

CFCA

the club



2520 Venture Oaks Way, Suite 100
Sacramento , CA 95833
(916) 646-5999 | www.cfca.energy

About CFCA

Founded in 1952 the California Fuels & Convenience Alliance (CFCA), is the industry's statewide trade association representing the entire downstream fuel supply chain. Our association represents everyone between the refineries and final consumers. Our industry is composed of independent wholesale and retail marketers of liquid fuels such as gasoline, diesel, and alternative fuels like hydrogen, biomass fuels, and ethanol; transporters of those products; and retail gas stations, and retail fueling sites. The majority of our members are small business owners, with many of them being, family-owned enterprises.



In addition to fuels, CFCA represents the state's 12,000 convenience stores who provide access to affordable and reliable sources of foods, beverages, and other household necessities. More and more, these stores have transitioned beyond the quick snack foods to provide fresh, healthy options, like fruits, vegetables, deli items, and other nutritious options. Our members are more than simply convenience stores. They are the neighborhood markets that serve virtually every community in California. In our vast state, where food deserts continue to challenge families seeking access to fresh and healthy grocery options, our members serve as the primary point of access to these products for millions of families.

CFCA's Mission

To serve as the respected industry expert in fostering a community that drives excellence in education, networking, and member services. Being the leading voice on legislative, regulatory, and local issues while advancing the conversation on current and future fuel marketing, convenience-store, transportation, and allied sectors.

For More Information, Contact:

Natalie Ochoa
Development & Engagement Manager
natalie@cfca.energy

The Club

Partnering with CFCA is an investment in the future of your business. Your support helps us provide the resources needed to fight on your behalf against local regulatory issues and aggressive state mandates, develop high quality educational programs, and promote access to legal experts.

The California Fuels & Convenience Alliance is the collective voice of the fuels and convenience industry. The hardworking business owners that represent CFCA are the cornerstone of every community, our state's transportation, and our neighborhoods' fuel and food needs. Seeking access to fresh and healthy grocery options, our members serve as the primary point of access to these products for millions of families.



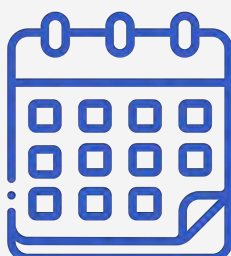
Why Join The Club?

Get the benefit of year-round exposure!

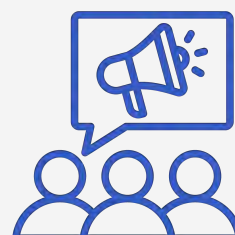
When you partner with CFCA you help continue state and local government affairs advocacy programs, business development, the industry's largest state conference, and educational resources. Your commitment amplifies industry influence, connects you with key decision-makers, and showcases your brand at the forefront of the fuels and convenience sector.



Your Support



**More Programs
& Advocacy**



More Exposure

CFCA Summit

Formerly the Pacific Fuels and Convenience Summit (PFCS), the CFCA Summit is the state's largest fuels and convenience conference, bringing hundreds of businesses from across the country to California for an engaging, comprehensive, three-day event offering multiple network opportunities with businesses across our industry. This event provides access to exclusive educational sessions led by business professionals and industry experts, and an opportunity to meet with vendors from fueling infrastructure providers, major product distributors, and convenience storefront providers. With over 1,200 attendees annually, representing hundreds of businesses, opportunities for brand meetings and hospitalities, CFCA Summit is California's largest collaborative working environment with business-strengthening benefits for the petroleum and convenience store industry.

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Day At The Capitol

CFCA's Day At The Capitol provides our members the opportunity to meet with California's lawmakers and discuss the issues affecting their businesses, while educating them on our industry. Every year, the state legislature brings forward myriad issues that directly impact the fuels and convenience industry. While CFCA's government relations team represents our industry in discussing these issues, our members make a dramatic impact, as the individuals behind the businesses. This personalization is vital to our lobbying efforts and allows our member to meet their elected officials in a facilitated setting to help lawmakers understand the impacts their laws will have. Each year, members from across the state travel to Sacramento for this two-day event dedicated to meetings with lawmakers and their offices. This annual meeting plays a vital role in CFCA's government relations efforts.

The California Fuels & Convenience Alliance is the collective voice of the fuels and convenience industry in California. The hardworking business owners that represent CFCA are the cornerstone of every community, our state's transportation, and our neighborhoods' fuel and food needs.

