



2025 MEMBER REFERRAL PROGRAM

Help Your Association Stay Strong

For over a half century DQOA has been providing information, resources and membership services to Dairy Queen Franchisees. In order for the DQOA to be an effective advocate for DQ franchisees, the association must continue to grow. Hundreds of new Franchisees have entered the DQ business in recent years, each of them with a common purpose, to be successful Dairy Queen Franchisees. They need to hear why DQOA is important to their business and we believe the most effective way to reach them is through you!

Become an ambassador for the DQOA. You have witnessed the benefits of membership firsthand. We are asking members to reach out to DQ franchisees in your area that are not currently DQOA members and share your DQOA/DQOC experience. Explain why you became a member, what the association and cooperative have meant to you along with the reasons you remain a member today. Start a discussion, educate your fellow franchisees, become a resource for them, build trust, generate enthusiasm and lead these potential members to the DQOA. For every new member you sign up, DQOA will reward you with \$300², PLUS A FREE PLATINUM UPGRADE³!

Members, please make a commitment to refer and sign up one DQ franchisee in the DQOA this year. Together we can double the DQOA membership in 2025. The greater the number of members, the stronger your collective voice becomes!

HOW IT WORKS

- ⦿ Pay your 2025 dues
- ⦿ Get a New Member¹ to join for 2025
- ⦿ Complete the short form
- ⦿ Receive one referral check²
- ⦿ Plus get One Free Platinum Upgrade³

¹**New Member** - A Dairy Queen owner of one or more stores that was not a full or partial paid member for the 2023 or 2024 membership years and has paid membership dues by September 1, 2025.

Referring Member - Current member that has paid 2025 dues by Sept. 1, 2025.

²**Referral Incentive** - One referral check issued to the Referring Member for each New Member referral (regardless of the number of stores owned by the New Member), not to exceed the amount of Regular membership dues paid. Referral incentive will only be issued to the Referring Member name and address on record. Allow 30 days for the check to be issued, once the New Member has joined and verification has been completed.

Referring Member must complete Referral Form and send to the DQOA office, and will be verified with the New Member's application form.

If you have received a referral check previously for a particular member, you cannot receive another for referring the same member. Referring Members may not refer their own store(s). Only one Referring Member can receive the referral incentive for a particular New Member.

³**Platinum Upgrade** - Platinum upgrade will be applied to one store. If you own more than one store, you may choose which one to apply it to, or you may gift it to the same New Member you referred. If you already paid for Platinum membership for 2025, you have the option to apply the free upgrade to 2026 or you may gift it to the same New Member you referred for 2025.

Legal services are only valid January to December of the membership year in which the free upgrade was applied. Unused services cannot be carried over to a subsequent membership year. Platinum Members must contact the DQOA office for authorization prior to contacting Dady & Gardner. Requests for service must be DQ specific and limited on a per store basis. Any fees accrued beyond one hour are the responsibility of the franchisee. First hour billed to DQOA. Additional terms of payment to be determined by Dady & Gardner.

Additional Details - Referring Members may earn multiple referral checks for additional New Members referred, but will only receive one Platinum upgrade regardless of the number of New Members referred. 2025 referral offer ends December 31, 2025.

Questions? Call Us at (952) 556-5511

Complete the Referral Form

Scan QR code to complete online



Your Information

Name _____

Member# _____ Store# _____

Apply my free Platinum upgrade to:

My Store# _____ or New Referred Member

New Member Information

Name _____

City _____ State _____

Store#(s) _____