

SSFA STUDIO SALON
FRANCHISEE ASSOCIATION



2025 PARTNERSHIP OPPORTUNITIES

CONNECTING YOU

With Sola Salon Studios franchisees

ABOUT

Studio Salon Franchisee Association

Studio Salon Franchisee Association (SSFA) was founded in 2021 to serve franchisees of the Sola Salon Studios brand. SSFA's mission is to maximize return on franchisee investment while contributing to the development of the best salon studio system brand in the world. Through ongoing and constructive collaboration with the franchisor, SSFA will endorse Sola programs and practices that support SSFA initiatives, as well as develop and disseminate best practices across the franchise system. SSFA provides a platform for the development of great ideas from within the community whose innovations are critical to driving the success of the Sola system.

SSFA's core values:

- **Create sustainable wealth** through programs that support all franchisees in attaining their financial and operational goals.
- **Enhance the value of the franchisee community** by enabling additional peer-to-peer networks and allowing enhanced sharing of innovation, experiences, resources and collaborative knowledge across members.
- **Continuously improve the system** through collaborative efforts with the franchisor and endorse programs and priorities that support individual markets and national initiatives.
- **Build for durability** in our brand, our infrastructure and our returns.
- **Be transparent and accountable** in what we do for the system, for the franchisor and for each other.
- **Enable active inclusion by opening doors to all franchisees** with different objectives, competitive situations, backgrounds, ethnicities and experiences to walk a wide path and access broad perspectives.

Members represent approximately 80% of the system and the number is growing. Reach them through presentations and sponsorships at the annual conference, in-person board meetings, virtual board and membership meetings and through newsletter or website banner advertising. This increased visibility can lead to opportunities to build relationships and develop your business with this brand.

Please review the opportunities available in this guide. If you have any questions, do not hesitate to contact the SSFA Advertising Team at 678-797-5160 or advertising@ssfamember.com



SSFA'S 4TH ANNUAL MEMBERSHIP CONFERENCE

July 27-29, 2025
Dearborn, MI



Selections and Payment Authorization

Please select from the tiered packages listed below or á la carte opportunities.

☐ TIER 1 Diamond \$5,000

- Includes all Gold privileges plus below items:
- Includes Conference Lunch Sponsorship **New!**
- Includes one (1) 20-minute presentation at conference or retreat
- Dedicated special Zoom presentation for up to 60 minutes
- Includes conference table

**New
Lower
Price**

☐ TIER 2 Gold \$3,000

- Includes all Silver privileges plus below items:
- Includes one (1) 20 minute PSA during a monthly networking call
- Includes conference table

**New
Lower
Price**

☐ TIER 3 Silver \$2,500

- 10% discount on any ad insertions or advertising
- Option to use the SSFA logo on vendor marketing materials
- Inclusion in online vendor directory

☐ TIER 4 Supporter \$1,000

- Includes membership listing

**Must be tier 3 or above to attend conference. \$2,500 total is the minimum to attend conference.*

Á LA CARTE SPONSORSHIPS

☐ Conference Dinner Sponsorship \$2,000

☐ Conference Activity Sponsor \$750-\$1,500

- Sunday or Tuesday Cocktail hour = \$750 each,
\$1,500 for Tigers Game Private Room

☐ Board Meeting Retreat Lunch \$1,000

- Includes 20-minute presentation

☐ Board Meeting Retreat Dinner \$1,000

- Includes 10-minute presentation

☐ 15-minute Zoom Presentation \$500

- For any event not covered by Gold or Diamond sponsors

☐ Newsletter Sponsorship \$150

- Vendor logo plus 50 words

☐ Website Banner Advertising – 1, 3 or 6 months

- 1 month \$150
- 3 months \$300
- 6 months \$500

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: _____

CVV Code: _____

Signature: _____

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

Company Name:												
Company Headquarters Address:												
City:	State:	Zip:										
Website:	Year Company Started:	Number of Employees:										
Event Contact:												
Phone:	Email:											
Primary Sales Contact Name:												
Primary Sales Contact Title:												
Phone:	Email:											
Secondary Contact Name (optional):												
Secondary Sales Contact Title (optional):												
Contact Phone (optional):	Contact Email (optional):											
<p>*Please select up to two (2) business categories that best apply:</p> <table border="0"> <tr> <td> <input type="checkbox"/> Business Services Accounting, Credit Card Processing, Human Resources, Legal, Payroll, Tax Credit Processing </td> <td> <input type="checkbox"/> Marketing Sales Programs, Publications, Promotional Products, Printing, Public Relations, Social Media </td> </tr> <tr> <td> <input type="checkbox"/> Construction/Site Services Architects, Furnishings, Flooring, Landscaping, Painting, Roofing </td> <td> <input type="checkbox"/> Software/Hardware Equipment, POS, Services, Support </td> </tr> <tr> <td> <input type="checkbox"/> Décor/Signage Providers Artwork, Carpet, Flooring, Décor, Lighting, Signage </td> <td> <input type="checkbox"/> Supplies Cleaning Supplies, Office Supplies, Safety Equipment </td> </tr> <tr> <td> <input type="checkbox"/> Equipment Providers Hair Care Equipment, Sinks, Security Systems </td> <td> <input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, TVs </td> </tr> <tr> <td> <input type="checkbox"/> Financial Services Banking, Brokers, Credit Cards, Paycards, Financing </td> <td> <input type="checkbox"/> Utility Services Electrical, Gas, Phone, Pest Control, Garbage, Internet, Wi-Fi </td> </tr> </table>			<input type="checkbox"/> Business Services Accounting, Credit Card Processing, Human Resources, Legal, Payroll, Tax Credit Processing	<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 Cleaning Supplies, Office Supplies, Safety Equipment	<input type="checkbox"/> Equipment Providers Hair Care Equipment, Sinks, Security Systems	<input type="checkbox"/> Technology and Office Equipment Computers, Office Equipment, TVs	<input type="checkbox"/> Financial Services Banking, Brokers, Credit Cards, Paycards, Financing	<input type="checkbox"/> Utility Services Electrical, Gas, Phone, Pest Control, Garbage, Internet, Wi-Fi
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Please submit a **high-resolution company logo** (at least 300 DPI, JPG or EPS file) and a **50-word or less company description** to haleyh@elevanta.com.

Return completed application via mail, email or fax.

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

EMAIL: advertising@ssfamember.com

FAX: 678-797-5160