

A close-up photograph of a hair salon. A hand with red-painted nails holds a black comb, and another hand with red-painted nails holds a pair of scissors, cutting a strand of blonde hair. The background is dark and out of focus.

2024 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

With SmartStyle, Cost Cutters and other hair salon franchisees

ABOUT

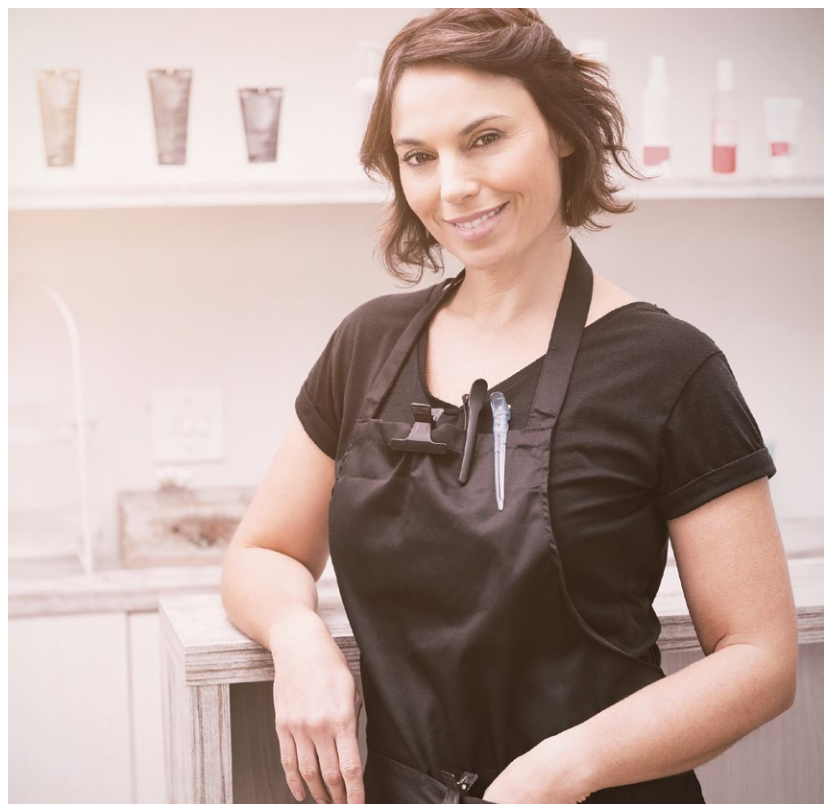
Salon Owners Franchisee Association

Salon Owners Franchisee Association (SOFA) was founded in 2021 for franchisees of SmartStyle®, Cost Cutters® and other Regis® hair salon brands, excluding Supercuts®.

Our mission is to have the best brands in the value hair salon industry by increasing brand value and improving franchisee profitability. SOFA achieves our mission through structured collaboration, education and negotiation among members, the franchisor and key vendors. We exercise united stewardship to benefit common areas of our businesses.

Members of SOFA represent over 600 hair salon locations under the Regis brand. One way to reach SOFA members will be to exhibit at their 2024 Fly-In; details to come. You can also reach them through presentations and sponsorships at virtual board and membership meetings, *News You Can Use* e-newsletter advertising, dedicated product-oriented email messages or website banner advertising. This increased visibility can lead to opportunities to build relationships and develop your business with these brands.

Please review the opportunities available in this guide. If you have any questions, do not hesitate to contact SOFA Business to Business Sales and Development Associate, Maria Moffa, at 678-540-6211 or mariam@elevanta.com.



FAST FACTS

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- > SOFA represents franchisees of SmartStyles, Cost Cutters and 18 additional hair salon brands owned by Regis.
- > There are nearly 3,000 salons in the U.S. under the SmartStyles, Cost Cutters and other portfolio brands.
- > The SOFA Board of Directors has six members representing 300 salons in the U.S. and Canada.
- > SOFA anticipates a membership of more than 40 franchise owners representing over 600 salons in 2024.

