



Letter of Agreement

Between

The Canadian Franchise Association (CFA)

And

FranNet

Regarding the participation by FranNet,

as a

CFA National Sponsor.

(Term: August 1, 2015 to July 31, 2016)

CORE BENEFITS

As a CFA National Sponsor, FranNet (franchise support service member) and franchisees Gary Prenevost and Grant Bullington (collectively known as FranNet) will receive the following benefits:

IMMEDIATE SAVINGS

- ➔ One-year CFA FSS Membership (includes all regular benefits given to FSS Members)
- ➔ One (1) registration to a one-day CFA event of your choice
- ➔ One (1) Standard Booth or Hallway Exhibit space (TBD and dependent on space availability at the start of this agreement) in the Marketplace at CFA National Convention with 3 additional meal package passes for your booth staff.
- ➔ Complete mailing list of attendees to CFA National Convention provided two-weeks prior and post-convention for follow-up (one-time use, subject to permission granted by attendees)
- ➔ Two (2) full registrations to CFA National Convention (includes two (2) tickets to the Awards Presentation Dinner)
- ➔ Receive 20% discounts on any additional advertising and or sponsorship opportunities
- ➔ Logo enhancement and QR Code for your FranchiseCanada Directory Franchise Support Services listing, with CFA National Sponsor recognition

EXCLUSIVE TO NATIONAL SPONSORS

BRAND BUILDING ACTIVITIES

- ➔ One (1) e-mail announcement of your CFA National Sponsorship broadcast to all CFA members
- ➔ Use of special "CFA National Sponsor" logo on your marketing materials in addition to standard CFA Member Logo
- ➔ Special "CFA National Sponsor" logo included beside your company Franchise Support Services listing in the online CFA Member Directory and in the annual FranchiseCanada Directory
- ➔ Logo recognition on the CFA website homepage with a link to your website
- ➔ Logo recognition in the CFA National Sponsor section of the CFA website
- ➔ Logo recognition as a CFA National Sponsor in CFA publications (FranchiseCanada Magazine, FranchiseCanada Directory, FranchiseVoice Member Magazine, Franchise Support Services Directory)
- ➔ Logo recognition as a CFA National Sponsor in CFA e-newsletters (CFA e-News Worthy, CFA event updater, FranchiseE-News)
- ➔ Logo recognition as a CFA National Sponsor on sponsorship signage for all CFA events
- ➔ Logo recognition in the registration package CFA National Convention

ENGAGE FRANCHISE SYSTEM DECISION-MAKERS AND INFLUENCERS

- ➔ Guaranteed opportunity to participate as a facilitator at a roundtable session at the CFA National Convention
- ➔ Opportunity to introduce or thank a keynote speaker at the CFA National Convention
- ➔ Opportunity to obtain business intelligence information relevant to your company through a brief member survey conducted on your behalf by CFA as available (results provided in

aggregate; may be part of an omnibus survey)

➔ Opportunity to engage with CFA Board of Directors once per year, at the pre-convention host dinner.

BUSINESS BUILDING DIRECT MAIL OPPORTUNITIES

➔ Your brochure or promotional insert in all CFA New Member and Member Renewal packages

➔ Up to four (4) promotional distributions (to be supplied by National Sponsor) to CFA members per year via direct mail (pressure sensitive labels supplied by CFA), e-marketing, or a combination

CUSTOMIZATION OPTIONS:

You have selected the following customized options for your National Sponsorship Package:

➔ Two (2) Sponsored Webinars including Archiving

- Business Exploration Webinar for General Public prior to Franchise Show in October and February

➔ LookforaFranchise.ca Elite Package

- Includes profile page, premium placement, showcased franchise and top full banner

➔ LookforaFranchise.ca Home Page – Top Banner

ADDITIONAL ADVERTISING PURCHASES

In addition to their National Sponsorship purchase, FranNet LLC and Frannet franchisees Gary Prenevost and Grant Bullington have agreed to the following committed buy (a 20% discount is applicable to these purchases).

