



A FULL SERVICE PROMOTIONAL PRODUCTS COMPANY



**Franchise
Opportunity**

Join Groggy Dog

*and start serving your community,
while creating a future you can be proud of!*



Groggy Dog is a full-service promotional products business offering a wide variety of high-quality products and services, built on years of design and business experience. We've created something special and want you to be a part of it!

What makes the Groggy Dog opportunity so great?

- **Ensured quality and efficiency.** *How do we do that? Proprietary software, combined with our own design team, makes for top quality and expedient turnaround times!*
- **Thriving market.** *Now is the time to capitalize on an exciting opportunity within the growing promotional products industry. No matter where you are in your career, we want to help you reach your goals.*
- **Team of experts with decades of experience.** *With multiple corporate Groggy Dog locations in operation, our team of experts will guide you flawlessly through our franchise program, and help you grow your local Groggy Dog business.*



“Groggy Dog did an awesome job with our grade level t-shirts. They were very easy to work with, prompt with their responses, and very helpful with our design. I highly recommend them for your spirit wear needs!”

–Jana S.



Welcome to Groggy Dog

*We've done the hard part,
now it's your turn to take the ball and run.*

Do you dream of owning a business that is relied upon by your community? With a Groggy Dog full-service promotional products franchise, you'll be able to support local schools, businesses and other organizations, all while securing a future for yourself. The door is open, come on in!

After years in the corporate world working for a Fortune 500 company, it became evident to me that small business was more my speed. I wanted to be able to control the quality and turnaround time of the products and services I offered, but most importantly I wanted to treat people well while I did it. When the opportunity came to develop a streamlined, efficient business model, backed by an eye-catching and memorable brand name, I took the ball and ran. I've never looked back, and I hope you won't either. I learned a long time ago that business is about people, the ones you serve, those you work with and especially the ones who rely on you every day. That's why expanding the Groggy Dog brand through franchising seemed like the perfect next step. I want to offer an opportunity to others like myself, creative-minded people who are driven to do well for those around them while creating something substantial and sustaining for themselves. I invite you to explore the possibility of a Groggy Dog franchise for yourself. Are you looking to change your life for the better? Talk with our team. Find out if you meet our qualifications, and what the right steps are to make a future of business ownership one of real possibility. We are experts at what we do – and now you can be too!

As someone who has been in this business for twenty years, first as a sales and marketing professional, then a business partner, and now as founder of Groggy Dog, I can tell you we have worked the kinks out. Our team knows what an effective business model looks like, and what improvements needed to be made beyond the industry standard. This extensive market intelligence and unique set of resources are what make us the best at what we do – and they are available to you as you run your business. Groggy Dog franchise ownership is a great way to build a rewarding business and feel good about what you do each day. We see it reflected every day in the faces of our customers and the community we proudly serve. I hope you'll join us!

Craig Jones
Founder and Owner

Own a customer-focused franchise backed by a smart business model.

Our Vision: Be the #1 full-service promotional products company!



**“They have the best Art Department!!!
Their service is super-fast!
Their sales associate was awesome.
Best experience in buying t-shirts ever.
Thank You Groggy Dog.”
– Kenny G.**

Since 2000, Groggy Dog has been recognized repeatedly for outstanding business practices as a full-service promotional products company. We assist companies, schools and other organizations with producing a wide range of soft goods (hats, T-shirts, sweatshirts and other wearable items) and hard goods (coffee mugs, coolers, keychains, etc.) for a wide variety of organizations in need of customized items for:

- Event marketing
- Branding
- Employee retention
- Customer acquisition programs

We do it all with a support team of IN-HOUSE artists and production capabilities. That’s right – all design, screen-printing and embroidery is done in-house to control quality and turnaround time. And it’s all available to you for your own Groggy Dog local business.

High quality and speedy service are what we are known for at Groggy Dog. Our mindset is the same when it comes to expanding our brand with new franchisees. We promise the best business mode for the brand with an efficient onboarding and training process. We want to see your business thriving within your local community, from Day One!



Groggy Dog wants the best for our communities.

With our innovative business model, trusted brand and distinguished reputation, you can do the best for *your* community, too.

Doing the right thing by our customers is the way we do business, and it's a philosophy we carry through to our franchise owners as well. There will be no group of people more dedicated to helping you reach your business potential than the Groggy Dog team.



As part of the Groggy Dog network of franchised locations, and with a primary focus on sales and customer service (and not on production details) your local business will be fully equipped to handle all aspects of your promotional products business. Your customers will turn to you each time there is a corporate, school or other event. With multiple products and service offerings comes multiple revenue streams to scale your business and grow with the needs of your community.

Working together, we'll help you build the business you're dreaming of.



Opportunity



The opportunity to market for the masses.

We make it count! Every product that leaves your door promotes your business as well as theirs.
Be the visible brand in your community!

We'll help you with everything you need to get your business up and running so you can focus on serving your communities with pride. The promotional products industry is booming and on track for continued growth. **Be a part of it!**

There's never been a better time to own a promotional products business!

- The promotional products industry in the US has grown to reach revenues of **over \$23 billion.** ¹
- In fact, statistics show that when television advertising, and even direct marketing, suffer from stunted growth, the promotional products industry still grows steadily.
- And, the industry is expected to continue to grow, as improvements in corporate profit and sentiment are expected to create renewed demand for promotional products.

