

DAY AT THE CAPITOL

sponsorship opportunities



Executive Sponsor

\$5,000

- Logo on event webpage
- Logo on signage at in-person event
- Logo on participation packet
- 5 minute speaking opportunity at DATC Training Day
- Attendee list
- 30 second marketing slot in 5 podcast episodes

CUSTOMIZABLE

- Recognition in Annual Report and 3 eBlasts
- Logo on badge lanyard
- Logo on reception napkins
- Marketing flyer in all participation packets
- Distribution opportunity for branded marketing item for all attendees
- Unlimited DATC registrations

Platinum Sponsor

\$3,000

- Logo on event webpage
- Logo on signage at in-person event
- Logo on attendee folder packet
- Attendee list

- 30 second marketing slot in 3 podcast episodes
- Recognition in Annual Report and 2 eBlasts
- Unlimited DATC registrations

Gold Sponsor

\$2,500

- Logo on event webpage
- Logo on signage at in-person event
- Logo on participation packet
- Attendee list
- Recognition in 2 eBlasts
- 5 DATC registrations

Reception Sponsor

\$2,000

- Logo on signage at in-person event
- Recognition in event post on social media
- Logo on table skirt
- Logo on reception napkins
- Attendee list
- 4 DATC registrations



Breakfast OR Lunch Sponsor

\$1,000

- Recognition in event post on social media
- Recognition in 2 eBlasts
- Logo on signage at in-person event
- 2 DATC registrations

CFCA Sponsorship & Advertising Contract



This agreement shall be effective on the date of both parties signatures and shall continue through the last day of the sponsored event. In consideration for Sponsor's participation in California Fuels & Convenience Alliance's (CFCA) event(s), CFCA shall provide the Sponsor the benefits listed in this document, which is incorporated and hereby made part of this agreement for the following Sponsorship(s):

*See page 13 of the CFCA Sponsorship & Advertising Kit for CFCA Summit event guide advertisement.

*Visit officialmediaguide.com/cio for Naylor advertising requests.

CFCA Meetings

- Local Chapters Meetings - \$5,000
- Risk Management Certification Series - \$1,800
- Year-End Government Relations + Labor Law Update - \$1,500
- PowerFuel Women's Network - \$1,500
- Board of Directors Meetings - \$1,500
- WPMA, Event - \$1,500
- WPMA, Gold - \$500
- Podcast - \$1,000
- Webinars - \$1,000

DATC

- Executive - \$5,000
- Platinum - \$3,000
- Gold - \$2,500
- Reception - \$2,000
- Breakfast - \$1,000
- Lunch - \$1,000

CFCA Summit

- Showcase - \$50,000
- Premier - \$30,000
- Patron - \$20,000
- VIP - \$8,500
- Diamond - \$4,000
- Platinum - \$3,000
- Legacy - \$2,000
- Casino Night - \$10,000
- Bingo Loco - \$10,000
- Tankers + Tacos - \$10,000
- Keynote - \$10,000
- Beer Garden - \$5,500
- Welcome Reception - \$5,000
- IPB - \$2,500
- Ed Session - \$2,000

CA Energy Symposium

- Presenting - \$10,000
- Exclusive - \$7,500
- Gold - \$5,000
- Reception - \$3,000
- Silver - \$2,500

CFCA Advertising

- Website Ad - \$1,000
- CFCA Member Invoice Mailer - \$750
- CFCA Newsletter Ad: Fill-Up - \$700
- Podcast Commercial
- Sgl Ep, 30 sec - \$50
- Sgl Ep, 60 sec - \$100
- 5 Eps, 30 sec - \$200
- 5 Eps, 60 sec - \$450

CFCA Summit Advertising

- Conference App Banner - \$1,000
- Publication Bin - \$500
- Item in Attendee Bag - \$500/item

QTY: _____

- Promotional Flyer in Attendee Bag
 - Sgl Sided 4"x6" - \$1,000
 - Dbl Sided 4"x6" - \$1,500
 - Sgl Sided 8.5"x11" - \$2,000
 - Dbl Sided 8.5"x11" - \$2,500

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.

If agreement is terminated by the Sponsor less than 90 days prior to the Event, the Sponsor agrees to a 50% cancellation fee. If agreement is terminated prior to 90 days of the Event, Sponsor agrees to a 10% cancellation fee. All cancellations must be in writing and submitted to the CFCA Development and Engagement Manager or CFCA Chief Executive Officer. In the event CFCA terminates this agreement for any reason other than Sponsor's termination, CFCA shall refund any sponsorship funds received from Sponsor.

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:

SPONSOR/ADVERTISING COMPANY:

Company Name: _____

Contact Name: _____

Title: _____

Signature: _____

Date: _____

CFCA REPRESENTATIVE:

Name: _____

Title: _____

Signature: _____

Date: _____

Please email completed contract form to Natalie Ochoa at natalie@cfca.energy.