

2012 DFA VENDOR Partner Program

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The DFA Vendor Partner Program is designed to bring value to Franchisees and valuable benefits to participating vendors. To participate, Vendors pay a membership fee and can earn status to different membership levels. Once the Vendor reaches a new membership level, they will be able to maintain the new membership level for **12 months**. Each Vendor will have the opportunity to renew their commitment annually. Each agreement must be signed by the DFA CEO and the Vendor Representative.

Revenue sharing in each membership package is optional and will be worked out individually with each Vendor. The revenue sharing option provides mutual benefits in helping one another grow and succeed. This will ensure that both the DFA and the Vendor receive adequate value from the program. Revenue sharing should never be done at the expense of price, service or quality to our Franchisees.

Vendors not interested in participating in the DFA Vendor Partner Program will still have limited access to advertising and meeting opportunities, but at higher rates.

Vendor Requirements

There are several requirements the DFA looks for before signing on a Vendor:

1. The Vendor must be able to provide value to DFA members, whether through cost savings, benefits or services.
2. The Vendor must be able to position itself ahead of its competitors, whether through pricing, quality, service, benefits and/or technology.
3. The Vendor must be able to meet any applicable Domino's Pizza standards.
4. The Vendor may be researched through referrals by the DFA, and must be able to provide references upon request.
5. The Vendor must pay a basic annual membership fee of \$1,750 to gain access to the program. Additional revenue sharing and/or fees are required to earn higher Vendor Status levels.

All revenue to the DFA derived from each Vendor will count toward Silver, Gold, and Platinum Status level.

This typically includes annual membership fee, advertising fees in The VOICE magazine and DFA website, Booth fees, sponsorship fees, etc.

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PLATINUM PARTNER

Annual revenue sharing must be equal to or greater than \$25,000.

Includes:

- Basic annual membership fee of \$1,750 is waived
- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad. There are also additional Annual Rate savings.
 - Partners will receive a \$50 discount per month and 3 months of free Web Advertising (\$1800 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA
- Provided with mailing list and store count for DFA members upon request
- Introduced as a Platinum Level Vendor in our meetings and publications
- Email blast will be sent to all Domino's Franchisees for any first time vendor partner announcing company's Platinum Partnership with the DFA and will include link to company's website.
- Listed on DFA website under Partners Directory as Platinum Level Vendor with link to Vendor website
- Listed in The VOICE magazine on the Vendor Directory as a Platinum Level Vendor
- DFA sends out quarterly email to franchisees containing current company promotion. Vendor must provide DFA with email/promotion content and request the email blast. Restricted to only 1 email blast per quarter.
- Primary access to premium placement of booth at DFA National Meeting
- Logo with hyperlink to Partner's web site placed on front page of DFA web site
- Write one informational article on topic of interest for "The Voice" each year relating to the Partner's industry
- Listed as a sponsor at DFA National Meeting
- Will have first access (one week ahead of other Partners and vendors) to learning about advertising, meetings and additional vendor opportunities

GOLD PARTNER

Annual revenue must be equal to or greater than \$12,000, and less than \$25,000.

Includes:

- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad. There are also additional Annual Rate savings.
 - Partners will receive a \$50 discount per month and 1 month of free Web Advertising (\$1000 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA
- Provided with mailing list and store count for DFA members upon request
- Email blast will be sent to all Domino's Franchisees for any first time vendor partner announcing company's Gold Partnership with the DFA and will include link to company's website.
- Introduced as a Gold Level Vendor in our meetings and publications
- Listed on DFA website under Partners Directory as Gold Level Vendor with link to Vendor website
- Listed in The VOICE magazine in the Vendor directory as a Gold Level Vendor
- DFA sends out quarterly email to franchisees containing current company promotion. Vendor must provide DFA with email/promotion content and request the email blast. Restricted to only 1 email blast per quarter.
- Secondary access to premium placement of booth at DFA National Meeting, following Platinum Vendors

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SILVER PARTNER

Annual revenue must be equal to or greater than \$6,500, and less than \$12,000.

