

Franchise AT THE SPEED OF SONIC

Franchise Opportunities



Make a Favorite American Pastime a Part of Your Future



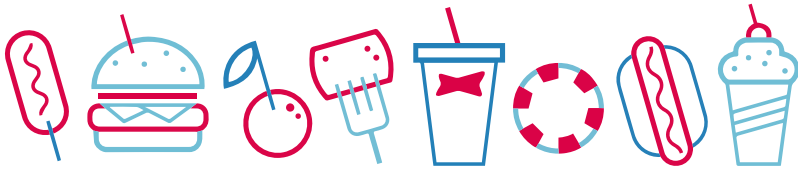
Over more than 65 years in the business, SONIC has established itself as a permanent fixture in American culture. SONIC's success stems from our long-standing legacy of balancing familiarity with bold advancement, making our concept as relevant today as it was when we started. There's no one way to SONIC, so you can create a franchise with something for everyone uniquely perfect for you and your community.

Everyone is Hooked
on **SONIC**



- **1.3 Million drink combinations**
- **Offerings for five distinct dayparts**
- **Built-in demand in new markets**
- **Customizable, operationally friendly menu**
- **Service at the speed of sound**
- **Strong customer loyalty**





We Have All the Delicious Ingredients to Help You Succeed

Multiple daypart offerings:

Delight guests all day for any occasion with breakfast, lunch, afternoon, dinner, and evening items.

Industry-best technology:

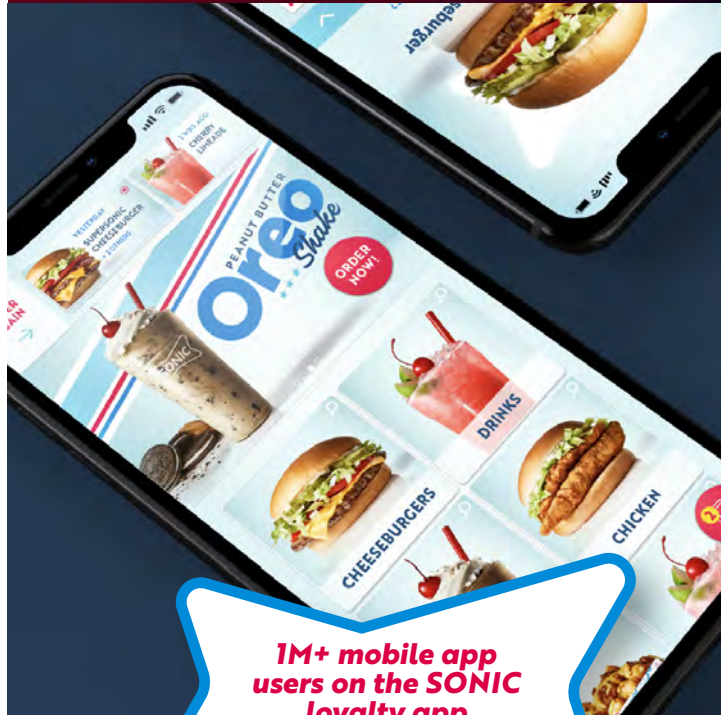
Drive revenue and streamline operations with industry-leading QSR technology like cloud-based software, an integrated POS system and a revenue-driving mobile app.

Flexible footprints:

We have 5 footprints to choose from, allowing you to build the model that's best for your community.

INSPIRE

SONIC is part of Inspire Brands™, the second-largest restaurant company in the US, with some of the biggest names in franchising under its wing. With the Inspire team on our side, we're able to offer you superior support and unmatched



1M+ mobile app users on the SONIC loyalty app





**SONIC introduced
their iconic intercom
system in 1954**

Ready to Bring SONIC to Your Community?

SONIC assists you every step of the way!

Site Criteria

- 1,100 - 1,700 sq. ft.
- 10,000+ population and above
- Median household income of \$40,000 and above
- Build-out options include: traditional drive-in, indoor dining, travel plaza, conversion and counter



What It Takes to Own a SONIC

- You're sales-oriented with franchise operations or ownership experience
- You have inventive ideas and a genuine passion for the brand
- You have strong business acumen and a connection to your communities
- You have verifiable liquid assets of \$500,000
- Your total net worth is at least \$1,000,000

At SONIC, we support you from day one and beyond

- Hands-on franchise and team training
- Collaboration with the Franchisee Advisory Council
- Ongoing Support and Resources

Franchise terms*

Initial investment:
from \$1,714,200 – \$3,370,900

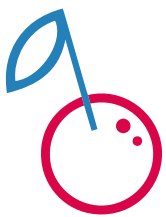
Initial Franchise Fee:
\$45,000

Royalty fees:
~5% of gross sales

Advertising fee:
3.25%-5% of gross sales

Additional incentives are available!

*Refer to the SONIC Franchise Disclosure Document for complete details.



**Ready to be part of
something spectacular?**
sonicfranchising.com

