



IFA 27 CONVENTION

LAS VEGAS, NV | FEB. 22-24



IFA ANNUAL CONVENTION

Create community.
Power opportunity.
Transform tomorrow.

UNLEASHED BRANDS

UNLEASHED BRANDS

Innovators at heart and collaborators in practice, our brands invest in kids as they

LEARN, PLAY AND GROW!

OUR BRANDS

- urbanAir ADVENTURE PARK
- Snapology
- Little Gym Serious Fun.
- PREMIER MARTIAL ARTS

LEARN MORE AT UNLEASHEDBRANDS.COM



IFA27 CONVENTION

Why Should We Sponsor?

14% Operations

11% Marketing/Tech

48% C-suite

27% Development/Sales

SERVICE



66%

RETAIL



14%

FOOD & BEVERAGE



20%



91%

Rated the Convention as Excellent or Good



85%

Rated the exhibits as Excellent or Good



85%

Rated Take Home Value as Excellent or Good



87%

Reported that the topics presented met their needs



After 20 years of attending franchisor-side and being a 1st year supplier attendee – this was likely one of the best conferences. I was grateful to be able to give back on both my panel and FBG – total win! Thank You!

As this was my first IFA convention, I felt that everything was put together and exceeded all expectations by far. I am very happy with my experience and can't wait to be able to attend further events.



WHO ATTENDED:

WHAT THEY THOUGHT:

WHAT THEY SAID:

SPONSORSHIP CATEGORIES

IFA's #1 most-attended event for franchise decision-makers.

Hundreds of CEOs, Presidents, EVPs, and Franchise Development leaders in one place. Your sponsorship puts your brand directly in front of the people who shape the industry.

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Title

Starting at \$20,000

- 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 \$14,000

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



Gold

Starting at \$7,500

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



Silver

Starting at \$5,000

- Solid visibility across key touchpoints
- Targeted engagement opportunities
- Registrations plus attendee access



Bronze

Starting at \$2,500

- 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 Sponsor

<p>\$53,500</p>	<p>★ Exhibit Hall – Pavilions/Lounges</p> <p>Sponsor an exhibit hall lounge or pavilion and turn your brand into a must-visit destination. With customizable themes—ranging from:</p> <ul style="list-style-type: none"> • Professional development/HR • Wellness • Technology • AI • Finance <p>These spaces create engaging activations that keep attendees entertained, educated, and connected while showcasing your company.</p>				
<p>\$39,300</p>	<p>★ Event Wi-Fi</p> <p>Keep attendees connected throughout the Convention by sponsoring the official wireless internet. Your company's name and logo will be prominently featured on the Wi-Fi login page and signage, ensuring high visibility every time participants access the network. This essential sponsorship positions your brand as the one that keeps the Convention powered and connected.</p>				
<p>\$33,000</p>	<div> <div> <p>★ Mobile App – Title Sponsor</p> <p>Sponsorship of the Convention mobile app puts your brand directly into the hands of every attendee.</p> <table> <tr> <td>The App is used:</td> <td>It helps connect:</td> </tr> <tr> <td> <ul style="list-style-type: none"> • Before • During • After the event </td> <td> <ul style="list-style-type: none"> • Attendees • Sponsors • Exhibitors </td> </tr> </table> <p>With a branded splash page, menu screen button, push notifications and rotating banner ads, your brand will enjoy high-visibility each time users engage with the app.</p> </div> <div> <p>★ Hall of Fame Award</p> <p>The oldest and most prestigious honor conferred upon legendary franchisors who are pioneers in franchising and/or founders of companies whose unassailable track records are examples of the best in franchising. This award was intended to identify and recognize publicly those individuals who, as franchisors, had contributed most to making franchising the acknowledged leader in distribution methods.</p> </div> </div>	The App is used:	It helps connect:	<ul style="list-style-type: none"> • Before • During • After the event 	<ul style="list-style-type: none"> • Attendees • Sponsors • Exhibitors
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	<div> <p>★ Registration Bags</p> <p>When thousands of franchise leaders arrive at the IFA Annual Convention, the registration bag is the first thing they receive—and the thing they carry all event long. As an exclusive sponsor, your brand travels with every attendee, every day, ensuring daily visibility.</p> </div> <div> <p>★ General Session Speaker (3 Available: Opening, Tues., & Wed.)</p> <p>At the IFA Annual Convention, few moments command more attention, or offer more visibility, than the General Sessions. These powerful gatherings unite the entire franchise community under one roof to hear from world-class keynote speakers, industry trailblazers, and visionary leaders.</p> </div>				

