



2024 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

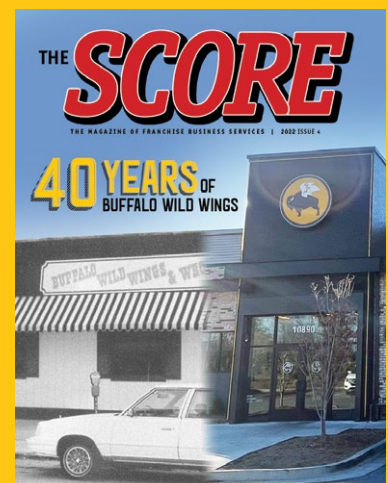
With Buffalo Wild Wings Franchisees

ABOUT Franchise Business Services

Formed over 20 years ago, Franchise Business Services (FBS) has gone from a small, informal group of business owners hoping to share best practices to a professionally managed association offering high-quality communication vehicles, legislative efforts, education and training, valuable cost-saving services, business partner relations and a successful annual Summit. In 2014, the organization changed its name and committed to provide education, advocacy and member services to its community of Buffalo Wild Wings® franchisees. Today, FBS members represent 94% of locations across the U.S.

Reach BWW® franchisees from every angle by sponsoring or exhibiting at the annual Summit, advertising in the FBS quarterly publication *The SCORE* or the annual Products & Services Directory, digitally advertising on the FBS website or presenting to the FBS Board of Directors. Sponsorship is one of the best ways for a system supplier to increase visibility within the FBS membership. This increased visibility can lead to more networking opportunities to build relationships and grow your business with the brand.

Please review the numerous opportunities available in this guide. If you have any questions along the way, please do not hesitate to contact Jeff Reynolds at 678-797-5163 or jeffr@myfbsonline.org.



Celebrating 20 Years!

FBS SUMMIT Opportunities

This year marks the 20th anniversary of the FBS Summit, our annual member event. The two-day summit is filled with educational general sessions, entertainment and a lively trade show. This is a premier opportunity to network with franchisees and gain valuable insight from subject-matter experts on the BWB brand and the restaurant industry.



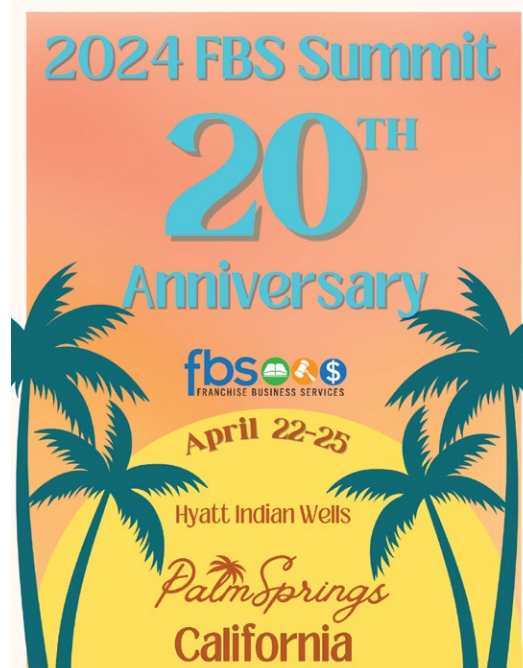
OPPORTUNITIES for Your Company

EXHIBITOR BOOTHS *(Available to FBS associate members)*

8'x10' Inline	\$5,500
8'x10' Corner	\$6,500
Additional Attendee Registration	\$500
On-Site Registration Fee	\$650

SPONSORSHIPS

- Events:** Opening Night Reception, Breakfast, Golf
- Food and Beverage:** Registration Refreshment Center, Snack Breaks, Beer Breaks, Signature Cocktail
- Items:** Welcome Baskets, Logoed Key Cards, Registration Bags, Lanyards, Cocktail Napkins
- Other:** Keynote Speaker, Sessions, Mobile App, Registration Desk, Email Blasts



PRINT and DIGITAL Advertising

Showcase your products and services to Buffalo Wild Wings franchisees through print and digital advertising.

FBS publications are a great avenue to reach the BWB franchisee community. *The SCORE*, a quarterly, four-color magazine, is distributed to all FBS franchisee members, franchised restaurant locations and members of the corporate leadership team.

