

## EDUCATIONAL PROGRAMMING

SPONSOR CO-SPONSOR

### Summits & Industry Trends

DE&I Summit	\$12,000	
Financial Summit <b>SOLD</b>	\$12,000	
Franchisee Summit	\$7,000	
Franchise Development/Sales <b>SOLD</b>	\$12,000	
Franchise Relations Summit	\$7,000	
International Summit <b>LIMITED</b>	\$12,000	
Labor Issues Summit <b>SOLD</b>	\$12,000	
Marketing & Innovation Summit <b>SOLD</b>	\$12,000	
Operations Summit <b>SOLD</b>	\$12,000	
Industry Trends Track <b>LIMITED</b>	\$12,000 ea.	
International, Technology, Real Estate, or Leadership		

Educational Session **LIMITED** \$7,500

### Leadership Conference

Program <b>LIMITED</b>		3 @ \$5,800
Lunch <b>SOLD</b>	\$12,000	2 @ \$6,000
Crystal Compass Recognition <b>SOLD</b>	\$6,000	

Opening General Session **SOLD** \$29,000

Opening General Session Speaker **SOLD** \$29,000

Sunday General Session **SOLD** \$23,000

Sunday General Session Speaker **SOLD** \$25,000

Monday General Session \$29,000

Monday General Session Speaker **SOLD** \$29,000

Immersive Workshop \$5,500 ea.

Super Session \$15,000 ea.

Emerging Franchisor Bootcamp **SOLD** 3 @ \$17,500

Thought Leadership Roundtables 3 @ \$4,400

Small Screen Promotions **SOLD** \$25,000  
(for all summits and educational sessions)



2024 IFA ANNUAL CONVENTION

FEBRUARY 17-20 > PHOENIX, AZ

## SPONSORSHIP OPPORTUNITIES

### AWARDS

Hall of Fame Award <b>SOLD</b>	\$28,900
Bonnie Levine Award	\$23,000
Entrepreneur of the Year Award <b>SOLD</b>	\$23,000
Ronald E. Harrison Award <b>SOLD</b>	\$23,000

### EXHIBIT HALL

	SPONSOR	CO-SPONSOR
Exhibitor Hospitality	\$5,500	
Exhibit Hall Door Prizes <b>LIMITED</b>	\$16,000	2 @ \$8,000
Exhibit Hall Aisle Banners <b>LIMITED</b>		15 @ \$3,500
Exhibit Hall Footprints <b>LIMITED</b>		4 @ \$4,800
International Pavilion <b>SOLD</b>	\$50,000	
Professional Development Pavilion <b>SOLD</b>	\$50,000	
Recharge Pavilion <b>SOLD</b>	\$50,000	
Wellness Pavilion	\$50,000	

Exhibit Hall sponsorships are available to Convention exhibitors only.

All pricing and opportunities are subject to change prior to confirmation.  
To reserve a sponsorship or for more information, please contact  
Lynette James [ljames@franchise.org](mailto:ljames@franchise.org) or 202-662-0782.

## GUEST ROOMS

	SPONSOR	CO-SPONSOR
Board of Directors' Amenities	\$10,000	
Room Drops		3 @ \$9,000



## REGISTRATION/VENUE

	SPONSOR	CO-SPONSOR
Convention Center Branding/Signage	LIMITED	from \$5,500
Registration Bags	SOLD \$29,000	
Registration Lists	\$14,000	2 @ \$7,000
Badge Lanyards	SOLD \$28,000	2 @ \$16,000
Notepads	\$17,500	
Nourishment Hub	SOLD \$15,000	
Pens	SOLD \$8,750	
Program Book	\$16,500	
Program Book Ad ½ page B/W	\$3,000	
<del>Convention At A Glance</del> Guides	\$17,500	
Directional Signage (minimum of five)	SOLD \$11,500	
Scooter Sponsor	\$16,500	2 @ \$8,250
"Pubs Hub" Literature Distribution Stations	\$5,000 ea.	
Sponsor Towers	LIMITED \$12,000 ea.	
Registration Bag Inserts	LIMITED	5 @ \$3,500

## SOCIAL/COMMUNITY EVENTS

	SPONSOR	CO-SPONSOR
Opening Reception		
Title Sponsor	\$23,000	
Event Sponsor	LIMITED \$5,800 ea.	
"IFA Unplugged"		
Title Sponsor	LIMITED \$29,000	
Event Sponsor	LIMITED \$5,800 ea.	
New Member & First Timer Reception	LIMITED \$30,000	2 @ \$15,000
Leadership Conference Reception	SOLD \$16,500	2 @ \$8,250
Franchisee Hospitality Lounge	\$5,500 ea.	
International Reception	SOLD \$16,000	2 @ \$8,500
Board Dinner	LIMITED \$20,000	2 @ \$10,000
Diversity Reception	\$5,000 ea.	
Meals of Hope Service Project	LIMITED \$2,500 ea.	



## TECHNOLOGY

	SPONSOR	CO-SPONSOR
Convention Mobile App		
Title Sponsor	\$28,900	
Banner Ads	LIMITED \$5,800 ea.	
Push Notifications	LIMITED	4 @ \$3,500
Headshot Photo Booth	SOLD \$11,500	
Cell Phone Charging Stations	LIMITED \$30,000	5 @ \$6,000
Wireless Internet	SOLD \$34,600	

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## CFE SPONSORSHIP

	SPONSOR
Friday Breakfast	\$2,500
Friday Lunch	\$5,000
Fri. Special Sessions Bundle	\$10,000
Saturday Breakfast	\$2,500
Saturday Lunch	\$5,000
Sat. Special Sessions Bundle	\$10,000

### Have we missed something?

If you have a sponsorship idea that isn't featured, please contact Lynette James at [ljames@franchise.org](mailto:ljames@franchise.org).

## SPONSORSHIP RECOGNITION

- **Acknowledgment in convention brochures, Program Book, on franchise.org and Franchising World magazine** *(if confirmed by print date)*
- **Recognition at all Convention General Sessions**
- **Special signage at the sponsored event**
- **One complimentary convention registration for every \$5,500 invested in sponsorship**
- **Opportunity to distribute non-paper promotional item in registration bags for sponsorships over \$5,500**
- **Opportunity for distribution of promotional material at the sponsored event over \$5,500** *(approval required)*



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