our Fall Board & Leadership Meetings brings all of our committees, councils and task forces together to conduct committee business, to network and to visit with their Members of Congress during the IFA's Public Affairs Conference. We call this our Public Affairs Conference as approximately 550 attendees gather on Capitol Hill to educate our lawmakers about issues that are of vital importance to the continued success of franchising.

- We are seeking sponsors for several events during the Public Affairs Conference including:
  - Congressional Reception on Tuesday night on Capitol Hill. The sponsors' logos will appear on the invitation for Members of Congress and on signage at the event; and
  - FranPAC Dinner on Tuesday night. A special ticketed event where proceeds for the dinner benefit FranPAC, IFA's political action committee. Sponsor logos will appear on the dinner invitation, our final schedule of events as well as on signage at the event.

***(continued on page 2)***

### **IFA Executive Leadership Conference – October 14-16**

The Executive Leadership Conference will be held at the exclusive Royal Palms Resort and Spa in Phoenix, AZ. This is a by-invitation-only event designed specifically for top-level franchise executives to network and share ideas about common challenges they face running a business in today's marketplace.

- The program is limited to one hundred CEOs, Presidents, Chairmen and COOs with franchise companies from a diverse group of industries and sizes, attendees benefit from an open forum exchange of ideas, best practices and perspectives.
- Programming includes noted visionaries, political and economic players and business strategists as guest speakers.
- We are seeking eight program sponsors who want to gain visibility among these leading decision-makers. Sponsoring companies will be able to send two representatives and two franchisor CEO clients to the event at no cost.
- Sponsorship includes your company logo on signage at the event, in our marketing brochure and on the final program. Sponsors may include a marketing piece in the attendee's registration packets.
- There will not be more than two sponsoring companies from the same industry.

### **IFA/FLA International Symposium – October 21-22**

The joint International Symposium organized by the International Franchise Association (IFA) and the Franchising and Licensing Association (Singapore) will be held at the Marina Bay Sands Singapore and offers a unique opportunity for companies seeking to expand their international reach. This is a tremendous opportunity for you to expand your company presence in this growing, vital region. You will gain tremendous contacts, best practices and build relationships with other international franchise executives.

- Five sponsorships are available at \$5,000 each and are offered on a first-come, first-served basis.
- Sponsors receive prominent recognition in all promotional material, on-site signage, final program materials, and distribution of material to Symposium attendees.
- Sponsorship includes two complimentary registrations to the symposium and the Franchising & Licensing Asia (FLAsia) 2010 Exposition, the leading show in the region for franchise businesses to engage the Asian market.



## 2010 Program Sponsorships – Interest Form

Contact Name: \_\_\_\_\_ Company: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Please mark the appropriate box(es) to indicate your desire to sponsor an event.**

### **Franchise Development Seminars – Luncheon @ \$5,000 each**

- September 15 // Washington, DC
- October 6 // Tampa

### **Franchise Development Super Session – Cocktail Reception @ \$5,000**

- November 3 // Los Angeles (in conjunction with the West Coast Franchise Expo)

### **Fall Leadership Meetings / IFA's Public Affairs Conference**

- September 14 // Congressional Reception on Capitol Hill – Co-Sponsorship @ \$5,000 each
- September 14 // FranPAC Congressional Dinner – Co-Sponsorship @ \$10,000 each

### **IFA Executive Leadership Conference – Sponsorship @ \$25,000 each**

- Executive Leadership Conference // 4 sponsorships @ \$25,000 each

### **IFA/FLA International Symposium – Sponsorship @ \$5,000 each**

- IFA/FLA International Symposium // 5 sponsorships @ \$5,000 each

**Please return your completed form to Lynette Darby  
fax 202/628-0812 or [ldarby@franchise.org](mailto:ldarby@franchise.org).**