BECOME A 2024 SOFA Associate Member!

All partnerships begin with an Associate Membership. Your annual investment of \$1,000 earns your company:

- Jpeg of SOFA Associate Member logo and permission to reprint on marketing materials
- Sponsor recognition on SOFA website
- Sponsor recognition in monthly *News You Can Use* e-newsletter
- Opportunity to Exhibit at the second annual SOFA Fly-In (Date TBD)
- Opportunity to take advantage of sponsorship opportunities

Fly-In Exhibitor Package. \$2,500 per tabletop

Additional sponsorship and speaking opportunities available.

2024 À LA CARTE Marketing Opportunities

SPEAKING OPPORTUNITIES	DESCRIPTION	FEE
Dedicated Webinar	30-Minute Presentation to Key System Influencers	\$3,500
Educational Webinar/Town Hall/Annual Meeting	Logo on Invite and Registration Page, 5-10 Minute Video	\$2,500
Virtual Board Meeting	15-Minute Presentation to Key System Influencers	\$2,500
OTHER OPPORTUNITIES	DESCRIPTION	FEE
Product Email to All Members	Up to 600 words (Vendor Supplies Copy)	\$750
News You Can Use Banner Ad	Monthly <i>News You Can Use</i> Advertisement	\$350
Website Banner	Monthly, Quarterly, Half Year	See below for Ad Specs Rates May Vary

DIGITAL AD SPECIFICATIONS

The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2MB. You may provide a URL to link the banner ad graphic to when submitting your file. If you have questions regarding file requirements or design specifications, please contact Allison McCallum at 678-797-5165 or allisonm@elevanta.com. SOFA has final approval on all advertising submissions and may adjust file sizes if needed.

YOUR AD HERE
Full Banner 1500 x 500 pixels
(homepage banner)

(News You Can Use)

YOUR AD HERE
Full Banner 1080 x 150 pixels

SOFA PARTNERSHIP

Selections and Payment Authorization

In addition to your Associate Membership, please select from the opportunities or á la carte options listed below.

■ ASSOCIATE Membership .. \$1,000

- Jpeg of SOFA Associate Member logo and permission to reprint on marketing materials
- Sponsor recognition on SOFA website
- Sponsor recognition in monthly *News You Can Use* e-newsletter
- Opportunity to Exhibit at the second annual SOFA Fly-In (Date TBD)
- Opportunity to take advantage of sponsorship opportunities

■ FLY-IN Exhibitor Package... \$2,500

Á LA CARTE

- Dedicated Webinar** \$3,500
- Educational Webinar/Town Hall/Annual Meeting** \$2,500
- Virtual Board Meeting** \$2,500
- Product Email to All Members** \$750
- News You Can Use Banner Ad** \$350
- Website Banner** See page 3
 - one month: \$500 four months: \$1,500
 - eight months: \$3,000 (one design change)
 - 12 months: \$4,000 (up to two design changes)

PAYMENT Information

Total \$

- Check VISA Mastercard American Express

Company Name: _____

Bill to Contact Name: _____

Billing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Credit Card No.: _____ Exp. Date: _____ CW Code: _____

Signature: _____

Applicant agrees to abide by SOFA's rules and regulations and use SOFA database information in strict confidentiality. At no time is an Associate Member allowed to share or sell SOFA client information to anyone. Such behavior will result in revocation of SOFA Associate Membership. Solicitation for services that directly conflict with services provided by SOFA will result in revocation of SOFA Associate Membership. SOFA, 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 SOFA or associated brands in any way and members are not to represent themselves as such at any time. SOFA Partnership Packages and Associate Memberships renew annually on Jan. 1.

All invoices are due upon receipt and payment must be received prior to event or publication. Unpaid invoices are subject to cancellation and forfeiture of item(s) purchased. SOFA has a no refund policy.



*SOFA Members Support
Vendors that Support
their Association.*

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