The annual Products & Services Directory is a resource that franchisees keep and refer to throughout the year to find the businesses that support their association. A company listing in both *The SCORE* and the Products & Services Directory is

included with your FBS associate membership. Complement your company listing with an advertisement to enhance your exposure.

Further your connection with BWB franchisees by advertising on the FBS website, www.myfbsonline.org. You can purchase a banner advertisement on the FBS website for as little as \$350/month, and you have unlimited opportunities to submit new or updated ads throughout the year.

PUBLICATION ADVERTISING Rates and Deadlines

	FOUR COLOR	FREQUENCY			
		1 ISSUE	2 ISSUES	3 ISSUES	4+ ISSUES
SIZE	Full Page	\$2,700	\$2,400	\$2,100	\$1,800
	Half Page	\$1,900	\$1,600	\$1,300	\$1,000
	1/4 Page Vertical	\$1,000	\$900	\$800	\$700

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	PUBLICATION DATE
2024 – Issue 1	Feb. 16	Feb. 23	April
2024 – Issue 2	May 10	May 17	July
2024 – Issue 3	Aug. 2	Aug. 9	October
2024 Products & Services Directory	Sept. 13	Sept. 20	November
2024 – Issue 4	Oct. 4	Oct. 11	December

COVER WRAP	BACK COVER	INSIDE FRONT COVER	INSIDE BACK COVER	COVER SHEET	ADVERTORIAL
\$2,900	\$2,900	\$2,800	\$2,800	\$1,500	\$1,500

DIGITAL ADVERTISING Rates

SIZE	WEBSITE BANNER	FREQUENCY		
		MONTHLY	QUARTERLY	HALF YEAR
	Full Banner	\$350	\$945	\$1,750
	Leaderboard	\$425	\$1,145	\$2,215

Associate members receive 10% off published advertising rates.

Print publication guaranteed special positions are an additional 10%. Ads must be paid for and submitted by published artwork deadline. Space is not guaranteed, and payment may be forfeited if artwork is submitted after the published deadline.

ADVERTISING Specifications

PUBLICATION AD 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 pixelated 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.

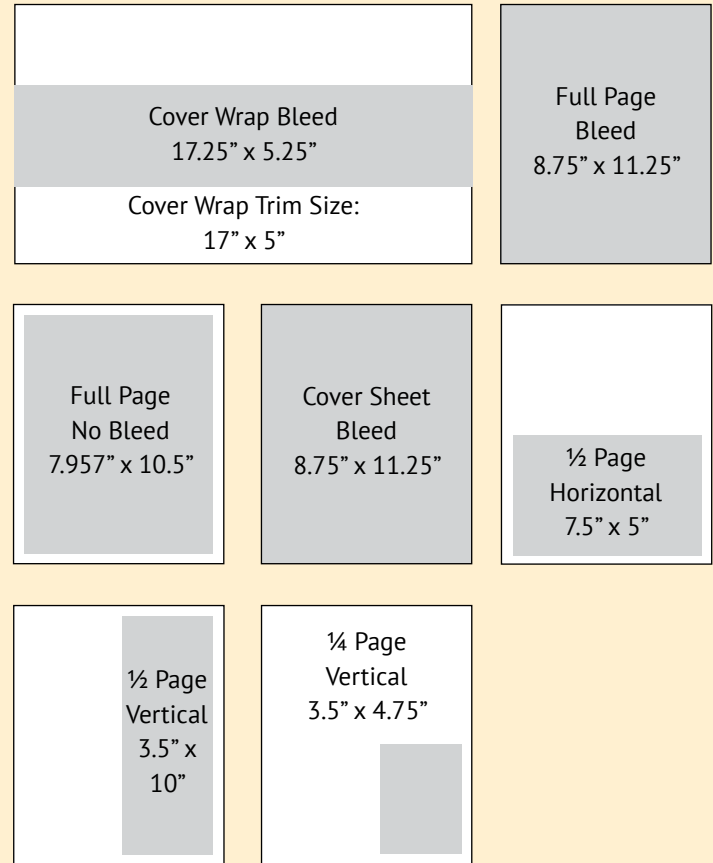
PUBLICATION AD SPECIFICATIONS

- 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 Allison McCallum at allisonm@myfbsonline.org.
- **Written approval from Buffalo Wild Wings® must be submitted for use of Buffalo Wild Wings® logo on ad.**