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\$30,000	<p>★ Franchise Main Street Square</p> <p>Be part of the action at the new heart of the IFA Annual Convention—Franchise Main Street Square! This exciting new networking epicenter will buzz with energy as attendees connect over a drink in the beer garden, grab a coffee in the café. As the sponsor, your brand will be front and center—literally—positioned at the hub of attendee engagement, networking, and fun. Make sure your company is in the center of the hall and the center of it all!</p> <p>★ Beer Garden Exclusive ★ Cafe Exclusive</p>
\$29,000	<p>★ General Session Sponsor (3 Available: Opening, Tuesday, Wednesday)</p> <p>At the IFA Annual Convention, few moments command more attention-or offer more visibility-than the General Sessions. These powerful gatherings unite the entire franchise community under one roof to hear from world-class keynote speakers, industry trailblazers, and visionary leaders.</p>
\$28,000	<p>★ Small Screen Promotions</p> <p>Your branded PowerPoint slide deck will play in a continuous 15-minute loop before all educational sessions and summits—giving you direct access to a captive, highly engaged audience of franchise decision-makers, operators, and industry professionals.</p>
\$26,400	<div> <div> <p>★ Women in Franchising Leadership Award</p> <p>The Women in Franchising Leadership Award is given to leaders who have placed an intentional focus on growing and mentoring future leaders, especially women leaders in franchising. The honoree is a proven role model who gives back to the franchising community and builds pathways to opportunity for others.</p> </div> <div> <p>★ Ronald E. Harrison Award</p> <p>The Ronald E. Harrison Diversity Award, named after Ronald E. Harrison, a trailblazer in promoting diversity within franchising and a former leader at PepsiCo., is awarded to people who have demonstrated a tangible commitment to increasing diversity in franchising and supporting traditionally underserved communities.</p> </div> </div> <div> <div> <p>★ William Rosenberg Leadership Award</p> <p>William Rosenberg Foundation Leadership Award honors outstanding contributions and leadership in advancing the mission of the IFA Foundation.</p> </div> <div> <p>★ Entrepreneur of the Year</p> <p>The Entrepreneur of the Year Award honors people in franchising who grow successful businesses and help shape the future of franchising, inspiring other entrepreneurs along the way.</p> </div> </div>

SPONSORSHIP OPPORTUNITIES

\$20,300	<div>★ Notepads</div> <p>Keep your brand in attendees' hands long after Convention by sponsoring branded notepads distributed at registration. With so much information, tips, and tools being shared throughout the event, these everyday essentials help attendees capture key takeaways—and ensure your company stays top-of-mind each time they're used.</p>	
\$20,000	<div>★ Exclusive Franchise Main Street Theater Sponsor (2 available)</div> <p>Be at the forefront of thought leadership with this exciting new opportunity! As the sponsor of an educational session theater in the exhibit hall, the area will feature your company's brand and you will be permitted to deliver two curated, information-packed talks that highlight your subject matter expertise and industry knowledge. This platform invites you to share timely, topical insights that help franchisors learn, innovate, and grow their businesses—all while positioning your brand as a trusted partner in their success.</p>	<div>★ Convention Center Branding/Signage</div> <p>From the moment attendees arrive, your brand can be everywhere they look—welcoming them at the doors, guiding them through the halls, and standing out in every key location throughout the convention center. With sponsorship of high-impact signage opportunities, including escalator clings, floor graphics, column wraps, light boxes, and more—you'll transform foot traffic into brand engagement and turn visibility into real influence.</p>
	<div>★ Franchise Main Street Square</div> <p>Be part of the action at the new heart of the IFA Annual Convention—Franchise Main Street Square! This exciting new networking epicenter will buzz with energy as attendees connect over a drink in the beer garden, grab a coffee in the café, or unwind with games and live music. As the sponsor, your brand will be front and center—literally—positioned at the hub of attendee engagement, networking, and fun. Make sure your company is in the center of the hall and the center of it all!</p>	
	<div>★ Entertainment: Music/DJ</div>	<div>★ Entertainment: Games/Activities</div>

