



SPONSORSHIP PACKAGES

2026 FRANCHISE CONVENTION



THE HONEY BAKED Ham^{co}

2026 FRANCHISE CONVENTION

HoneyBaked is excited to announce a variety of sponsorship opportunities available for our upcoming Franchise Convention. These packages are designed to provide our valued suppliers with meaningful brand exposure to our franchisees and corporate team during this key biannual event. As a trusted partner, your support helps us create a memorable and impactful experience for all attendees. We invite you to review the enclosed list of sponsorship packages and consider how your brand can be part of this unique gathering.

Thank you for your continued partnership and for considering this opportunity to showcase your support for HoneyBaked.

HOTEL	DATES
The Hotel at Avalon, Autograph Collection 9000 Avalon Blvd Alpharetta, GA 30009	Sunday, August 9 th to Wednesday, August 12 th 2026



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How To Become A Sponsor

1. Please review all information and what is included with each Sponsorship Package before selecting.
2. Visit www.hbhfranchiseconvention.com and click the Sponsor Zone.
3. Make your sponsorship selection, fill out all information, and submit the form.
4. HoneyBaked will invoice you directly. Payment Terms: Net 30.

Logo & Ad Submission

Please upload a high quality version of your logo as soon as possible.

www.hbhfranchiseconvention.com/upload

If your Sponsorship Package includes an ad, make sure the file is sized correctly (full page, half page, or business card) and uploaded.

If you have any questions, don't hesitate to reach out.

(561) 299-6701 | mere@leeventsgroup.com



Signature Sponsor \$30,000

As the premier Signature Sponsor, your brand receives maximum exposure across every touchpoint of the event—from signage and stage presence to digital promotions and on-site materials. This exclusive opportunity places your company at the forefront of the convention, aligning you with leadership, innovation, and impact. Your brand isn't just present—it leads.

We would like to warmly invite you and a guest to our Awards Night Gala as a special thank you from HoneyBaked, where you will have the opportunity to be recognized and thanked on stage.

1 available

Sponsorship Includes	
✓	Logo on convention stage (seen everyday at all times during general session!)
✓	Logo on lanyard
✓	Logo on signage
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat

Pickleball Tournament Sponsor \$25,000

Gain prominent exposure at the first ever convention pickleball tournament! Cover the cost of transportation to and from the hotel to the pickleball facility, awards and giveaways, and pickleball gear.

1 available at \$25,000 -OR- 2 available at \$15,000 each

Sponsorship Includes	
✓	Logo on pickleball tournament signage, balls, rackets, and sweatbands
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Gifting Lounge Sponsor \$25,000

Put your brand at the center of a standout experience. The Gifting Lounge is a stylish space where attendees relax and select their exclusive event gift—offering premium exposure in a setting they'll remember.

1 available at \$25,000 -OR- 2 available at \$15,000 each

Sponsorship Includes	
✓	Logo displayed around gifting lounge area
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



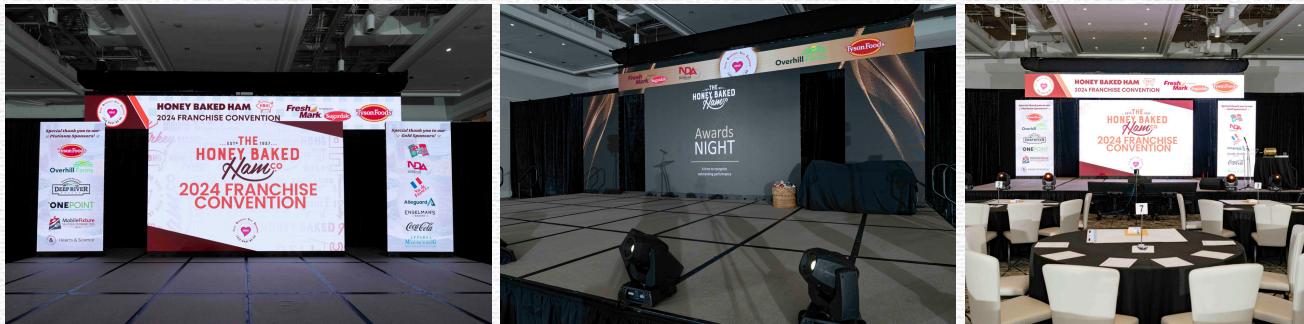
Stage Sponsor

\$20,000

Support the centerpiece of the event—the stage where every major moment happens. Your sponsorship funds a vital part of the experience, while placing your brand in front of every attendee, speaker, and camera. *Visibility with purpose.*

We're excited to invite you to be one of our special giveaway announcers! Please let us know if you'd like to accept announcing an award or exciting giveaway trip during the Awards Night Gala.

