

IFA26

ADVOCACY SUMMIT

WASHINGTON, DC | SEPT. 14-16



SPONSORSHIP TIERS

Sponsoring the IFA Advocacy Summit offers a valuable opportunity to connect with franchise leaders, business owners, and policymakers who are driving the future of franchising. Sponsors gain meaningful brand exposure while demonstrating their commitment to advocacy, growth, and strengthening the franchise business community.

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Title

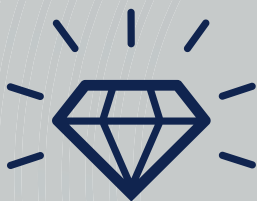
Starting at \$17,300

- Premium stage presence and visibility
- Signature branding across high-impact touchpoints
- Exclusive hosted experience opportunities
- High-engagement activations and attendee interaction
- Multiple registrations plus full attendee access

Platinum

Starting at \$14,400

- Prominent branding moments
- Enhanced hospitality and attendee engagement
- Interactive activation opportunities
- Multiple registrations plus attendee access



Gold

Starting at \$8,700

- Strong brand visibility throughout the event
- Select hospitality and engagement opportunities
- Light activation options
- Registrations plus attendee access



Silver

Starting at \$7,000

- Consistent brand presence across event materials
- Select engagement or hospitality touchpoints
- Registrations plus attendee access



Bronze

Starting at \$4,600

- Foundational brand visibility
- Streamlined participation benefits
- One registration plus attendee access



For more information or to secure a sponsorship, contact IFA's Senior Director of Sponsorships & Exhibits, Lynette James at ljames@franchise.org or 202-662-0782.

SPONSORSHIP OPPORTUNITIES

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Title

\$25,000

Keynote Speaker Session (TUESDAY)

- Five (5) complimentary registrations
- The opportunity to make brief sponsor remarks at the start of the session
- The opportunity to introduce guest speaker/presentation
- The opportunity to have flyers or a promotional item placed in the center of the tables
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

Franchisee of the Year Awards Program

- Five (5) complimentary registrations
- The opportunity to make brief sponsor remarks at the start of the program
- The opportunity to assist with the presentation of the awards
- The opportunity to have flyers or a promotional item placed in the center of the tables
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event



Platinum

\$17,300

Hill Transportation (Bus)

- Three (3) complimentary registrations
- Branding on the buses transporting attendees to/from Washington Marriott at Metro Center to Union Station (Tuesday) and to Capitol Hill (Wednesday).
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

SPONSORSHIP OPPORTUNITIES

Gold	
\$14,400	Luncheon (TUESDAY) - Two (2) complimentary registrations - The opportunity to make brief sponsor remarks before/during lunch - Your company logo on franchise.org, meeting materials, and on signage at the event - Opt-in attendee list pre-and post-event
	Breakfast (WEDNESDAY) - Two (2) complimentary registrations - The opportunity to make brief sponsor remarks during breakfast - Your company logo on franchise.org, meeting materials, and on signage at the event - Opt-in attendee list pre-and post-event
	Hotel Key Cards - Two (2) complimentary registrations - Branded hotel key cards for attendees staying at the Washington Marriott at Metro Center - Your company logo on franchise.org, meeting materials, and on signage at the event - Opt-in attendee list pre-and post-event
	Lanyards - Two (2) complimentary registrations - Branded attendee badge lanyards worn during meetings with attendees, staffers and Members of Congress - Your company logo on franchise.org, meeting materials, and on signage at the event - Opt-in attendee list pre-and post-event
\$11,600	
FranPAC Reception (Monday) - Two (2) complimentary registrations - The opportunity to make brief sponsor remarks at the start of the reception - Your company logo on franchise.org, meeting materials, and on signage at the event - Opt-in attendee list pre-and post-event	

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Silver

\$8,700

Coffee Service & Snacks (TUESDAY)

- One (1) complimentary registration
- Branded coffee cups and/or java sleeves
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

Lunch On The Hill (WEDNESDAY)

- One (1) complimentary registration
- Lunch sponsor branding on lunches or at Capitol Hill or Capitol Hill adjacent lunch location(s)
- Your company logo on franchise.org, meeting materials, and on event signage
- Opt-in attendee list pre-and post-event

General Session

LIMITED

- One (1) complimentary registration
- The opportunity to make brief sponsor remarks at the start of the session
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

GOBO

- One (1) complimentary registration
- Company logo projected within the meeting space
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

WiFi

- One (1) complimentary registration
- Custom network password
- Redirect to an external web page of your choice
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

Room Drops

- One (1) complimentary registration
- Self-produced and shipped item to be dropped into the guest rooms of attendees staying at the Hilton Washington DC National Mall The Wharf
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

Printed Program

- One (1) complimentary registration
- Full page ad on the back cover of the printed program distributed to attendees onsite
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-and post-event

SPONSORSHIP OPPORTUNITIES

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Bronze

\$7,000

Registration Lists

LIMITED

- One (1) complimentary registration
- Logo on cover and within pages of the pre and post registration lists distributed to attendees. Logo can be hyperlinked to an external web page of your choice
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-event and post-event

\$5,800

Refreshment Break (TUESDAY)

- One (1) complimentary registration
- Branded java sleeves and napkins
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-event and post-event

FRANFEST Event Sponsor (WEDNESDAY)

- One (1) complimentary registration
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-event and post-event

\$4,600

Event Sponsor*

LIMITED

- One (1) complimentary registration
- Your company logo on franchise.org, meeting materials, and on signage at the event
- Opt-in attendee list pre-event and post-event (email addresses included)

*A special offer is available to **NEW** supplier sponsors investing at this Event Sponsor level. Reach out Lynette James - ljames@franchise.org for more information