

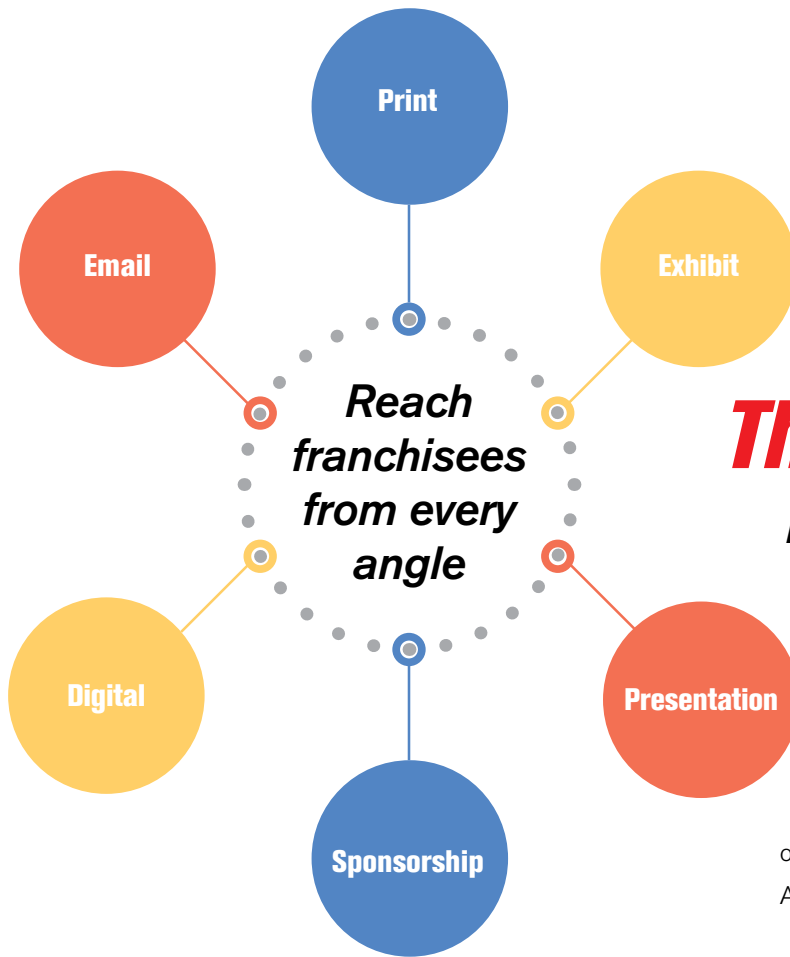


WANT TO REACH 7,000 BURGER KING RESTAURANTS?

2018 PARTNERSHIP OPPORTUNITIES

1701 Barrett Lakes Blvd. NW, Suite 180
Kennesaw, GA 30144
PH: 678-797-5160
FAX: 678-797-5170
EMAIL: jeffr@nfabk.org





Thank you for your interest in sponsoring NFA activities

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 95 percent of the brand's restaurants in North America.

