



## **ASSOCIATE MEMBER PROGRAM OVERVIEW**

**About the SFA:** The Star Franchise Association (SFA) is an organization whose mission is to represent all Carl's Jr. franchisees by communicating with the franchisor and partnering with Vendors to create mutually beneficial relationships. Our current membership is approximately 85 companies representing over 600 franchised restaurants

**Our Annual Conference:** The SFA Associate Member Program is built around our belief in having a personal relationship with the vendors we partner and do business with. In order to maintain these relationships, we hope that all vendors and potential vendors will attend our annual conference, held each fall in a different location, to meet and interact with our franchisees. Our conference is always well attended by the franchise community, with primary attendance being from owners, operators and decision makers representing 500 or more franchise restaurants. Conference sponsorships include your booth space and admission to all meals and activities, where you will have ample time to meet face to face with our franchise members. Registration typically opens in April or May, and all information can be accessed, as available, through our website at [www.starfran.com](http://www.starfran.com). You can also register there to be on our e-blast list, to be made aware when registration opens.

**The SFA Associate Member Program:** The SFA Associate Member program is designed to bring value to franchisees and valuable benefits to participating vendors. If you are new to the SFA, your application must be approved by a Board Member before joining. Each year, you will have the opportunity to renew your membership with your conference registration. If you wish to join mid-year, your fee will be applied to the following conference. Membership runs from July 1- June 30 each year.

Becoming a member is the **ONLY** way for you to access the franchisees directly through the SFA. No other advertising or meeting opportunities are offered.

### ***Vendor Requirements:***

There are several requirements the SFA looks for before signing on a Vendor:

1. The Vendor must be able to provide value to SFA Members, whether through cost savings, benefits or services
2. The Vendors must be able to position itself ahead of its competitors, whether through pricing, quality, service, benefits and/or technology
3. The Vendor must be able to meet any applicable CKE or SFA Standards
4. The Vendor must provide references and may be researched by the SFA

**MEMBERSHIP LEVELS:**  
**Membership runs from July 1<sup>st</sup> through June 30th**

**PLATINUM STAR - \$20,000**

- Recognition as a Platinum Star sponsor in applicable materials including, but not limited to Conference Banner, Website Listing, Annual Directory and Newsletters
- E-mail to SFA Members announcing your membership
- Premium Placement of Booth Space, plus Complimentary double-wide booth, at Annual SFA Conference
- Up to Six (6) Conference Attendees, including all meals and activities for all attendees
- Opportunity to bring up to Six (6) additional attendees to Conference at-cost
- Up to Ten (10) Copies of the Annual Directory
- Premium Placement of advertisements purchased in SFA Directory
- Free inclusion in our quarterly direct Mailing/Emailing program
- Free advertising in the SFA Newsletter
- Opportunity to attend one Board Meeting or Committee Meeting to meet for 60 minutes and dinner with Group at same meeting

**SUPER STAR - \$10,000**

- Recognition as a Super Star sponsor in applicable materials including, but not limited to Conference Banner, Website Listing, Annual Directory and Newsletters
- E-mail to SFA Members announcing your membership
- Premium Placement of Booth Space, plus Complimentary double-wide booth, at Annual SFA Conference
- Up to Four (4) Conference Attendees, including all meals and activities for all attendees
- Opportunity to bring up to Four (4) additional attendees to Conference at-cost
- Up to Six (6) Copies of the Annual Directory
- Premium Placement of advertisements purchased in SFA Directory
- Free inclusion in our quarterly Mailing/Emailing program (\$500 value)

**FAMOUS STAR - \$5,000**

- Recognition as a Famous Star sponsor in applicable materials including, but not limited to Conference Banner, Website Listing, Annual Directory and Newsletters
- E-mail to SFA Members announcing your membership
- Complimentary Booth at Annual SFA Conference
- Up to Three (3) Conference Attendees, including all meals and activities for all attendees
- Opportunity to bring up to Three (3) additional attendees to Conference at-cost
- Three (3) Copies of the Annual Directory
- Opportunity to purchase advertising in SFA Directory
- Free inclusion in our quarterly Mailing/Emailing program