1 available



Sponsorship Includes

✓	Logo on convention stage (seen everyday at all times during general session!)
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat

Awards Sponsor

\$20,000

Elevate your brand by sponsoring the convention's most memorable moment—recognizing excellence and celebrating achievements.

2 available



Sponsorship Includes

<input checked="" type="checkbox"/>	Logo on awards night stage
<input checked="" type="checkbox"/>	Full page ad in convention handbook
<input checked="" type="checkbox"/>	Logo on convention website
<input checked="" type="checkbox"/>	Logo on step and repeat

Reception Sponsor

\$15,000

Position your brand at the heart of the event's social scene by sponsoring the official reception. As the exclusive host of this lively and well-attended gathering, your company will be prominently recognized for bringing attendees together to relax, network, and celebrate.

1 available

Sponsorship Includes	
✓	Logo displayed at reception
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Lunch Sponsor

\$15,000

Break up the day with a moment everyone looks forward to. As the Lunch Sponsor, your organization will be recognized for bringing attendees together over a shared experience that blends great food with even better company. It's your opportunity to be part of the event's most refreshing pause.

2 available

Sponsorship Includes	
✓	Logo displayed at lunches
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Bar Sponsor

\$15,000

Raise a glass to brand visibility by sponsoring the event bar. Your company will be recognized as the provider of the evening's refreshments, with prominent branding at the bar area and in event materials. It's a high-traffic sponsorship that puts your name at the center of the celebration.

1 available

Sponsorship Includes	
✓	Logo displayed at reception
✓	Logo on bar napkins
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Transportation Sponsor

\$15,000

Support attendee convenience by sponsoring transportation between the airport and hotel, to and from. Keep the Honey Baked Ham Convention moving smoothly with your brand behind the journey!

2 available



Sponsorship Includes

✓	Logo displayed on transportation vehicles!
✓	Logo in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat

Circle of Excellence Trip Sponsor

\$12,000

Inspire achievement and adventure by sponsoring an unforgettable getaway. Your brand will be featured as the proud sponsor of the exclusive trip awarded to our Circle of Excellence winners, plus one lucky drawing recipient. It's a powerful way to align your name with celebration, recognition, and once-in-a-lifetime experiences.

2 available

Sponsorship Includes	
✓	Logo on screen during prize drawings
✓	Logo on trip certificates
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat

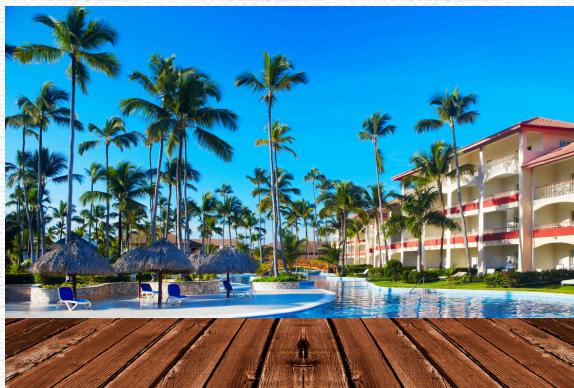


Caribbean Trip Sponsor \$10,000

Bring the excitement of a luxury escape to life by sponsoring a dream Caribbean vacation. During drawings, lucky attendees will win a 5-day, 4-night stay at a premier 4- or 5-star resort, with airport transfers included—thanks to your generous support. This sponsorship ties your brand to relaxation, reward, and a truly memorable experience.

3 available

Sponsorship Includes	
✓	Logo on screen during prize drawings
✓	Logo on trip certificates
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Breakfast Sponsor

\$8,500

Fuel the day for every attendee by sponsoring the official event breakfasts. Your brand will be recognized as the generous host of this essential, widely attended meal enjoyed by all.

2 available

Sponsorship Includes	
✓	Logo displayed at breakfasts
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Break Sponsor

\$8,500

Make your mark during one of the most social moments of the day. As the Break Sponsor, your brand will be featured while attendees connect, recharge, and refuel—offering prime exposure in a relaxed, engaging setting.

2 available

Sponsorship Includes	
✓	Logo displayed at breaks
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Signage Sponsor

\$6,000

Gain high-impact visibility—your brand will be featured throughout the convention on directional signs, schedules, and key informational displays seen by every attendee. A very important aspect of any event!

4 available

Sponsorship Includes	
✓	Logo displayed on signage
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Swag Sponsor

\$4,000

Put your brand front and center with two of the most visible and lasting event essentials. As the sponsor of the official event polo and reusable water bottle, your company will be prominently featured on items every attendee receives—and continues to use long after the event wraps.

10 available



Sponsorship Includes

✓	Customized item in the Gifting Lounge
✓	Logo on signage
✓	Full page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat

U.S. Trip Sponsor

\$3,500

Give the gift of a weeklong escape with a 7-night stay in a U.S. condo—courtesy of your brand. As the Trip Drawing Sponsor, you'll be recognized for making this incredible getaway possible, turning one attendee's name into the winner of a well-deserved break. It's a standout prize that puts your brand at the center of excitement and appreciation.