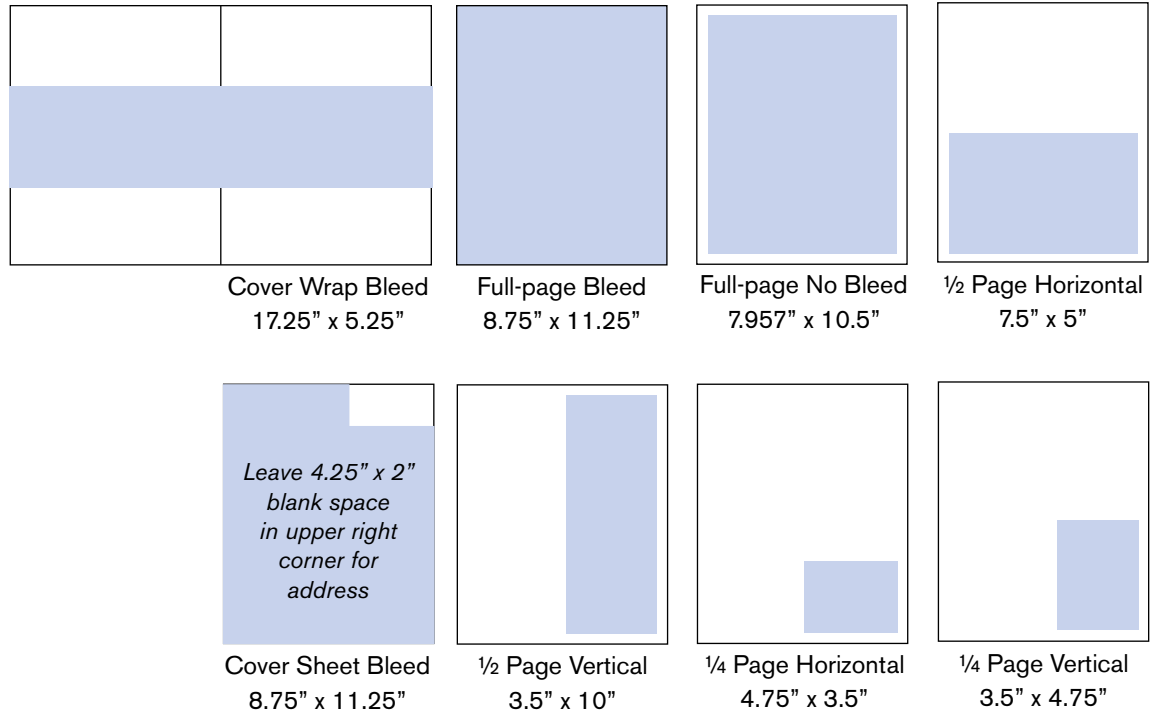
Whether it is sponsoring an event, exhibiting at the NFA/BKC Summit or advertising in the NFA's quarterly publication, *FLAME*; sponsorship is one of the best ways for a corporate supplier to increase visibility to the NFA membership. This increased visibility can lead to more networking opportunities, building relationships and increasing business. Our publication circulation is strictly QSR-focused, consisting of 78 percent franchise owners, 15 percent system suppliers, 5 percent Burger King Corporation executives and 2 percent other BK® partners.

Please review the numerous partnership opportunities available in this guide. The materials to sign up are included. If you have any questions along the way, please do not hesitate to contact Jeff Reynolds at 678-797-5160.

2018 SAVE THE DATES

- NFA Board of Directors Meeting MARCH 14-15
Atlanta, Georgia
- NFA Board of Directors Meeting JUNE 5-6
Washington, D.C.
- NFA/BKC Summit JUNE 6-8
Washington, D.C.
- BK Convention/NFA Annual Meeting NOVEMBER
Orlando, Florida
- NFA Board of Directors Meeting DEC. 11-12
Atlanta, Georgia

PRINT ADVERTISING SPECIFICATIONS



Magazine Trim Size:
8.5" x 11"
Cover Wrap Trim Size:
17" x 5"

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 pixilated 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.

DIGITAL 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 Jeff Reynolds at jeffr@nfabk.org.
- Written approval from Burger King Corporation must be submitted for use of BK® logo on ad.

CALL NOW: 678-797-5160

MARKETING BUNDLES

SPONSORSHIP



DIAMOND

\$50,000



EMERALD

\$32,000

Ability to select one level 5 sponsorship item for the 2018 NFA/BKC Summit

Ability to select one level 4 sponsorship item for the 2018 NFA/BKC Summit

SIGNAGE

Recognition on 2018 NFA/BKC Summit sponsor signage and onsite guide

Recognition on 2018 NFA/BKC Summit sponsor signage and onsite guide

ADVERTISING

- One cover-page ad in each 2018 *FLAME*
- One cover-page ad in 2018 Franchisee Directory
- One cover-page ad in 2018 Products and Services Directory
- Two cover-wrap ads around 2018 *FLAME* or Directory issues of your choice – first come, first served
- One cover sheet mailed with 2018 *FLAME* or Directory of your choice
- One advertorial in 2018 *FLAME* issue of your choice (800 words or less)
- Full-page ad in NFA/BKC Summit onsite guide

- One full-page ad in each 2018 *FLAME*
- One cover-wrap ad around 2018 *FLAME* or Directory issue of your choice – first come, first served
- One cover-sheet mailed with 2018 *FLAME* or Directory of your choice
- One advertorial in 2018 *FLAME* issue of your choice (800 words or less)
- Half-page ad in NFA/BKC Summit onsite guide

