



## Sponsor FAQ

### Why would I want to be a sponsor?

Sponsors have the first priority of any requests during the entire year.

Investing in your customers and 'giving back'.

We are a non-profit professional association that represents more than 80% of the Denny's restaurants.

You reach your both franchisee and corporate customer.

Investing in the Denny's Brand and your company exposure to the Brand.

### Where does my money go?

**Your marketing contribution underwrites the franchisee member and your customers in many ways including:**

- Free convention registration for franchisees. We know that you want your customers at this important annual event so the franchisees pay NO registration fees.
- Franchisee membership dues were reduced by half and have remained the same rate since 2001.
- Individual and restaurant benefits such as free accredited online education, discounted health insurance, product discounts and rebates.

### What is the term of my sponsorship?

January through December

### What do I get for my sponsorship?

In general terms: (See your sponsorship levels and benefit lists for specific benefits)

Exposure to / at:

- DFA Board Meetings
- Annual Convention General Session stage
- Print and signage media all year
- Official DFA Website
- All DFA events

**What level of sponsorship is appropriate?**

This depends on what on your goal for your product or service. There is more exposure for your investment at the higher level of sponsorship.

A formula to calculate a rate would be to simply divide the sponsor level by your gross sales. For example; if you were considering a Bronze level and your Denny's Brand sales were 2 million, you would divide \$ 15,000 by \$ 2,000,000. The answer is that \$ 15,000 equals an investment of (0.0075%); way less than 1% of your sales.