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Platinum

\$19,200	<p>★ Printed Program Book</p> <p>The Program Book sponsorship at the IFA Annual Convention gives your company a lasting presence in one of the most widely used resources of the event. Attendees rely on the printed program book to navigate sessions, speakers, and networking opportunities, making it the perfect place to showcase your brand. With the option of a full-page or half-page ad, your company's message is guaranteed high visibility and repeated exposure throughout the convention, while also providing a keepsake that attendees take home long after the event ends.</p>
\$19,000	<p>★ Emerging Franchisor Bootcamp (3 Available)</p> <p>The Emerging Franchisor Bootcamp offers actionable insights and valuable peer connections to support your franchise's growth. Learn directly from the experience of industry leaders who understand your challenges and can provide guidance, resources, and strategies for success.</p>
\$18,150	<p>★ Badge Lanyards - (2 available)</p> <p>Looking for a high-impact, cost-effective way to elevate your brand? Sponsor the official lanyards and put your company's logo directly into the hands — and around the necks — of thousands of industry leaders, decision-makers, and franchise professionals.</p>
\$17,500	<p>★ Registration Lounge</p> <p>Your brand will be front and center at one of the most highly trafficked and appreciated spaces at the convention. It's where attendees start their day, take a break, fuel up, and make their first connections—and your company will be right there, making it all possible.</p>
\$17,050	<p>★ New Member & First Time Attendee Experience</p> <p>Welcome the next generation of franchising leaders by sponsoring IFA's New Member & First-Time Attendee Experience. This exclusive session introduces new franchisors, franchisees, and suppliers to the benefits of IFA membership while providing valuable guidance on how to maximize their Convention experience. As a sponsor, you'll have the unique opportunity to be among the first brands attendees encounter—positioning your company as a trusted resource and creating meaningful connections with Convention newcomers before they begin their event journey.</p>

SPONSORSHIP OPPORTUNITIES

\$15,000	<div>★ Convention Center Branding/Signage</div> <p>From the moment attendees arrive, your brand can be everywhere they look—welcoming them at the doors, guiding them through the halls, and standing out in every key location throughout the convention center. With sponsorship of high-impact signage opportunities, including escalator clings, floor graphics, column wraps, light boxes, and more—you'll transform foot traffic into brand engagement and turn visibility into real influence.</p>	<div>★ New Board Member Dinner</div> <p>Support an exclusive gathering designed to welcome the newest members of the association's Board of Directors. This intimate dinner brings together C-level executives and senior decision makers from some of the most recognized brands in franchising, creating a unique opportunity to build relationships with the industry's highest level of leadership. As the sponsor, your brand will be positioned at the center of the evening as you help host an engaging networking experience that celebrates and connects the leaders shaping the future of franchising.</p>
	<div>★ Franchise Main Street Square</div> <p>Be part of the action at the new heart of the IFA Annual Convention—Franchise Main Street Square! This exciting new networking epicenter will buzz with energy as attendees connect over a drink in the beer garden, grab a coffee in the café. As the sponsor, your brand will be front and center—literally—positioned at the hub of attendee engagement, networking, and fun. Make sure your company is in the center of the hall and the center of it all!</p>	<div>★ C-Suite Focused Education Sessions</div> <p>By sponsoring educational programming, this is your chance to align your brand with the tools and insights that help franchise leaders adapt, innovate, and excel.</p>
	<div>★ Cafe Shared (2 Available)</div> <div>★ Beer Garden Shared (2 Available)</div>	
\$14,300	<div>★ Scooter Sponsor (2 Available)</div> <p>As IFA staff zip around the convention center, your company's logo will be prominently displayed on the front basket of the scooter—ensuring high visibility and repeated brand impressions throughout the event. This eye-catching opportunity positions your brand as an integral part of the convention experience, as attendees see your logo in action across the busy convention floor.</p>	<div>★ Sponsor Towers</div> <p>At the IFA Annual Convention, visibility is everything—and few opportunities deliver it quite like the Sponsor Towers. Strategically placed in high-traffic areas throughout the convention center, these eye-catching, freestanding displays are designed to command attention and amplify your brand message from every angle.</p>