ASSOCIATE MEMBERSHIP

2018 Associate Membership

2018 Associate Membership

BANNER AD

Website leaderboard banner ad for 12 months (966x164 pixels) or full banner ad in weekly News You Can Use for 12 months (421x54 pixels)

Website leaderboard banner ad for six months (966x164 pixels) or full banner ad in weekly News You Can Use for six months (421x54 pixels)

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

SUMMIT TRADE SHOW BOOTH

One corner table-top booth including one registration

One corner table-top booth including one registration

NFA BOARD OF DIRECTORS MEETING

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

NFA/BKC SUMMIT REGISTRATION

Registration for up to five additional attendees

Registration for up to four additional attendees

PRE-SUMMIT MAILING

Complimentary pre-Summit mailing to all NFA members (not to exceed 2 lbs.)

Bundled Package Savings: \$17,555

Bundled Package Savings: \$11,415

CALL NOW: 678-797-5160

 **RUBY** **\$20,000**

Ability to select one level 3 sponsorship item for the 2018 NFA/BKC Summit

Recognition on 2018 NFA/BKC Summit sponsor signage and onsite guide

- One half-page ad in each 2018 *FLAME*
- One half-page ad in 2018 Franchisee Directory
- One half-page ad in 2018 Products and Services Directory
- One advertorial in 2018 *FLAME* issue of your choice (800 words or less)

2018 Associate Membership

Website or News You Can Use full banner ad for six months (421x54 pixels)

Ruby sponsor and NFA Associate Member logos to use on marketing materials

One inline table-top booth including one registration

Fifteen minutes on agenda at an NFA board of directors meeting and a meal with the board of directors

Registration for one additional attendee

Bundled Package Savings: \$7,475

 **SAPPHIRE** **\$15,000**

Ability to select one level 2 sponsorship item for the 2018 NFA/BKC Summit

Recognition on 2018 NFA/BKC Summit sponsor signage and onsite guide

- One horizontal quarter-page ad in each 2018 *FLAME*
- One vertical quarter-page ad in 2018 Franchisee Directory
- One vertical quarter-page ad in 2018 Products and Services Directory
- One advertorial in 2018 *FLAME* issue of your choice (800 words or less)

2018 Associate Membership


Website small skyscraper ad for six months (120x240 pixels)

Sapphire sponsor and NFA Associate Member logos to use on marketing materials

One inline table-top booth including one registration

Fifteen minutes on agenda at an NFA board of directors meeting

Bundled Package Savings: \$4,900

 **PEARL** **\$10,000**

Ability to select one level 1 sponsorship item for the 2018 NFA/BKC Summit

Recognition on 2018 NFA/BKC Summit sponsor signage and onsite guide

- One vertical quarter-page ad in each 2018 *FLAME*
- One vertical quarter-page ad in 2018 Franchisee Directory
- One vertical quarter-page ad in 2018 Products and Services Directory

2018 Associate Membership

Website small skyscraper ad for three months (120x240)

Pearl sponsor and NFA Associate Member logos to use on marketing materials

One inline table-top booth including one registration

Bundled Package Savings: \$1,810

What are the benefits of advertising on the NFA website and in e-news publications?

- A direct link to your website (a benefit of Associate Membership and/or website advertisement).
- Unlimited opportunity to submit new or updated ads for the website and e-news throughout the year.
- You can purchase a banner advertisement on the NFA website or for e-news for as little as \$250/month.
- E-news ad buys include weekly News You Can Use placement (only full banner is available for e-news).

TYPE	SIZE <i>(width x height)</i>	MONTHLY RATE	QUARTERLY RATE	HALF YEAR
Small skyscraper	120x240	\$300	\$810	\$1,500
Full banner	421x54	\$350	\$945	\$1,750
Leaderboard	966x164	\$425	\$1,145	\$2,215



Company Name _____

URL _____

Duration _____

PLACEMENT

- Website
 E-news

BANNER TYPE

- Small skyscraper
 Full banner
 Leaderboard

The following image files are acceptable: gif, jpg and pdf. File size should be a minimum of 2MB. If you have questions regarding file requirements or design specifications please contact Jessica Loeding at 678-797-5160 or jessical@nfbk.org. The National Franchisee Association has final approval on all advertising submissions and may adjust file sizes.