Groggy Dog franchisees benefit from multiple revenue opportunities year-round.

When it comes to running a business, Groggy Dog is equipped to serve all aspects of event, school and corporate promotions with the quality products and reliable service your customers count on. Our model shows you how to most efficiently provide the right products and leverage the exclusive Groggy Dog in-house design team, all while building your thriving business.

■ *Graphic design*

■ *Screenprinting*

■ *Embroidery*

■ *Promotional Products*



¹http://www.promotionalproductsworld.org/media/1217/law_2018propro-factsheet.pdf



As a Groggy Dog franchisee, you'll feel confident knowing your brand has been built on two decades of industry expertise. Our tested systems and superior brand recognition make it easy for you to begin your own path toward business ownership.

- Attractive and simple business model with almost no inventory to maintain
- Differentiated from competitor with in-house artists and quick turnaround times
- Established library of designs that you can access
- Well-established relationships with school systems and other potential clients that you can mirror in your local territory
- Established business model with historical growth, brand recognition
- Reasonable investment range for your store location
- Well documented operating system and training programs
- Established supplier/vendor base

A broad base of potential customers

Schools, businesses, non-profits, churches, cities and municipalities, sports organizations, and a range of other organizations.

We are looking for driven individuals to expand our brand through the Groggy Dog franchise program.

If any of these traits sound like you, let's continue the conversation.

- **Driven to sell.** Do you love sharing ideas that get people to say YES? Do you enjoy the process of talking with others and closing the sale?
- **Hunter mentality.** Do you appreciate an organized approach to prospecting for new business?
- **Listening and questioning skills.** Can you hear and understand what others are communicating? Are you able to uncover opportunities while keeping someone engaged?
- **Creativity.** Are you a visionary who is also a problem solver?
- **Improvement Attitude.** Are you eager to learn and willing to be trained and/or managed? Better skills and management produce better results!
- **Sociability.** Are you a people person?

Franchise Support

Side by side. One step at a time.

We've been doing this a long time. There is nothing more important to us than supporting you and your business growth.

Our commitment to our franchisees and to the industry is deep and ongoing: we have learned that customer service is paramount for a thriving products business. That's why we offer great value, quick turnaround time and excellent people skills. **It's the Groggy Dog way!** We have taken stock of our experiences over time and combined only the best and most effective industry knowledge to pass on to you. You can count on the Groggy Dog team to be your resource for essential business matters as you operate your business.

- **Pre-opening training program and guidance.** You'll attend training after you join the flagship industry association, PPAI, and begin the process of securing your certification as a certified ad specialist. Then with our comprehensive, corporate-based training, including classroom and on-the-job sessions, you'll feel prepared from the minute you're set to open the doors of your Groggy Dog franchise. We will even provide guidance on the required space and layout of your storefront and showroom, typically 1300 to 1500 square feet. It's our job to make sure you never feel alone on your journey. You can always depend on your Groggy Dog team.
- **Confidential Operations Manual.** We've worked hard to create a detailed manual that will guide you through your day-to-day processes, including important operational procedures regarding daily business functions, reporting, sales and marketing, quality control, and more.
- **Sales and marketing programs and materials.** Our team understands how to market our brand better than anyone else, and we are so excited to share this knowledge with you. We are here for you to assist with the promotion of your Groggy Dog business to your local community – from outbound campaigns to grassroots community networking and more.





- **Complete access to Groggy Dog's exclusive resources.** Whether it's our custom developed print/design library, our exclusive vendor resources, or approved software platforms for online product research and business management, we have you covered. Our team of in-house artists and support folks make sure every order is done right, on time and with a smile. We have worked hard to get the most value for our customers – and our franchise owners – by vetting over 3,000 vendors and 300,000 products to find exactly what is needed, and at the right price. Groggy Dog uses only the best suppliers in the industry who have an A+ rating for quality and on-time delivery. And, did we mention we've been building our design catalog for years yet keep it up to date to reflect the most current designs and trends in the industry? You will have access to all of it!
- **No production headaches.** We know what a headache it can be to work with an unreliable vendor. At Groggy Dog, we've eliminated that problem with Groggy Dog's centralized production. Deal directly with the corporate Groggy Dog office and be assured the products you sell to your customers will be of the best quality and, yes, on time.

“I saw an opportunity to provide crucial missing elements in the industry: good artwork with fast turnarounds, founded on excellent customer service. Take care of the people and the business will take care of you.”

– Craig Jones



An Opportunity to Run With. **Ready to join our Groggy Dog Family?**

Do you know why the promotional products industry is so exciting? Because people are excited about their events and their causes. Just think, you get to be a part of that each and every day with your own Groggy Dog franchise location. You can feel good about being the go-to source for promotional products when your community needs them. Schools, local organizations, businesses—large and small—will appreciate your excellent customer service, high quality products, and short wait time. An investment in a Groggy Dog franchise is a benefit to your community, and to yourself. It's time to create that life you've always imagined. We can't wait to help you get started!



Take the next step.

Simply complete our confidential information request form. If we feel you have what it takes to join our team, we'll contact you to discuss our franchise program in more detail. We appreciate your interest in bringing Groggy Dog

to your neighborhood.



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