

# QFA

QDOBA FRANCHISEE ASSOCIATION



2024 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

With QDOBA Franchisees

# ABOUT Qdoba Franchisee Association

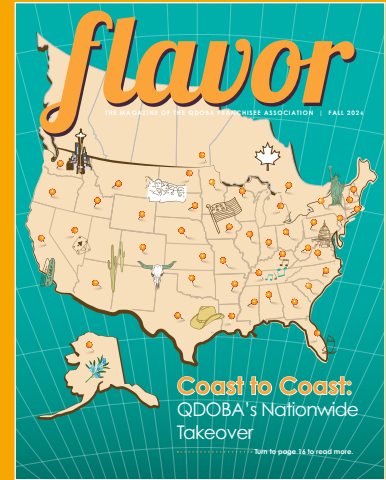
Formed in 2017, Qdoba Franchisee Association (QFA) is an independent organization dedicated to supporting the QDOBA Mexican Eats® brand and franchisees across the U.S., Canada, and Puerto Rico. QFA advocates for cooperation between the franchisor and franchisees and short- and long-term prosperity for all.

QFA provides its members with multiple opportunities to engage, learn and network throughout the year. By becoming an Associate member, businesses can reach out to QDOBA Mexican Eats franchisees and maintain brand awareness in 2024 through numerous marketing opportunities. Advertising in QFA's prominent publications like Flavor, the Products & Services Directory, and News You Can Use e-newsletters is an effective strategy for system suppliers to enhance visibility and foster relationships within the QDOBA system.

## FAST FACTS

- There are currently 470 franchised QDOBA Mexican Eats locations in North America, with plans to expand to 600 locations as part of the corporate strategy to have 80% of all locations franchised.
- It is the No. 1 franchise and the No. 2 player in the fast-casual Mexican sector.
- QFA is comprised of nearly 73 franchisees
- QFA's seven-member board of directors represents 120 locations.

Applicants must adhere to QFA's rules and keep database information confidential. Sharing or selling client information, soliciting conflicting services, or any behavior against QFA's policies leads to Associate Membership revocation. QFA reserves the right to refuse or cancel membership does not imply endorsement by QFA or QDOBA®. Associate Membership renew annually on Jan. 1. Invoices are due upon receipt; unpaid ones may result in cancellation and forfeiture. QFA has a no-refund policy.



# 2024 SPONSORSHIP OPPORTUNITIES



DESCRIPTION			
<b>ASSOCIATE QFA MEMBERSHIP BENEFITS</b>		<b>\$1,000</b>	
Company Listing in Products and Service Directory-Email and Website			
QFA Logo usage in marketing materials upon request			
10% discount on digital advertising, Flavor magazine, and print advertising			
DIGITAL ADVERTISING			
	Monthly	Quarterly	Yearly
Full Banner-Website	\$350	\$945	\$1,750
NEWS YOU CAN USE			
E-newsletter-Logo	Per Issue	6 weeks	12 weeks
and 35 words	\$350	\$2,000	\$3,800
FLAVOR MAGAZINE	Reserve Deadline March 30, artwork due April 15 Reserve Deadline Aug 16, artwork due Aug 23		
Ad Size	One Issue		Two Issues
Full Page	\$1,500		\$2,400
Half Page	\$1,050		\$1,680
1/4 Page	\$625		\$1,000
PRODUCTS AND SERVICES DIRECTORY Reserve Sept 20, artwork due Sept 27			
Cover Wrap	\$3,200		
Full page	\$3,000		
Half Page	\$2,100		
1/4 Page vertical	\$1,250		
Advertorial	\$1,500		



Return completed application via mail, email or fax.

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

**EMAIL:** [jeffr@elevanta.com](mailto:jeffr@elevanta.com)

**FAX:** 678-797-5170

Please submit a **high-resolution company logo** (at least 300dpi JPG or EPS file) and a **35 word or less company description** to Rachel at [rachelj@elevanta.com](mailto:rachelj@elevanta.com)

*Company Name:		
*Company Headquarters Address:		
*City:	*State:	*Zip:
*Website:	Year Company Started:	Number of Employees:
*Primary Sales Contact Name:		Contact Title:
Phone:	Email:	
Secondary Sales Contact Name (optional):		Contact Title:
*Phone:	*Email:	
Contact Phone (optional):	Contact Email (optional):	
Name on Credit Card		Signature:
Credit Card Address:		
Credit Card Number:	Exp. Date	CVC
*Please select <b>up to two (2)</b> business categories that best apply:		
<input type="checkbox"/> <b>Business Services</b> Accounting, Credit Card Processing, Human Resources, Legal, Payroll, Tax Credit Processing	<input type="checkbox"/> <b>Marketing</b> Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media	
<input type="checkbox"/> <b>Construction/Site Services</b> Architects, Furnishings, Flooring, Landscaping, Painting, Roofing	<input type="checkbox"/> <b>Software/Hardware</b> Equipment, POS, Services, Support	
<input type="checkbox"/> <b>Décor/Signage Providers</b> Artwork, Carpet, Flooring, Décor, Lighting, Signage	<input type="checkbox"/> <b>Supplies</b> Kitchen and Restaurant, Back-of-House Supplies, Safety Equipment	
<input type="checkbox"/> <b>Entertainment</b> Music	<input type="checkbox"/> <b>Technology and Office Equipment</b> Computers, Office Equipment, Wi-Fi	
<input type="checkbox"/> <b>Equipment Providers</b> Service Equipment, Security Systems, Steel Fabricators	<input type="checkbox"/> <b>Uniforms</b> Shoes, Uniforms	
<input type="checkbox"/> <b>Financial Services</b> Banking, Brokers, Credit Cards, Paycards, Financing	<input type="checkbox"/> <b>Utility Service</b> Electrical, Gas, Phone, Pest Control	
<input type="checkbox"/> <b>Food and Beverage Providers</b> Food, Beverage, Distributors	<input type="checkbox"/> <b>Waste Removal</b> Grease Collectors, Garbage	