CALL NOW: 678-797-5160

FOUR COLOR	DIRECTORY ONLY	1 ISSUE	2 ISSUES	3 ISSUES	4+ ISSUES
Full Page	\$4,500	\$4,400	\$4,100	\$3,800	\$3,500
1/2 Page	\$2,800	\$2,700	\$2,400	\$2,100	\$1,800
1/4 Page Horizontal	\$2,100	\$2,000	\$1,700	\$1,400	\$1,100
1/4 Page Vertical	\$2,000	\$1,900	\$1,600	\$1,300	\$1,000

Guaranteed special positions are an additional 10 percent. FLAME ads must be paid for and submitted by published artwork deadline. Space is not guaranteed and payment may be forfeited if artwork is turned in after the published deadline.



ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2018 – Issue 1	Feb. 2	Feb. 9	April
2018 – Issue 2	May 11	May 18	July
2018 – Issue 3	Aug. 24	Aug. 31	October
2018 – Issue 4	Oct. 24	Oct. 31	December
2018 Franchisee Directory	July 13	July 20	September
2018 Products and Services Directory	Sept. 14	Sept. 21	November

SPECIAL POSITIONS

Inside Front Cover	\$4,500
Inside Back Cover	\$4,500
Back Cover	\$4,750
Cover Wrap	\$4,750
Advertorial	\$2,500
Cover Sheet	\$2,500

2018 NFA/BKC SUMMIT

Partnership Package Options: Diamond \$50,000 Emerald \$32,000 Ruby \$20,000 Sapphire \$15,000 Pearl \$10,000

A la Carte Booth Options (Associate Membership is required): Inline Booth \$3,000 Corner Booth \$3,500 Booth Number: _____

Refunds for cancellations will only be given if the trade show sells out. Packages must be paid in full by Jan. 1 or have a quarterly payment arrangement set up with written NFA approval.

2018 INSERTION ORDER AND PAYMENT AUTHORIZATION

Check Invoice Me Visa MasterCard AMEX

Credit Card #: _____ Exp. Date: _____

Signature: _____ CVV Code: _____

TOTAL: _____

ISSUES:

___ Issue 1 ___ Issue 2
 ___ Issue 3 ___ Issue 4
 ___ Franchisee Directory
 ___ Products & Svcs. Directory

CARDHOLDER INFORMATION

Company Name: _____

Cardholder's Name: _____

Billing Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

SIZE:

___ Full Page ___ Half Page
 ___ 1/4 Page Horizontal
 ___ 1/4 Page Vertical
 ___ Cover Wrap
 ___ Cover Sheet

RATE FREQUENCY:

___ 1x ___ 2x
 ___ 3x ___ 4x
 ___ 5x ___ 6x

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 the NFA or Burger King Corporation 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.

YOUR ANNUAL INVESTMENT OF \$1,000 EARNS YOUR COMPANY:

- Unlimited access to the NFA membership list via the association website, www.nfabk.org.
- Ten percent off annual insertion rates for your advertisement in *FLAME*, the Franchisee Directory and the Products and Services Directory.
- Company listing in the Products and Services Directory, which is mailed 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):		
Contact Title (optional):		
Contact Phone (optional):	Contact 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"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media	
<input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing	<input type="checkbox"/> Software/Hardware Equipment, POS, Services, Support	
<input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Flooring, Décor, Lighting, Signage	<input type="checkbox"/> Supplies Kitchen and Restaurant, Back-of-House Supplies, Safety Equipment	
<input type="checkbox"/> Entertainment Music, Games	<input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, Wi-Fi	
<input type="checkbox"/> Equipment Providers Service Equipment, Security Systems, Steel Fabricators	<input type="checkbox"/> Uniforms Shoes, Uniforms	
<input type="checkbox"/> Financial Services Banking, Brokers, Credit Cards, Paycards, Financing	<input type="checkbox"/> Utility Service Electrical, Gas, Phone, Pest Control	
<input type="checkbox"/> Food and Beverage Providers Food, Beverage, Distributors	<input type="checkbox"/> Waste Removal Grease Collectors, Garbage	

Please submit a **high-resolution company logo** (at least 300 dpi jpg or eps file) and a **50-word or less company description** to jessical@nfabk.org.

Return completed application via mail, email or fax.