



2009 DFA Vendor Relationship Program

The DFA Vendor Relationship 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 Relationship 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 basic membership fee, advertising fees in The VOICE magazine, Booth fees, sponsorship fees, etc.

ANNUAL VENDOR PACKAGES

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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
 - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- Invited to participate in ROI program 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.
- Access to DFA website advertising
- Listed on DFA website under Partners Directory as Basic Level Vendor

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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
 - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- Invited to participate in ROI program 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
- 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

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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
 - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- Invited to participate in ROI program 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
- 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
- Provided one month of ad placement on DFA web site (\$395 value) (design service is provided)
- Secondary access to premium placement of booth at DFA Annual Meeting, following Platinum Vendors

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 \$1,295, and the rate for a half-page ad is \$895, Standard rates are \$1,695 for a full-page ad and \$1,195 for a half-page ad
 - Partner rates for a DFA meeting booth are \$1,795, with the standard rate being \$2,195
- Invited to participate in ROI program 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
- Introduced as a Platinum Level Vendor in our meetings and publications
- 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 **with hyper-link to vendor website**
- Provided three months of ad placement on DFA web site (\$1185 value) (design service is provided)
- Primary access to premium placement of booth at DFA Annual 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 Annual Meeting
- Will have first access (one week ahead of other Partners and vendors) to learning about advertising, meetings and additional vendor opportunities

PARTNER PROGRAM COMPARISON CHART

BENEFIT	PARTNER BASIC \$1,750	PARTNER SILVER \$6,500-\$11,999	PARTNER GOLD \$12,000-\$24,999	PARTNER PLATINUM 25,000+
Discounted advertising/meeting rates	X	X	X	X
Invited to participate in ROI Program	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" Partners Directory		X	X	X
Listed as a "vendor supporter" at DFA Annual Meeting		X	X	X
Receives DFA member mailing addresses with store counts		X	X	X
DFA meeting sponsorship dollars can be applied to achieve Partner level		X	X	X
Inclusion in quarterly email to franchisees containing current company promotion			X	X
Free ad placement on DFA web site			X <i>(1 month)</i>	X <i>(3 months)</i>
Premium placement of booth at DFA Annual Meeting			X <i>(Secondary access)</i>	X <i>(Primary access)</i>
Banner with company logo placed in DFA Annual Meeting		X	X	X
Logo with hyperlink placed on front page of DFA web site				X
Writes one information article per year for "The Voice"				X
First access (a week ahead of time) to hearing about and bidding on vendor opportunities				X
Hotel room reserved for Partner by DFA at Annual Meeting & Vendor Show				X
Basic Annual Membership fee of \$1750 is waived				X
Introduced as a Platinum Level Vendor in meetings and publications				X



Vendor Relationship Membership Application

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

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: *(Please Mark with an "X")*
 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? *(Please Circle One)*

If Regional, what states do you cover? _____

Do you currently do business with any Domino's franchisees? *(Please Circle or Highlight)* **Yes**
No

Do you have clients that are Domino's competitors? (i.e., Pizza Hut, Papa John's, Little Caesar's, etc.) *(Please Circle or Highlight)* **Yes No**

If Yes, Please List Competitors:

Can you offer exclusive discounts to DFA members? *(Please Circle or Highlight)* **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****

1.

2.

3.

4.

5.