Gary Prenevost purchases as follows:

➔ 10 x 10 Booth at The Franchise Show Toronto (October 2015) with Custom Booth Package

➔ Aisle Sign Sponsorship at The Franchise Show Toronto (October 2015)

➔ Gold Sponsorship at The Franchise Show Toronto (October 2015)

➔ Post Franchise Show Discovery Webinar (includes two e-mail marketing blasts)

➔ 10 x 10 Booth at The Franchise Show Toronto (February 2016) with Custom Booth Package

➔ Aisle Sign Sponsorship at The Franchise Show Toronto (February 2016)

➔ Gold Sponsorship at The Franchise Show Toronto (February 2016)

➔ Post Franchise Show Discovery Webinar (includes two e-mail marketing blasts)

Grant Bullington purchases as follows:

➔ 10 x 10 Booth at The Franchise Show Vancouver (November 2015)

➔ 10 x 10 Booth at The Franchise Show Calgary (February 2016)

TERMS AND CONDITIONS

Membership Status

This agreement applies to FranNet LLC and Frannet franchisees Gary Prenevost and Grant Bullington who currently hold dual Franchise System and Franchise Support Service membership with Canadian Franchise Association. All elements of this agreement presume and require that the current

memberships accessing these advertising and sponsorship opportunities are and remain CFA members in good standing.

Participation in the CFA National Sponsorship Program is only available to CFA members in good standing. Membership must be maintained for each year or part thereof covered by this agreement. Failure to pay membership dues will result in the discontinuation of National Sponsor benefits and any other additional advertising and/or sponsorship purchases with no refund in whole or in part.

Trade-Marks

During the terms of this Agreement, each of the parties is entitled to use each other's trade-marks (including logos, word marks and similar designations) with each other's prior written approval, subject to the following. Before either party (the "user") uses a trade-mark of the other party (the "owner"), the user shall submit samples of such proposed use to the owner for review and approval, and shall not use such a mark until it has received prior written approval. Approval will not unreasonably be withheld or delayed. Once approval has been received by the user, the user shall not change the manner of use which has been approved without obtaining another written approval from the owner. The owner may at any time cancel such approval on reasonable notice, at which time the user shall cease using the mark for which approval has been withdrawn. All rights of the user to use the owner's trade-marks shall terminate upon expiry of this Agreement, and the user shall then promptly cease using and shall not thereafter use any trade-mark of the owner.

Exclusivity

During the term of this Agreement, FranNet shall be recognized as a CFA National Sponsor. No other providers of franchise consulting services will be recognized as CFA National Sponsors during the term of this Agreement.

Form of Communication

All announcements, publications, advertisements and any other recognition of FranNet as permitted or required by this letter of Agreement, shall be subject to pre-approval by FranNet designated liaison.

Payment

The National Sponsorship annual amount payable to the Canadian Franchise Association (CFA) by FranNet is \$20,000 plus HST (includes Franchise Support Service membership dues). Franchise System Membership dues are due on or before November 1, 2015 and will be invoiced upon receiving the membership renewal self-declaration form.

See "Schedule A", Summary and Payment Schedule for National Sponsorship and additional advertising and sponsorship installments. Additional advertising and sponsorship elements will be invoiced in accordance with contract payment dates.

Duration of Agreement

The duration of this Agreement is one (1) year, beginning August 1, 2015 and ending July 31, 2016. FranNet shall have the right of first refusal as the CFA National Sponsor in your business category, franchise consulting in the following year(s). Confirmation of renewal must be received in writing by CFA no later than June 2, 2016 sixty (60) days prior to the expiration of this agreement. CFA reserves the right to change the elements offered in the National Sponsor program; the pricing of the program; or discontinue the program.

Confidentiality

Each party to this Agreement shall hold all of its provisions and undertakings to be entirely confidential.

Termination

No refunds in part or in whole will be provided.

Agreed and Accepted

I have the authority to bind FranNet for this agreement.



John Blair
Director, Marketing & PR
Frannet LLC

7-28-15

Date

Gary Prenevost
President
Frannet

Date

Grant Bullington
Franchise Consultant
Frannet LLC

Date

Agreed and Accepted

Lorraine R. McLachlan
President and CEO
Canadian Franchise Association

Date