Includes:

- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad. There are also additional Annual Rate savings.
 - Partners will receive a \$50 discount per month off Web Advertising (\$600 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA
- Email blast will be sent to all Domino's Franchisees for any first time vendor partners announcing company's Silver Partnership with the DFA and will include link to company's website.
- Provided with mailing list and store count for DFA members upon request
- Listed on DFA website under Partners Directory as Silver Level Vendor with link to Vendor website.
- Listed in The VOICE magazine in the Vendor Directory as a Silver Level Vendor

BASIC PARTNER

\$1,750 annual fee with option for revenue sharing to reach Silver, Gold or Platinum status.

Includes:

- Access to discounted Partner rates for advertising and meeting booth space
 - Partner rates for a full-page ad is \$1,395, and the rate for a half-page ad is \$995, Standard rates are \$1,795 for a full-page ad and \$1,295 for a half-page ad
 - Partners will receive a \$50 discount per month off Web Advertising (\$600 value)
 - Partner rates for a DFA National Meeting booths are \$1,795, with the standard rate being \$2,195. Regional Meeting rates are (Partners \$1,600) and (Standard \$1,800) per meeting.
- Invited to participate in the Member Rewards Package for DFA members. Partners can provide flyers to the DFA offering discounts for members that, in turn, are mailed to each DFA member by the DFA.
- Listed on DFA website under Partners Directory as Basic Level Vendor with link to Vendor website.
- Listed in The VOICE magazine in the Vendor Directory as a Basic Level Vendor

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2011 Partner Program Comparison Chart

BENEFIT	PLATINUM \$25,000+	GOLD \$12,000-\$24,999	SILVER \$6,500-\$11,999	BASIC \$1,750
Discounted advertising/meeting rates	X	X	X	X
Invited to participate in Member Rewards Mailing	X	X	X	X
Access to DFA website Advertising	X	X	X	X
Listed on DFA website in partners directory	X	X	X	X
Listed in The Voice Magazine Partners Directory	X	X	X	X
DFA meeting sponsorship dollars can be applied to achieve Partner level	X	X	X	X
Receives DFA member mailing addresses with store counts	X	X	X	
Listed as a Vendor Supporter at DFA Meetings	X	X	X	
Banner with company logo placed in DFA Meetings	X	X	X	
Free ad placement on DFA web site	X 3 Months	X 1 Month		
Premium placement of booth at DFA Meetings	X Primary Access	X Secondary Access		
Quarterly email to franchisees containing current company promotion for DFA Members (upon request)	X	X		
Logo with hyperlink placed on front page of DFA web site	X			
Writes one information article per year for The Voice Magazine	X			
First access (a week ahead of time) to hearing about and bidding on vendor opportunities	X			
Basic Annual Membership of \$1750 is waived	X			
Introduced as a Platinum Level Vendor in meetings and publications	X			

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Vendor Partner Membership Application

Thank you for your interest in a DFA Vendor Partner Program! Fill out this 2-page form to assist the DFA in determining your company's eligibility for this program. We will contact you within two weeks from the time you return this form provided your company meets necessary requirements for a partnership.

Partnership Level: Platinum Gold Silver Basic

Are you a Domino's Corporate approved vendor? Yes No

Company Name: _____

Product or Service: _____

Name of Company CEO: _____

Name of Company Representative for Domino's®: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Years in Business: _____ Number of Employees in your Company: _____

Primary Method of Communication with Current Clients:

Phone Email Standard Mail Fax Website Other

Phone: _____ Fax: _____

Website: _____ Email(s): _____

Benefits to Domino's Franchisees: _____

What features position your company ahead of your competitors?

Does your company service a National or Regional market?

If regional, what states do you cover?

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Do you currently do business with any Domino's franchisees? Yes No

Do you have clients that are Domino's competitors? (i.e., Pizza Hut, Papa John's, Little Caesar's, etc.) Yes No
If yes, please list competitors:

Can you offer exclusive discounts to DFA members? Yes No

If so, what can you offer?

Client References – 5 Total *(Please List Names with Emails and/or Phone Numbers)*

References #1, 2 & 3 are **required to be from Domino's Pizza Corporate and/or Domino's Pizza Franchisees* If you have not yet worked with Domino's Pizza, please list other business client references.*

1. _____

2. _____

3. _____

4. _____

5. _____