6 available

Sponsorship Includes	
✓	Logo on screen during prize drawings
✓	Logo on trip certificates
✓	Half page ad in convention handbook
✓	Logo on convention website
✓	Logo on step and repeat



Drawing Gift Sponsor \$2,000+

Keep the energy high and excitement flowing by sponsoring prize giveaways throughout the event. Whether it's gift cards or exclusive merchandise, your brand will be associated with those special moments of surprise and delight, leaving a positive and lasting impression on attendees.

8 available at \$3,500

3 available at \$3,000

10 available at \$2,500

5 available at \$2,000

Sponsorship Includes

<input checked="" type="checkbox"/>	Logo on screen during gift drawings
<input checked="" type="checkbox"/>	Half page ad in convention handbook
<input checked="" type="checkbox"/>	Logo on convention website
<input checked="" type="checkbox"/>	Logo on step and repeat



Business Card Ad Sponsor

\$1,000

Put your brand directly in attendees' hands with a business card-sized ad in the official convention handbook. A simple, effective way to stay top of mind throughout the event and beyond.

Unlimited available



Sponsorship Includes

<input checked="" type="checkbox"/>	Business card size ad in convention handbook
<input checked="" type="checkbox"/>	Logo on convention website
<input checked="" type="checkbox"/>	Logo on step and repeat





VENDOR SHOWCASE

2026 FRANCHISE CONVENTION



THE HONEY BAKED Ham^{co} 2026 VENDOR SHOWCASE

HoneyBaked is excited to offer vendor booth opportunities at our upcoming Franchise Convention. This event provides a unique platform for our valued suppliers and partners to showcase their products, services, and brand directly to our franchisees and corporate team. With high visibility and direct interaction, your booth will help build meaningful connections and increase awareness among key decision-makers within our organization.

We invite you to review the enclosed details and consider how your presence at this important event can benefit your business and strengthen our partnership. Thank you for your continued support and for being an important part of the HoneyBaked family.

HOTEL	DATES
The Hotel at Avalon, Autograph Collection 9000 Avalon Blvd Alpharetta, GA 30009	Monday, August 10 th 2026



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How To Register

1. Please review all information and what is included.
2. Visit www.hbhfranchiseconvention.com and click the Booth Zone.
3. Click 'Register', fill out all information, and submit the form.
4. HoneyBaked will invoice you directly. Payment Terms: Net 30.

Logo Submission

Please upload a high quality version of your logo as soon as possible.

www.hbhfranchiseconvention.com/upload

Hotel Reservations

If hotel was requested on your form, please allow about 7-14 business days for a hotel confirmation email from us.

If you have any questions, don't hesitate to reach out.

(561) 299-6701 | mere@leeventsgroup.com



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Gain premium exposure and connect with hundreds of franchise leaders, decision-makers, and industry professionals at the HoneyBaked Franchise Convention. Secure your booth at our Vendor Showcase and put your brand front and center among amazing individuals in the business. This is your chance to build valuable relationships, generate leads, and elevate your visibility within the franchise community. Space is limited — don't miss out on this exclusive opportunity!

Vendor Booth Package \$4,500

Vendor Booth Package Includes	
✓	Booth at the HoneyBaked Franchise Convention <ul style="list-style-type: none">• 6 ft. table with linen• 2 chairs• Waste basket• Room for pop up banners• Electrical and wifi available upon request for additional cost*
✓	Meal(s) at the Vendor Showcase for up to 2 people *Each additional person: \$150

Vendor Booth Package with Hotel \$7,500

Vendor Booth Package Includes	
✓	Booth at the HoneyBaked Franchise Convention <ul style="list-style-type: none">• 6 ft. table with linen• 2 chairs• Waste basket• Room for pop up banners• Electrical and wifi available upon request for additional cost*
✓	Up to 2 rooms for 1 night each (Monday, August 10 th Vendor Showcase Night) <ul style="list-style-type: none">• Guaranteed at the host hotel• Additional nights available upon request (pay on own) for \$219/night + tax
✓	Meal(s) at the Vendor Showcase for up to 2 people *Each additional person: \$150

Tabletop Only \$3,000

Vendor Booth Package Includes	
✓	Tabletop with linen at the HoneyBaked Franchise Convention <ul style="list-style-type: none">• Electrical and wifi available upon request for additional cost*
✓	Meal(s) at the Vendor Showcase for up to 2 people *Each additional person: \$150

Vendor Add-Ons

Put your brand directly in attendees' hands with an ad in the official convention handbook. A simple, effective way to stay top of mind throughout the event and beyond.

Convention Handbook Ads	
Business Card Ad	\$1,000
Half Page Ad	\$1,750
Full Page Ad	\$2,500