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Gold

\$13,900	<p>★ Directional Signage (minimum of 5 signs displayed)</p> <p>This sponsorship offers high-impact visibility as attendees navigate the event. With your branding featured on key signs guiding participants to sessions, networking areas, and exhibit spaces, your company becomes a trusted part of their convention journey. This sponsorship ensures your logo is seen repeatedly throughout the day, reinforcing your marketing message while positioning your brand as a helpful, visible partner in the overall attendee experience.</p>
\$13,600	<p>★ Headshot Photo Booth</p> <p>In today's professional world, a polished headshot is a must. As an exclusive sponsor, your brand will be directly associated with career growth, personal branding, and confidence.</p>
\$12,500	<p>★ Expert Workshops Education Sessions and Tracks</p> <p>By sponsoring educational programming, your company puts its name at the forefront of thought leadership and professional growth. This is your chance to align your brand with the tools and insights that help franchise leaders adapt, innovate, and excel.</p>
\$11,500	<p>★ Board of Directors Amenities</p> <p>Show your support for IFA's highest level of leadership by sponsoring the Annual Convention Board Amenities. This exclusive opportunity provides a thoughtful gift placed in the guest rooms of IFA's Board members who represent some of our the most recognized franchise brands. These franchise executives will appreciate the token of thanks from both IFA and your company when they return to their room from a long day of learning and networking.</p>
\$11,000	<p>★ Room Drops</p> <p>Imagine your promotional item, branded gift, or special message waiting for IFA convention attendees when they return to their hotel room, a surprise that makes your company stand out. This unique touchpoint not only ensures your brand is seen outside of the convention center but also creates a lasting impression by associating your company with convenience, hospitality, and added value during their stay.</p>
\$10,700	<p>★ Pens</p> <p>Keep your brand in attendees' hands long after Convention by sponsoring branded pens distributed at registration. With so much information, tips, and tools being shared throughout the event, these everyday essentials help attendees capture key takeaways—and ensure your company stays top-of-mind each time they're used.</p>

