

CFCA | SUMMIT

sponsorship opportunities



All CFCA Summit sponsorships come with at least one (1) full conference registration

Showcase Sponsor

\$50,000

- Twenty (20) full conference registrations
- Unlimited Single Day/Trade Show Only passes*
- Two (2) 10' x 10' trade show booths
- Two (2) breakout meeting rooms**
- First choice location for a brand meeting
- First choice location for a hospitality
- Four (4) registrations to Casino Night
- Four (4) registrations to the Thursday Night Finale event
- Exclusive logo incorporation on conference lanyards and room keycards
- Premium visibility on the front cover of the CFCA Summit event guide with logo incorporation and a full-page, full-color ad on the back cover
- Banner ad on conference app homepage (mobile dimensions only)
- Logo displayed throughout the conference in areas such as: the registration area, on the trade show floor, Welcome Reception, welcome banners at registration, other conference signage
- Recognition at Keynote Session with opportunity to address the audience
- Recognition as Showcase Sponsor in all conference emails
- Recognition as Showcase Sponsor on the CFCA Summit website
- Recognition as Showcase Sponsor in CFCA's Annual Report

EXCLUSIVE

CUSTOMIZABLE

Premier Sponsor

\$30,000

- Ten (10) full conference registrations
- Two (2) 10' x 10' trade show booths
- Access to brand meeting space**
- Access to hospitality space**
- Access to one (1) breakout meeting room**
- Two (2) registrations to Casino Night
- Two (2) registrations to the Thursday Night Finale event
- Full-page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app homepage (mobile dimensions only)
- Logo displayed on signage at the registration area, on the trade show floor, and at the Welcome Reception
- Recognition at Keynote Session
- Recognition as Premier Sponsor in select conference emails
- Recognition as Premier Sponsor on the CFCA Summit website
- Recognition as Premier Sponsor in CFCA's Annual Report

CUSTOMIZABLE

CFCA | SUMMIT

sponsorship opportunities



Patron Sponsor

\$20,000

- Access to brand meeting space**
- Access to hospitality space**
- One (1) breakout meeting room**
- Six (6) full conference registrations
- One (1) registration to Bingo Loco
- Logo displayed on signage at the registration area, on the trade show floor, and at the Welcome Reception
- Full-page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app homepage (mobile dimensions only)
- Recognition at Keynote Session
- Recognition as Patron Sponsor on CFCA Summit website
- Recognition as Patron Sponsor in CFCA's Annual Report

VIP Sponsor

\$8,500

CUSTOMIZABLE

- One (1) breakout meeting room**
- Four (4) full conference registrations
- Logo displayed on signage at the registration area, on the trade show floor, and at the Welcome Reception
- Banner ad on conference app
- Recognition as VIP Sponsor on the CFCA Summit website
- Recognition sponsor plaque



Diamond Sponsor

\$5,000

- Two (2) full conference registrations
- Logo displayed on signage at the registration area and at the trade show luncheon
- Item in CFCA Summit attendee bag
- Recognition as Diamond Sponsor on the CFCA Summit website



Platinum Sponsor

\$3,000

- One (1) full conference registration
- Logo displayed on signage at the registration area and at Continental Breakfast
- Item in CFCA Summit attendee bag
- Recognition as Platinum Sponsor on the CFCA Summit website



Legacy Sponsor

\$2,000

- One (1) full conference registration
- Logo displayed on signage at the registration area
- Recognition as Legacy Sponsor on the CFCA Summit website



CFCA | SUMMIT

sponsorship opportunities



Casino Night Sponsor

\$10,000

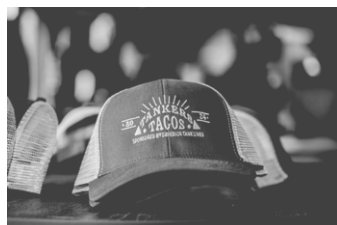
- Eight (8) Poker Tournament registrations for Casino Night
- Emcee privileges (if desired)
- Sponsor recognition on Casino Night playing cards and party favors[†]
- Half-page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app (mobile dimensions only)
- Logo displayed on signage at the registration area and at the Casino Night event
- Recognition as Casino Night Sponsor in select conference emails
- Recognition as Casino Night Sponsor on the CFCA Summit website



Thursday Night Finale Sponsor

\$10,000

- Eight (8) registrations to Finale event with reserved seating
- Sponsor recognition on Thursday Night Finale event attendee gift[†]
- Half-page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app (mobile dimensions only)
- Logo displayed on signage at the registration area and at the Thursday Night Finale event
- Recognition at Keynote Session
- Recognition as Thursday Night Finale Sponsor in select conference emails
- Recognition as Thursday Night Finale Sponsor on the CFCA Summit website



Tankers + Tacos Sponsor (4)

\$10,000

CUSTOMIZABLE

- Two (2) full-conference registrations
- Truck space with prime visibility on Wednesday and Thursday with overnight parking
- One (1) expo table for displays/materials next to designated truck space
- Podium time at the Tankers + Tacos event
- Sponsor recognition on Tankers + Tacos attendee gift[†]
- Half-page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app (mobile dimensions only)
- Logo displayed on signage at the registration area and at the Tankers + Tacos event
- Recognition at Keynote Session
- Recognition as Tankers + Tacos Sponsor in select conference emails
- Recognition as Tankers + Tacos Sponsor on the CFCA Summit website



Keynote Sponsor

\$10,000

- Two (2) full-conference registrations
- Reserved seating at Keynote Session
- Banner ad on conference app
- Logo displayed on signage at the registration area and at the Keynote Session
- Recognition as Keynote Sponsor in select conference emails
- Recognition as Keynote Sponsor on the CFCA Summit website

CFCA | SUMMIT

sponsorship opportunities



Beer Garden Sponsor

\$5,500

- Two (2) full-conference registrations
- Trade Show Only passes
- Branded “beer tickets”
- Logo displayed on signage at the registration area and in Beer Garden
- Banner ad on conference app
- Recognition as Beer Garden Sponsor in select conference emails
- Recognition as Beer Garden Sponsor on CFCA Summit website

Limited spots available, please secure your sponsorship in advance

Welcome Reception Sponsor

\$5,000

- One (1) full conference registration
- Logo displayed on signage at the registration area and at the Welcome Reception
- Banner ad on conference app
- Recognition as Welcome Reception Sponsor in select conference emails
- Recognition as Welcome Reception Sponsor on the CFCA Summit website



Inspirational Prayer Breakfast (IPB) Sponsor

\$2,500

- One (1) full conference registration
- Four (4) Inspirational Prayer Breakfast tickets
- Logo displayed on signage at the registration area and at the Inspirational Breakfast event
- Banner ad on conference app
- Recognition as Inspirational Prayer Breakfast Sponsor in select conference emails
- Recognition as Inspirational Prayer Breakfast Sponsor on the CFCA Summit website



Education (Ed) Session Sponsor

\$2,000

- One (1) full conference registration
- Logo displayed on signage at the registration area and in the Ed Session rooms
- Recognition as Ed Session Sponsor on the CFCA Summit website



**Indicates first pick*

***Locations area assigned on a first come, first serve basis*

† Attendee gift will be selected and designed by CFCA Summit Staff

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
- Industry - \$5,000
- Reception - \$3,000

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.