Webinars

CFCA's Webinar Series offers our members an exclusive opportunity to hear from industry leaders and experts on the latest issues facing their businesses. These events are free for all CFCA members and held monthly covering a wide array of topics and issues. With the help of CFCA's preferred vendors and trusted subject matter experts, we have helped members navigate complex employment and human resources regulations, provided guidance on insurance and retirement services, offered special opportunities to learn about alternative fuels, such as hydrogen, biofuels, and even educated our members on electric vehicle charging. If it impacts our industry, there is an opportunity for a CFCA webinar. These opportunities to present to our membership are only available to CFCA members and partners.



\$50,000

(+Membership Dues)

President's Club

- 10 free active franchise memberships
- 10 complimentary CFCA Summit registrations
- 10 complimentary DATC registrations
- Local Chapter Sponsor branding
- CFCA Summit premium booth placement (Not including price of booth)
- CFCA Summit Sponsor branding (Welcome Reception Sponsor tier)
- Recognition in CFCA membership newsletters (Fill-Up and Insider)
- Recognition on CFCA Website
- Recognition in CFCA Annual Publications: Member Directory, Annual Report
- Recognition in CFCA Summit Event Guide

President's Club Optional Add-ons (up to 2)

- GR update for roadshow (presentation by CFCA)
- Quarterly GR Calls with CFCA Director & CEO
- Access to CFCA staff at hearings (Zoom or In-person based on availability)
- 30-second commercial in 5 episodes OR featured as a guest on 1 episode of the CFCA Podcast (Beyond The Pump)
- One Page/One Side Flyer in Annual Dues Billing
- 5-minute presentation at BOD Meeting (January, May, September, and November)
- Seat and branding at group dinner (BOD dinner and CFCA Summit Committee dinner)
- Summit premium booth placement (not including price of booth)
- 1 Opportunity to survey CFCA members one time
- Annual gift | CFCA Swag

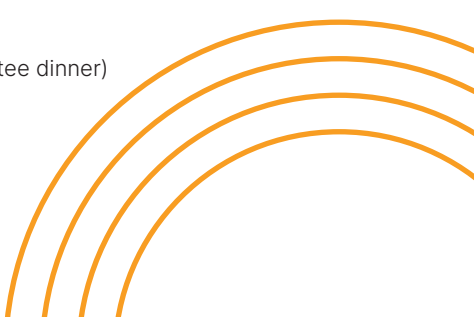
\$25,000

(+Membership Dues)

Platinum Club

- 5 free active franchise memberships
- 5 complimentary CFCA Summit registrations
- 5 complimentary DATC registrations
- CFCA Summit premium booth placement (Not including price of booth)
- CFCA Summit Sponsor branding (Welcome Reception Sponsor tier)
- Recognition in CFCA membership newsletters (Fill-Up and Insider)
- Recognition on CFCA Website
- Recognition in CFCA Annual Publications: Member Directory, Annual Report
- Recognition in CFCA Summit Event Guide

Platinum Club Optional Add-ons (up to 2)

- 30-second commercial in 5 episodes OR featured as a guest on 1 episode of the CFCA Podcast (Beyond The Pump)
 - Local Chapters Sponsor branding
 - One Page/One Side Flyer in Annual Dues Billing
 - Seat and branding at group dinner (BOD dinner and CFCA Summit Committee dinner)
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\$10,000

(+Membership Dues)

Gold Club

- 4 complimentary CFCA Summit registrations
- 2 complimentary DATC registrations
- Recognition in CFCA membership newsletters (Fill-Up and Insider)
- Recognition on CFCA Website
- Recognition in CFCA Annual Publications: Membership Directory, Annual Report
- CFCA Summit Sponsor branding (Welcome Reception Sponsor tier)
- Recognition in CFCA Summit Event Guide

\$5,000

(+Membership Dues)

Alliance Club

- 2 complimentary CFCA Summit registrations
- 1 complimentary DATC registration
- Recognition in CFCA membership newsletters (Fill-Up and Insider)
- Recognition on CFCA Website
- Recognition in CFCA Annual Publications: Membership Directory, Annual Report
- Recognition in CFCA Summit Event Guide

For More Information, Contact:

Natalie Ochoa
Development & Engagement Manager
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THE CLUB AGREEMENT