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<p>\$10,500</p>	<p>★ General Education Sessions & Tracks</p> <p>By sponsoring educational programming, your company puts its name at the forefront of thought leadership and professional growth. This is your chance to align your brand with the tools and insights that help franchise leaders adapt, innovate, and excel.</p> <p>IFA Convention Educational Channels: Franchise Development & Marketing Franchise Relations & Operations Franchise Leadership Franchise Trends Emerging Brands Franchise Technology</p>	<p>★ Franchise Main Street Theater Non-Exhibiting Supplier</p> <p>Be at the forefront of thought leadership with this exciting opportunity! As the sponsor of an educational session theater in the exhibit hall, your company can deliver curated, information-packed talks that highlight your subject matter expertise and industry knowledge. This platform invites you to share timely, topical insights that help franchisors learn, innovate, and grow their businesses—all while positioning your brand as a trusted partner in their success. <i>(Fee for Exhibiting Sponsors is \$5,000)</i></p>
<p>\$10,000</p>	<p>★ Receptions & Gatherings</p> <p>Be part of one of the most engaging networking events at the IFA Convention, bringing together franchise professionals from diverse backgrounds to foster connection, collaboration, and opportunity. As a sponsor, you'll gain prominent visibility among industry leaders and align your brand with a powerful movement toward inclusion, innovation, and growth in franchising.</p> <p>★ FranPAC Reception</p> <p>★ NOOK Pods</p> <p>NOOK Pods are modern, sound-dampening meeting spaces located throughout the convention floor, designed to foster meaningful conversations, private meetings, and strategic connections. They're among the most highly trafficked and utilized assets at IFA, offering maximum visibility and engagement with franchise leaders.</p>	<p>★ CFE Celebration</p> <p>★ Cell Phone Charging Locker (5 Available)</p> <p>In a fast-paced environment, staying connected is everything. Attendees rely on their devices for schedules, networking, notes, and more, which is why the Cell Phone Charging Locker is one of the most visited and appreciated spots on-site.</p>
<p>\$9,300</p>	<p>★ Exhibit Hall - Door Prize (2 Available)</p> <p>Gain visibility and excitement by sponsoring the highly anticipated door prizes given out during the Exhibit Hall Receptions. As the Door Prize Sponsor, your company will be recognized as attendees gather for these popular giveaways—driving traffic, engagement, and brand awareness throughout the exhibit hall.</p>	

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\$8,700	<p>★ Registration Lists (2 Available)</p> <p>Gain unmatched visibility by sponsoring the highly anticipated registration list for IFA's Annual Convention. With your branding featured on the covers and within the pages of the electronic list shared with attendees both before and after the event, your company will stay top-of-mind as attendees plan, connect, and follow up—making this a powerful opportunity to maximize your reach.</p>
\$7,600	<div> <div data-bbox="272 741 844 1077"> <p>★ Annual Leadership Conference Lunch (2 Available)</p> <p>The Annual Leadership Conference is designed to shed light on the tools and resources men and women need to excel as leaders in today's workplace and the community at large. Each year participation at the Leadership Conference increases and we are anticipating approximately 400 attendees in February.</p> </div> <div data-bbox="898 741 1433 993"> <p>★ Crystal Compass Recognition</p> <p>The Crystal Compass Award is a prestigious award given by the IFA Women's Franchise Committee to recognize and honor individuals who demonstrate exemplary leadership, innovation, and a significant positive impact on the franchise industry.</p> </div> </div>
<div>  <p>Silver</p> </div>	
\$7,500	<p>★ Annual Leadership Conference Program</p> <p>The Annual Leadership Conference is designed to shed light on the tools and resources men and women need to excel as leaders in today's workplace and the community at large. Each year participation at the Leadership Conference increases and we are anticipating approximately 400 attendees in February.</p>
\$7,300	<p>★ Exhibitor Hospitality</p> <p>Keep the energy high as exhibitors set up in the heart of the IFA Annual Convention! As the exclusive sponsor of the exhibit hall hospitality area, your brand will be front and center as exhibitors refuel with complimentary snacks and refreshments. This unique sponsorship positions your company as a partner in supporting the exhibitor community while ensuring they're energized and ready for a successful convention.</p>

