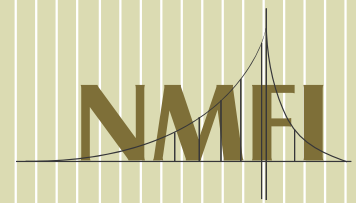


# NATIONAL MINORITY FRANCHISING INITIATIVE



2008 Media Kit



## Bridging the Gap Between the Franchising Industry and the Minority Community

### 2008 NATIONAL MINORITY FRANCHISING SUMMIT: got diversity?

*Opportunities, Strategies and Best Practices for  
Franchising in Emerging Domestic Markets*

**AUGUST 5 - 7, 2008**

**Marriott Magnificent Mile - Chicago, IL**

Join us for this premiere event. The 2008 National Minority Franchising Summit will be the first national conference whose agenda will exclusively address the issue of diversity. This one-of-a-kind forum is designed for franchise executives and brings together finance, government and business organizations to address, evaluate and expand concepts to increase minority franchising in emerging markets.

*Be a part of the Blueprint... build  
a diverse franchisee base for your  
company foundation.*

*For registration details and  
sponsorship opportunities, visit  
[MinorityFranchisingConference.com](http://MinorityFranchisingConference.com)*

**If your organization is committed to recruiting minorities and maximizing business opportunities in underserved markets, we invite you to join the Initiative.**

The National Minority Franchising Initiative (NMFII) is the premiere organization dedicated solely to bridging the opportunity gap that exists between franchisors and potential franchisees in minority communities. The Initiative takes a multi-faceted approach to raising franchise awareness in target markets by delivering high-quality, readily accessible products in the areas of publications, electronic media, education, consulting, training and strategic partnerships.



*“While minorities comprise more than one-fourth of the American population—minorities own less than 10% of franchises.”*

U.S. Small Business Administration

*“Minority groups and women are increasing their business ownership at a much higher rate than the national average. There were 1.2 million black-owned businesses in 2002, up 45% from 1997. There were 1.6 million Hispanic-owned businesses in 2002, up 31% from 1997.”*

U.S. Census Bureau

*“More than eight million people draw their paychecks from franchising, with about 600,000 franchises operating in the U.S. and generating nearly \$1 trillion in sales.”*

Black Enterprise Magazine

*“Franchisors who offered financial assistance had a 12% minority ownership rate, while those who did not had only 4% minority ownership rate.”*

U.S. Small Business Administration

## MAXIMIZE YOUR COMPANY'S GROWTH POTENTIAL BY REACHING OUT TO MINORITY MARKETS

Franchising remains one of the fastest-growing segments of the American economy. With traditional suburban markets already near saturation levels, franchisors are seeking to capture the wealth of the largely untapped minority markets.

The reality is that while minorities represent over 29% of the U.S. population, they collectively represent only 6 – 9% of franchisees.\* Fortunately, no one doubts the overwhelming potential for this market. With rapid changes in the ethnic and racial make-up of inner city markets, minorities are quickly becoming the franchising industry's most sought-after consumer segment.

The NMFI represents an effective and cost-efficient tool for franchisors to access minority communities. With the support of forward-looking and committed franchisors, the NMFI aims to increase minority ownership and the presence of quality franchise concepts in underserved communities.

The Initiative's core program focuses on raising franchise awareness through print and online media, seminars and strategic partnerships. The program provides franchisors with tremendous exposure, positive publicity and an effective vehicle for generating qualified leads and, ultimately, new franchisees from minority markets.



### PUBLICATIONS: *Minority Franchise Guide*

THE DEFINITIVE ANNUAL DIRECTORY OF OVER 500 FRANCHISES ACTIVELY SEEKING AND SUPPORTING MINORITY FRANCHISEES



The NMFI publishes an annual *Minority Franchise Guide* of over 500 companies that encourage and support the inclusion of minority franchisees. The franchisor profiles detail company background, capital requirements, a breakdown of existing minority representation, programs in place for minorities and much more. NMFI sponsors are prominently featured on the cover of the *Guide*. The publication also includes articles written by NMFI sponsors and resources available to prospective franchisees.

The *Guide* is provided free of charge at seminars and various government and non-profit minority organizations. The *Guide* will also be available for sale through major bookstores, the Internet, direct mail and franchise trade shows.

### VISIT OUR WEBSITE AT [MINORITYFRANCHISING.COM](http://MINORITYFRANCHISING.COM)

- Searchable franchise directory (6 custom sorts) of over 500 detailed franchisor profiles
- Highlights of NMFI sponsors' franchising programs, including articles written by sponsors
- Monthly online newsletters and other published articles
- UFOCs, books on franchising and resources on minority franchising
- Upcoming news and events

\* Source: *Minority Franchise Guide*, 2006

## ELECTRONIC MEDIA: [MinorityFranchising.com](http://MinorityFranchising.com)

THE MOST COMPREHENSIVE AND UP-TO-DATE WEBSITE ON MINORITY FRANCHISING



The Initiative's website, [MinorityFranchising.com](http://MinorityFranchising.com), provides a searchable directory (6 custom sorts) of all franchisor profiles listed in the *Minority Franchise Guide*. The site prominently displays the logos of NMFII sponsors, as well as articles written by sponsors. The site is updated on a daily basis.

The site is part of the World Franchising Network, which combines comprehensive profiles of franchisors, attorneys, consultants and service providers with proprietary listings of industry resources.

On average, the network generates over 1 million hits and 55,000 unique visitors each month.

## EDUCATION & TECHNICAL ASSISTANCE:

BRINGING THE FRANCHISE BRANDS TO MINORITY COMMUNITIES AND ENTREPRENEURS

NMFII is available to assist franchisors in developing programs, minority outreach and policies to



recruit minority franchisees. This superb technical assistance is provided by Everett Wallace and Rob Bond and is tailored to meet the specific needs of the franchisor. Sponsors are provided with a complimentary one-day, on-site visit by Everett Wallace and Rob Bond.