**HAPPY STAR PLUS - \$3,500**

- Recognition as a Happy Star sponsor in applicable materials including, but not limited to Conference Banner, Website Listing, Annual Directory and Newsletters
- E-mail to SFA Members announcing your membership
- Complimentary Booth at Annual SFA Conference
- Two (2) Conference Attendees, including all meals and activities for attendees
- Opportunity to bring up to two (2) additional attendees to Conference at-cost
- Two (2) Copies of the Annual Directory
- Opportunity to purchase advertising in SFA Directory
- Opportunity to participate in our quarterly Mailing/Emailing program at-cost (\$500 Annual)

**HAPPY STAR - \$2,500**

- Recognition as a Happy Star sponsor in applicable materials including, but not limited to Conference Banner, Website Listing, Annual Directory and Newsletters
- E-mail to SFA Members announcing your membership
- Complimentary Booth at Annual SFA Conference
- One (1) Conference Attendee, including all meals and activities for attendee (NO ADDITIONAL ATTENDEES ALLOWED)
- One (1) Copy of the Annual Directory
- Opportunity to purchase advertising in SFA Directory
- Opportunity to participate in our quarterly Mailing/Emailing program at-cost (\$500 Annual)

**INTRODUCTORY MEMBERSHIP (first timers only) - \$1,000**

- For NEW Members not attending the conference. Not available to previous sponsors
- Listing on SFA Website and in SFA Directory
- E-mail to SFA Members announcing your membership
- Opportunity to purchase advertising in SFA Directory
- Opportunity to participate in our quarterly Mailing/Emailing program at-cost (\$500 Annual)
- If you choose this membership prior to conference registration opening, you may upgrade your membership to one of the above levels at the time of Conference Registration (\$1,000 fee will be credited toward upgrade)



**SFA ASSOCIATE MEMBER APPLICATION- FOR NEW MEMBERS- Page 1 of 2**

*Thank you for your interested in the SFA Associate Member program. Please fill out this form to assist the SFA in determining your eligibility for this program. We will contact you within 3 weeks of the receipt of this form. Please print clearly and carefully----Once your application is approved, the information below will be used for SFA communications, your directory listing and your profile on the SFA Website*

Company Name: \_\_\_\_\_

Product(s)/Service(s) offered \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Company Contact for SFA Members: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Benefits to Carl's Jr. Franchisees: \_\_\_\_\_

What features your company ahead of your competitors? \_\_\_\_\_

Geographic Area(s) you service: \_\_\_\_\_

Can you offer exclusive discounts to SFA Members YES NO

*If so, what can you offer?* \_\_\_\_\_

Do you currently do business with any Carl's Jr. Franchisees? YES NO

*If so, who?* \_\_\_\_\_

Do you have clients that are Carl's Jr. Competitors? YES NO

*If so, please list:* \_\_\_\_\_

**REFERENCES:** Please list below a minimum of three references. Your first reference should be from CKE Corporate Rep, or a Carl's Jr. franchisee, if applicable:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**SFA ASSOCIATE MEMBER APPLICATION- FOR NEW MEMBERS- page 2 of 2**

**MEMBERSHIP LEVEL: (Please see following sheet for details)**

- PLATINUM STAR--\$20,000
- SUPER STAR--\$10,000
- FAMOUS STAR--\$5,000
- HAPPY STAR PLUS--\$3,500
- HAPPY STAR - \$2,500
- INTRODUCTORY MEMBERSHIP (\$1,000) (NO CONFERENCE BOOTH/ATTENDANCE)

**SFA DIRECTORY:**

Each year at the conference, a directory of franchisees, CKE Contacts and Associate Members is distributed. Advertising space is available:

- FULL PAGE COLOR AD --\$500
- HALF PAGE COLOR AD--\$300
- BASIC LISTING ONLY—included

All Associate Members signed up by July 15th will be listed in the directory. Deadline to purchase directory ads is July 15th with artwork due by August 1st

**Application submitted by:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOTAL DUE: \$** \_\_\_\_\_

**PLEASE REMIT ALONG WITH FULL PAYMENT (CHECKS ONLY, PLEASE) TO:**

STAR FRANCHISE ASSOCIATION  
PO BOX 2245- LIVERMORE, CA 94551

[tara@starfran.com](mailto:tara@starfran.com)

**DEADLINE FOR INCLUSION IN YEARLY DIRECTORY AND CONFERENCE PRINTED MATERIALS IS AUGUST 1<sup>ST</sup>. CONFERENCE REGISTRATION DEADLINE VARIES. SEE WEBSITE FOR DETAILS.**