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\$7,000	<p>★ Convention Mobile App – Banner Ads</p> <p>Sponsorship of IFA's Annual Convention mobile app puts your brand directly into the hands of every attendee. This essential tool—used before, during, and after the event—helps attendees, sponsors, and exhibitors connect while keeping your company front and center. With rotating banner ads, your brand will enjoy high-visibility each time users engage with the app.</p>
\$6,500	<p>★ “Pubs Hubs” Literature Distribution Station</p> <p>Position your brand alongside IFA's most in-demand printed resources, including the Franchising Opportunity Guide. Located in a high-traffic area, this stand attracts attendees looking for valuable take-home materials they can reference throughout the year. By sponsoring this station, your company gains brand alignment with trusted IFA content while ensuring your logo and message are seen by decision-makers as they engage with resources designed to support their business growth.</p>
\$6,300	<p>★ Exhibit Hall – Footprints (4 Available)</p> <p>Guide attendees straight to your booth with custom footprint floor decals leading from the exhibit hall entrance directly to your space. This playful and eye-catching sponsorship is a fun way to stand out on the show floor, spark curiosity, and increase booth traffic by turning your location into a destination everyone wants to follow.</p>
\$6,000	<p>★ Thought Leadership Roundtables (2 Available)</p> <p>Sit at a table with some of franchising' top leaders and experts for information discussions on a wide range of topics that are critical for keeping your franchise system running profitability in today's challenging and highly competitive marketplace.</p>
\$5,200	<p>★ Exhibit Hall – Aisle Banners – (14 Available)</p> <p>The Exhibit Hall Aisle Banners puts your brand front and center in the busiest area of the show. With thousands of attendees navigating the exhibit hall each day, these overhead banners serve as key landmarks—ensuring your company's logo and message are seen repeatedly as participants explore, connect, and do business.</p>

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\$5,000

★ Annual Leadership Conference Coffee Break

The Annual Leadership Conference is designed to shed light on the tools and resources men and women need to excel as leaders in today's workplace and the community at large. Each year participation at the Leadership Conference increases and we are anticipating approximately 400 attendees in February.

★ Franchise Main Street Theater Exhibiting Supplier

Be at the forefront of thought leadership with this exciting opportunity! As the sponsor of an educational session theater in the exhibit hall, your company can deliver curated, information-packed talks that highlight your subject matter expertise and industry knowledge. This platform invites you to share timely, topical insights that help franchisors learn, innovate, and grow their businesses—all while positioning your brand as a trusted partner in their success.

★ Swag Bar Giveaway (5 Available)

Attendees can visit IFA's Swag Shop - where your brand becomes the must-have find of the convention! Sponsors can showcase their promotional items in a fun, retail-style merchandising area inside the registration lounge, inviting attendees to "shop" for their favorite giveaways to add to their registration bags. From clever gadgets to can't-live-without accessories, this is your chance to make your swag the hottest item on Main Street and keep your brand top of mind long after the show!

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Bronze

\$4,900	<p>★ Convention Mobile App – Push Notifications</p> <p>Sponsorship of IFA's Annual Convention mobile app puts your brand directly into the hands of every attendee. This essential tool—used before, during, and after the event—helps attendees, sponsors, and exhibitors connect while keeping your company front and center. With a branded push notifications your brand will enjoy high-visibility each time users engage with the app.</p>
\$4,400	<p>★ Program Book Ad (1/2–page B/W)</p> <p>The Program Book sponsorship at the IFA Annual Convention gives your company a lasting presence in one of the most widely used resources of the event. Attendees rely on the printed program book to navigate sessions, speakers, and networking opportunities, making it the perfect place to showcase your brand. With the option of a full-page or half-page ad, your company's message is guaranteed high visibility and repeated exposure throughout the convention, while also providing a keepsake that attendees take home long after the event ends.</p>
\$3,500	<p>★ Committee & Affinity Group Meet-Ups</p> <p>Be part of one of the most engaging networking events at the IFA Convention, bringing together franchise professionals from diverse backgrounds to foster connection, collaboration, and opportunity. As a sponsor, you'll gain prominent visibility among industry leaders and align your brand with a powerful movement toward inclusion, innovation, and growth in franchising.</p> <p>★ Diversity Institute ★ International Committee ★ VetFran Committee</p>
\$2,500	<p>★ Receptions & Gatherings</p> <p>Be part of one of the most engaging networking events at the IFA Convention, bringing together franchise professionals from diverse backgrounds to foster connection, collaboration, and opportunity. As a sponsor, you'll gain prominent visibility among industry leaders and align your brand with a powerful movement toward inclusion, innovation, and growth in franchising.</p> <p>★ Private Equity & Capital Solutions Reception ★ Franchise Ascension Initiative Celebration</p>