NMFII continues to partner with national minority organizations and media to expand opportunities for franchise ownership to members of minority organizations throughout the country.

Through these relationships, NMFII sponsors will have the

opportunities to serve as panelists at state and national conventions, participate in interviews with local and national media and distribute franchise materials to minority organizations and leadership.

**AUGUST 5 - 7, 2008:** NMFII will convene the first *National Minority Franchising Summit* convention in Chicago. The conference is designed specifically to engage and equip franchisors with the tools and strategies to attract and develop new minority franchisees in urban markets.

## STRATEGIC PARTNERSHIPS: Diversity at Work

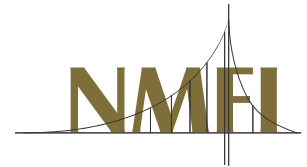
ORGANIZATIONS WORKING TOGETHER TO LEVEL THE PLAYING FIELD



NMFII has established a number of strategic partnerships to expand the program's outreach. Organizations that have previously partnered with the NMFII include the International Franchise Association (IFA), the IFA's Minorities in Franchising (MIF) Committee, the National Congress of Community Economic Development (NCCED), the Minority Business Development Agency (MBDA) and the National Black MBA Association.

Through innovative programs such as the New Markets Tax Credit Initiative, NMFII is leading the effort to provide creative financing tools to bridge the capital gap and promote minority business development in urban markets. Expanding the number of potential synergies with strategic partners are key elements of the Initiative's future plans.

NMFII also offers counsel to franchise companies who are seeking innovative financing strategies.



## GOALS

- Increase the number of minority franchisees and the availability of quality franchise concepts in underserved communities
- Provide a highly effective, mutually beneficial interface between the franchising industry and the minority community
- Inform and educate prospective minority franchisees about franchise systems that encourage and support their inclusion
- Aggressively promote NMFII sponsors in all media

## JOIN US

NMFII invites you to join our efforts to bring franchising within the reach of minorities.

Strengthen your commitment to diversity. Become an NMFII Sponsor today!

## SPONSORSHIP BENEFITS

The NMFI seeks sponsors who are genuinely committed to the inclusion and expansion of minority participation within their franchise systems. As a sponsor of the Initiative, you not only capture the opportunities within new markets, but also demonstrate your commitment to supporting diversity and recruiting minorities as a mechanism for revitalizing underserved communities. The valuable benefits of being an NMFI sponsor include:

### ○ | PUBLICATIONS: *Minority Franchise Guide*

- 4-color logo on the cover of the *Guide*
- Full-page black-and-white ad in the *Guide*
- 5-8 page sponsor article in the *Guide*
- Detailed franchisor profile in the *Guide*
- Free copies of the *Guide*
- Expanded and free distribution of the *Guide* to attendees at seminars and minority outreach programs

### ○ | ELECTRONIC MEDIA: [MinorityFranchising.com](http://MinorityFranchising.com)

- Rotating 4-color banner ad in Franchise Spotlight (on homepage and every page of website)
- 4-color logo and link to franchisor profile on NMFI Sponsors page
- Detailed franchisor profile in Franchise Directory, including 4-color logo and link to company's homepage
- Sponsor article in Articles & Perspectives section
- Promotion in NMFI's monthly electronic newsletter
- Recognition in articles highlighting sponsors

### ○ | EDUCATION & TECHNICAL ASSISTANCE

- Complimentary one-day, on-site visit by Everett Wallace and Rob Bond
- Free / reduced conference registration fees at designated state and national minority conferences
- Opportunity to serve as a panelist at conferences / lectures
- 4-color logo on NMFI exhibit displays, invitations and other promotional materials
- Copies of attendees' questionnaires and contact information
- Interview with local media
- Discount on vendor booths

### ○ | STRATEGIC PARTNERSHIPS: *Diversity at Work*

- Opportunities to collaborate with organizations in minority business development, local planning and development, financing and other minority outreach programs
- Prominent exposure in minority communities through national and regional initiatives
- Enhanced public relations through affiliation with organizations promoting diversity
- Recognition in franchise-related national publications

### PAST NMFI SPONSORS

7-Eleven	KFC
A&W Restaurants	Long John Silver's
AAMCO	Marriott
Accor North America	Meineke
Athlete's Foot	Merry Maids
Baskin-Robbins	Metromedia Foods
Burger King	Money Mailer
Captain D's	Papa John's
Carlson Hotels Worldwide	Pizza Hut
Carvel	PostNet
Cendant	Radio Shack
Choice Hotels	RE/MAX
Comfort Keepers	ServiceMaster Clean
Coverall	Star Mart
Dunkin' Brands	Subway
Express Personnel Services	Taco Bell
FASTSIGNS	The Athlete's Foot
Focus Brands	UPS
Furniture Medic	Williams Chicken
GNC	Wing Stop
HoneyBaked Ham	WSI
InterContinental Hotels	Yum! Brands
Jani-King	

## PARTICIPATION

**12-Month Sponsorship (for single or multiple concepts): \$10,000**

To become an NMFI sponsor, please contact us at:

National Minority Franchising Initiative  
1814 Franklin Street, Suite 440  
Oakland, CA 94612

Contact: Rob Bond  
Tel: (800) 841-0873 / (510) 839-5471  
Fax: (510) 839-2104

Contact: Everett Wallace  
Tel: (919) 620-8878  
Fax: (919) 620-8889

Email: [info@minorityfranchising.com](mailto:info@minorityfranchising.com)  
Website: [MinorityFranchising.com](http://MinorityFranchising.com)