☐ President's Club - \$50,000

<u>Date Delivered:</u>	<u>Benefit:</u>
_____	• 10 free active franchise memberships
_____	• 10 complimentary CFCA Summit registrations
_____	• 10 complimentary DATC registrations
_____	• CFCA Local Chapter Sponsor branding
_____	• CFCA Summit premium booth placement (Not including price of booth)
_____	• CFCA Summit Sponsor branding (Welcome Reception Sponsor tier)
_____	• Recognition in CFCA membership newsletters (Fill-Up and Insider)
_____	• Recognition on CFCA Website
_____	• Recognition in CFCA Annual Publications: Member Directory, Annual Report
_____	• Recognition in CFCA Summit Event Guide

President's Club Optional Add-ons (Choose up to 2)

- ☐ GR update for roadshow (presentation by CFCA)
- ☐ Quarterly GR Calls with CFCA Director & CEO
- ☐ Access to CFCA staff at hearings (Zoom or In-person availability)
- ☐ 30-second commercial in 5 episodes OR featured as a guest on 1 episode of the CFCA Podcast (Beyond The Pump)
- ☐ One Page/One Side Flyer in Annual Dues Billing
- ☐ 5-minute presentation at BOD Meeting (January, May, September, and November)
- ☐ Seat and branding at group dinner (BOD dinner and CFCA Summit Committee Dinner)
- ☐ Summit premium booth placement (not including price of booth)
- ☐ 1 Opportunity to survey CFCA members
- ☐ Annual gift | CFCA Swag

☐ Platinum Club - \$50,000

<u>Date Delivered:</u>	<u>Benefit:</u>
_____	• 5 free active franchise memberships
_____	• 5 complimentary CFCA Summit registrations
_____	• 5 complimentary DATC registrations
_____	• CFCA Summit premium booth placement (Not including price of booth)
_____	• CFCA Summit Sponsor branding (Welcome Reception Sponsor tier)
_____	• Recognition in CFCA membership newsletters (Fill-Up and Insider)
_____	• Recognition on CFCA Website
_____	• Recognition in CFCA Annual Publications: Member Directory, Annual Report
_____	• Recognition in CFCA Summit Event Guide

Platinum Club Optional Add-ons (Choose up to 2)

- ☐ CFCA Local Chapter Sponsor branding
- ☐ 30-second commercial in 5 episodes OR featured as a guest on 1 episode of the CFCA Podcast (Beyond The Pump)
- ☐ One Page/One Side Flyer in Annual Dues Billing
- ☐ Seat and branding at group dinner (BOD dinner and CFCA Summit Committee Dinner)

***See Page 2 for more information.

THE CLUB AGREEMENT

☐ Gold Club - \$10,000

Date Delivered:

Benefit:

- | | |
|-------|--|
| _____ | • 4 complimentary CFCA Summit registrations |
| _____ | • 2 complimentary DATC registrations |
| _____ | • Recognition in CFCA membership newsletters (Fill-Up and Insider) |
| _____ | • Recognition on CFCA Website |
| _____ | • Recognition in CFCA Annual Publications: Membership Directory, Annual Report |
| _____ | • CFCA Summit Sponsor branding (Welcome Reception Sponsor tier) |
| _____ | • Recognition in CFCA Summit Event Guide |

☐ Alliance Partner - \$5,000

Date Delivered:

Benefit:

- | | |
|-------|--|
| _____ | • 2 complimentary CFCA Summit registrations |
| _____ | • 1 complimentary DATC registration |
| _____ | • Recognition in CFCA membership newsletters (Fill-Up and Insider) |
| _____ | • Recognition on CFCA Website |
| _____ | • Recognition in CFCA Annual Publications: Membership Directory, Annual Report |
| _____ | • Recognition in CFCA Summit Event Guide |

This agreement shall be effective on the date of both parties signatures and shall continue through the last day of the End Date written below. In consideration for Partner's participation, CFCA shall provide the Partner the selected benefits listed above, which is incorporated and hereby made part of this agreement. Both parties agree that any negotiated upgrades, changes or edits to the benefits of the agreement shall be in writing and shall act as an amended agreement.

By signing this agreement, both parties have authority to act as representatives for each party.

The parties have executed this Agreement as of the date set out below:

_____ Start Date _____ End Date _____ Semi Annual Review Date

PARTNERSHIP REPRESENTATIVE:

Name: _____

Title: _____

Signature: _____

Date: _____

CFCA REPRESENTATIVE:

Name: _____

Title: _____

Signature: _____

Date: _____