

Franchisee Advertising Protocols Update

Date: [Insert Date]

To: [Franchisee Name]

From: [Your Company Name]

Dear [Franchisee Name],

We are reaching out to inform you of important updates to our franchisee advertising protocols that will take effect on [Effective Date].

The key changes are as follows:

- **New Advertising Guidelines:** [Briefly explain the new guidelines]
- **Digital Marketing Requirements:** [Detail any new requirements for digital marketing]
- **Co-Op Advertising Contributions:** [Describe any changes in contributions]

We believe these updates will enhance our brand visibility and drive sales for all franchisees. Please review the attached documents thoroughly and ensure compliance by the deadline.

If you have any questions or require further clarification, do not hesitate to contact us at [contact information].

Thank you for your continued partnership.

Sincerely,

[Your Name]

[Your Position]

[Your Company Name]

[Contact Information]