



**VET★FRAN<sup>®</sup>**

**SPONSORSHIPS**

## WHAT IS VETFRAN?

VetFran is the flagship initiative of the International Franchise Association's Foundation and serves as a bridge between the franchise community, our nation's veterans and a myriad of public and private sector partners. Dating back to 1991, VetFran has been at the forefront of ensuring that franchising is a leading sector of the economy for being veteran-friendly and veteran-ready. Part of a 501(c)3 non-profit, VetFran is funded by charitable, tax-deductible donations that most often take the form of sponsorships.

VetFran works to educate veterans about the entrepreneurship opportunities of franchising, while working with franchisors to help them make effective veterans recruitment and hiring a core part of their values, culture and strategy. VetFran also maintains a nationwide grassroots network of veteran franchisees which empowers them to share their positive stories with other veterans, the public and lets them connect with each other.

Learn more about us at [www.vetfran.org](http://www.vetfran.org).

## WHY SPONSOR VETFRAN?

VetFran's Sponsors are those companies who share our commitment to our nation's veterans and believe that investing in veteran empowerment through entrepreneurship is the right thing to do. They are also companies that recognize the unique alignment between veteran skillsets and those of successful franchisees. These companies are at the forefront of all VetFran initiatives, have the highest visibility among our nearly 600 member companies and are the first to learn about and access the continually growing portfolio of opportunities the program provides.

Our sponsors range from \$100,000/year to \$5,000/year, and many commit to multi-year pledges and installment plans to suit any giving budget. The vast majority of our sponsors opt for the Gold Sponsorship tier - \$15,000/year or above. They include franchisors, suppliers, financial institutions and individuals who are passionate about our shared mission. Many of our sponsors have been with us for well-over five years, demonstrating the on-going value of a strong relationship with VetFran, the IFA Foundation and deep mission-alignment. Donors at or above \$25,000/year are encouraged to talk to us about their needs and goals and we can build a custom sponsorship package that works for them.

We hope you consider joining the growing ranks of Team VetFran as we approach our 30th anniversary and work tirelessly to grow the program's impact on the lives of countless entrepreneurial veterans around the country, while unlocking the potential of our member companies to reach this key demographic.



**GET IN TOUCH:** Reach us at [vetfran@franchise.org](mailto:vetfran@franchise.org) to learn more about sponsorship opportunities.

*VetFran Committee and some of our sponsors, IFA Convention, February 2019.*





## JOIN OUR SPONSORS

### Company Sponsors



### Individual Sponsors

Dina Dwyer-Owens

Mary Kennedy Thompson

Apex Family Fund

Steve and Judy Siegel Family Fund



Executives from three sponsor companies on a panel with Carly Fiorina, February 2019.



## **VETFRAN GOLD SPONSOR**

### **\$15,000/YEAR**

#### **Recognition**

- Joint press release with VetFran, the IFA Foundation and the IFA on request
- Linked company logo on [www.vetfran.org](http://www.vetfran.org) and [www.franchisefoundation.org](http://www.franchisefoundation.org)
- Recognition in annual VetFran issue of Franchising World Magazine
- Announcement of sponsorship to VetFran Committee and in the VetFran Newsletter (1000+ highly targeted recipients)
- VetFran Challenge Coins available on request

#### **Visibility and Branding**

- Use of VetFran Gold Logo
- VetFran Gold Logo signage provided for all IFA sponsored franchise expos
- May submit up to 3 educational articles for the VetFran Blog, which will be promoted on IFA and VetFran social media (combined audience of 50,000+) and in the IFA Insider newsletter (13,500+ recipients)
- May author a veterans-related article for Franchising World Magazine (print readership 42,000+)

#### **Priority Access**

- Priority consideration for invitations to speak on panels at MFV Expos and at VetFran events around the country
- Priority access for all your veteran franchisees to VetFran 2.0 opportunities like op-eds, panels, headlining grassroots events and content collaborations
- Standing invitation to bi-annual VetFran Committee meetings
- Private briefing on all VetFran initiatives and upcoming opportunities at the annual IFA Convention



## VETFRAN SILVER SPONSOR \$10,000/YEAR

### Recognition

- Joint press release with VetFran and the IFA Foundation
- Linked company logo on [www.vetfran.org](http://www.vetfran.org) and [www.franchisefoundation.org](http://www.franchisefoundation.org)
- Recognition in annual VetFran issue of Franchising World Magazine
- Announcement of sponsorship to VetFran Committee and in the VetFran Newsletter (1000+ highly targeted recipients)
- VetFran Challenge Coins available on request

### Visibility and Branding

- Use of VetFran Silver Logo
- VetFran Silver Logo signage provided for all IFA sponsored franchise expos
- May submit up to 2 educational articles for the VetFran Blog, which will be promoted on IFA and VetFran social media (combined audience of 50,000+) and in the IFA Insider newsletter (13,500+ recipients)

### Priority Access

- Priority access for all your veteran franchisees to VetFran 2.0 opportunities like op-eds, panels, headlining grassroots events and content collaborations
- Standing invitation to bi-annual VetFran Committee meetings



## VETFRAN BRONZE SPONSOR \$5,000/YEAR

### Recognition

- Joint press release with VetFran
- Linked company logo on [www.vetfran.org](http://www.vetfran.org) and [www.franchisefoundation.org](http://www.franchisefoundation.org)
- Recognition in annual VetFran issue of Franchising World Magazine
- Announcement of sponsorship to VetFran Committee
- VetFran Challenge Coins available on request

### Visibility and Branding

- Use of VetFran Bronze Logo
- VetFran Bronze Logo signage provided for all IFA sponsored franchise expos
- May submit 1 educational article for the VetFran Blog, which will be promoted on VetFran social media

### Priority Access

- Priority consideration for invitations to speak on panels at MFV Expos and at VetFran events around the country

**“ We strongly believe in the VetFran mission to inspire and support veterans in franchising, so after starting out at the Bronze level, we are now proud to be a Gold Sponsor.”**

*- Bill Pellicano, CEO, PrimePay*

# VETFRAN SPONSORSHIP TIERS



## BENEFITS



<b>RECOGNITION</b>	JOINT PRESS RELEASE	IFA, VetFran and IFA Foundation	VetFran and IFA Foundation	VetFran
	LOGO ON WEBSITES	✓	✓	✓
	RECOGNITION IN <i>FRANCHISING WORLD</i>	✓	✓	✓
	ANNOUNCEMENT TO COMMITTEE AND IN VETFRAN NEWSLETTER	✓	✓	Committee only
	CHALLENGE COINS	✓	✓	✓
<b>VISIBILITY AND BRANDING</b>	USE OF LOGO	Gold	Silver	Bronze
	SPONSOR LOGO SIGNAGE FOR EXPOS	Gold	Silver	Bronze
	POSTS ON VETFRAN.ORG	3	2	1
	<i>FRANCHISING WORLD</i> ARTICLES	✓		
<b>PRIORITY ACCESS</b>	EXPO PANEL INVITATIONS	✓		✓
	VETERAN FRANCHISEE OPPORTUNITIES	✓	✓	
	INVITATION TO VETFRAN COMMITTEE MEETINGS	✓	✓	
	PRIVATE BRIEFING AT CONVENTION	✓		