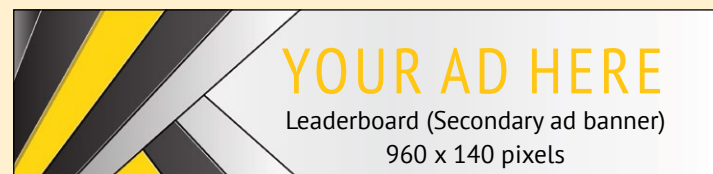
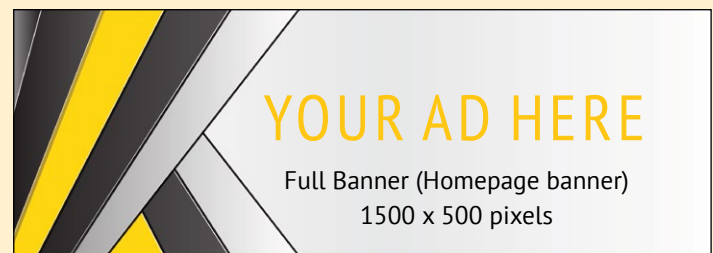
DIGITAL AD SPECIFICATIONS

The following image files are acceptable for website banner ads: GIF, JPG and PDF. File size should be a minimum of 2 MB. 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@myfbsonline.org. Franchise Business Services has final approval on all advertising submissions and may adjust file sizes if needed.





PUBLICATION



DIGITAL



MARKETING Bundles

	 DIAMOND \$23,500	 EMERALD \$17,500	 SAPPHIRE \$13,000	 PEARL \$11,000
Associate Membership	2024 Associate Membership	2024 Associate Membership	2024 Associate Membership	2024 Associate Membership
Summit Booth	One 8'x10' corner booth including one registration	One 8'x10' corner booth including one registration	One 8'x10' inline booth including one registration	One 8'x10' inline booth including one registration
Summit Registration	Registration for up to two additional attendees	Registration for up to one additional attendee		
Summit Sponsorship	Ability to select one level 4 sponsorship item for the 2024 FBS Summit	Ability to select one level 3 sponsorship item for the 2024 FBS Summit	Ability to select one level 2 sponsorship item for the 2024 FBS Summit	Ability to select one level 1 sponsorship item for the 2024 FBS Summit
Summit Signage	Recognition on 2024 FBS Summit sponsor signage and on event mobile app	Recognition on 2024 FBS Summit sponsor signage and on event mobile app	Recognition on 2024 FBS Summit sponsor signage and on event mobile app	Recognition on 2024 FBS Summit sponsor signage and on event mobile app
Publication Advertising	<ul style="list-style-type: none"> • One full-page ad in each 2024 issue of <i>The SCORE</i> • One full-page ad in 2024 Products & Services Directory • One advertorial in 2024 <i>The SCORE</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One half-page ad in each 2024 issue of <i>The SCORE</i> • One half-page ad in 2024 Products & Services Directory • One advertorial in 2024 <i>The SCORE</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One quarter-page vertical ad in each 2024 issue of <i>The SCORE</i> • One quarter-page vertical ad in 2024 Products & Services Directory • One advertorial in 2024 <i>The SCORE</i> issue of your choice (800 words or less) 	<ul style="list-style-type: none"> • One quarter-page vertical ad in each 2024 issue of <i>The SCORE</i>
Digital Advertising	<ul style="list-style-type: none"> • Banner ad on FBS Summit event mobile app • Website leaderboard banner ad for 12 months 	<ul style="list-style-type: none"> • Push notification from FBS Summit event mobile app • Website leaderboard banner ad for six months 	<ul style="list-style-type: none"> • Website full banner ad for three months 	<ul style="list-style-type: none"> • Website full banner ad for one month
Logos	Diamond sponsor and FBS Associate Member logos to use on marketing materials	Emerald sponsor and FBS Associate Member logos to use on marketing materials	Sapphire sponsor and FBS Associate Member logos to use on marketing materials	Pearl sponsor and FBS Associate Member logos to use on marketing materials
Pre-Summit Mailing	Complimentary pre-Summit mailing to all FBS members (not to exceed 2 lbs.)			
	Bundled Package Savings: \$12,430	Bundled Package Savings: \$8,665	Bundled Package Savings: \$6,350	Bundled Package Savings: \$3,225



YOUR ANNUAL INVESTMENT of \$1,500 earns your company:

- Unlimited access to the FBS membership list via the association website, www.myfbsonline.org.
- 10% off annual insertion rates for your advertisement in *The SCORE* and the Products & Services Directory.
- Company listing in the Products & Services Directory, which is mailed to all franchisees, and available year-round via www.myfbsonline.org.
- Access to the FBS Board of Directors' contact information.

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 Sales Contact Name (optional):		
Secondary Sales Contact Title (optional):		
Phone (optional):	Email (optional):	
Event Contact:	Email:	Phone:
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"/> Insurance Services Healthcare, property & casualty, EPLI, life, disability		
<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 allisonm@myfbsonline.org.

Return completed application via mail, email or fax.

MAIL: FBS Inc., Associate Membership | 1701 Barrett Lakes Blvd. NW, Suite 180 | Kennesaw, GA 30144

EMAIL: jeffr@myfbsonline.org **FAX:** 678-797-5170

FBS PARTNERSHIP Selections and Payment Authorization

Please select from the partnership packages or a la carte options listed below.

PARTNERSHIP Packages

- | | |
|---|----------|
| <input type="checkbox"/> Diamond | \$23,500 |
| <input type="checkbox"/> Emerald | \$17,500 |
| <input type="checkbox"/> Sapphire | \$13,000 |
| <input type="checkbox"/> Pearl | \$11,000 |

A LA CARTE Options

- | | |
|---|----------|
| <input type="checkbox"/> Associate Membership | \$1,500 |
| <input type="checkbox"/> 8'x10' Summit Inline Booth | \$5,500 |
| Booth Number: _____ | |
| <input type="checkbox"/> 8'x 10' Summit Corner Booth | \$6,500 |
| Booth Number: _____ | |
| <input type="checkbox"/> Additional Summit Registrations _____ X \$500 = \$ _____ | |
| * On-site Summit registration is \$650/attendee | |
| <input type="checkbox"/> Summit Sponsorship | \$ _____ |
| <input type="checkbox"/> Board of Directors Sponsorship | \$ _____ |
| (FBS approval required) | |

PUBLICATION Advertising *(See page 4 for pricing)*

- | | | |
|----------------------------------|---|----------------------------------|
| <input type="checkbox"/> Issue 1 | <input type="checkbox"/> Issue 2 | <input type="checkbox"/> Issue 3 |
| <input type="checkbox"/> Issue 4 | <input type="checkbox"/> Products & Svcs. Directory | |

Frequency

- ☐
- 1x
- ☐
- 2x
- ☐
- 3x
- ☐
- 4x+

Size

- | | |
|---|--|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page |
| <input type="checkbox"/> Cover Wrap | <input type="checkbox"/> ¼ Page Vertical |
| <input type="checkbox"/> Inside Front Cover | <input type="checkbox"/> Back Cover |
| <input type="checkbox"/> Cover Sheet | <input type="checkbox"/> Inside Back Cover |
| | <input type="checkbox"/> Advertorial |

DIGITAL Advertising *(See page 4 for pricing)*

Size

- ☐
- Leaderboard
-
- ☐
- Full Banner

Frequency

- ☐
- Monthly
-
- ☐
- Quarterly
-
- ☐
- Half Year

PAYMENT Information

Total \$

- ☐
- Check
- ☐
- Visa
- ☐
- MasterCard
- ☐
- AMEX

Company Name: _____

Bill to Contact Name (Cardholder if paying by credit card): _____

Billing Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Credit Card #: _____ Exp. Date: _____

Signature: _____ CVV Code: _____

Applicant agrees to abide by FBS's rules and regulations and use FBS database information in strict confidentiality. At no time is an Associate Member allowed to share or sell FBS client information to anyone. Such behavior will result in revocation of FBS Associate Membership. Solicitation for services that directly conflict with services provided by FBS will result in revocation of FBS Associate Membership. FBS, 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 FBS or Buffalo Wild Wings® in any way and members are not to represent themselves as such at any time. FBS 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. FBS has a no refund policy.