Florida Petroleum Marketers Association, Inc.

Member Essentials

Fuel your business
Protect your future
Connect with industry leaders

The mission of the Florida Petroleum Marketers Association, Inc. is to protect the industry and advocate on its behalf. We strive to promote a growth oriented business community in the state of Florida and work to ensure that everyone of our members reaps the benefits of a fairly regulated and business friendly environment.

Membership Benefits

> Essential Member Services & Industry Support

- **Emergency Communications** – Your lifeline in the storm: FPMA emergency emails, and website postings.
- **Professional Consultation** – Assistance with business challenges, laws, and government negotiations.
- **Strong Representation** – Ongoing advocacy in Florida and state regulatory agencies.
- **National Voice** – Backed by NACS & SIGMA & EMA for national representation.
- **Networking Power** – Access to 2,000+ industry leaders at the Sunshine EXPO®.
- **Education On-Demand** – Seminars, workshops, and training tailored to your needs.
- **Digital Updates** – *Fueling Florida's Future* and *InForum* keep you informed.
- **Scholarship** – College scholarship opportunities for members, employees, and dependents.
- **Visibility** – FPMA printed and digital directory listings, *Petrogram* magazine features, and advertising options.
- **Political Impact** – PetroPAC ensures your voice is heard in legislative decisions.
- **Member Spotlight** - Showcase your company's story, strengths, and impact to the entire FPMA community, boosting visibility and credibility in one featured highlight.

> Advocacy

- **PetroPAC** – Political contributions for fueling Florida's success.
- **Political Impact** – PetroPAC ensures your voice is heard in legislative decisions.
- **The Southern Group** - Together with The Southern Group, FPMA invests member resources in legislative lobbying leadership that protects and advances our industry's priorities.

> Our Goals

- **Advance** free enterprise & member success
- **Unite** resources for common objectives
- **Build** bridges with elected officials
- **Provide** education & training opportunities
- **Promote** Florida's petroleum & convenience store industries
- **Strengthening** public image of our industry

> Always Connected

- **FPMA.org** – Your hub for members, resources, and industry news.
- **Membership Directory** – Annual printed and digital guide to marketers, suppliers, and government contacts.
- ***Petrogram* Magazine** – Quarterly printed magazine with insights, trends, and member profiles.
- **FPMA *InForum*** – Weekly petroleum and c-store news updates on industry trends.
- ***Fueling Florida's Future*** – Weekly e-newsletter from the CEO.
- **FPMA Scholarship Program** – Opportunities for FPMA member dependents for college scholarships.
- **PetroPAC** – Political contributions for fueling Florida's success.
- **LinkedIn –** www.linkedin.com/company/florida-petroleum-marketers-association-inc/
- **Face Book –** https://www.facebook.com/flapetro/
- **Instagram –** https://www.instagram.com/fpmasunshine/
- **YouTube** – https://youtube.com/@FLPetro
- **X** – @flapetro

Signature Events:

Building Stronger Industry Ties, One Event at a Time

> Legislative Days (January/March pending Session)

- **Your Voice in Tallahassee:** Exclusive member access to legislators and policymakers.
- **Advocacy in Action:** Shape the laws and regulations that impact your business.
- **Lobbying Strength:** FPMA, alongside The Southern Group, ensures members' priorities are heard at the Capitol.

> Sunshine EXPO® (July)

- **Unmatched Scale:** 250+ exhibits, 2,000 attendees, and 5,000+ stores represented.
- **Education & Access:** Workshops, national speakers, and brand meetings keep you ahead of industry trends.
- **Networking Power:** Connect directly with marketers, suppliers, and key decision making leaders who shape Florida's petroleum and c-store retailing market.

> FPMA Annual Meeting & Scholarship Golf Tournament (October)

- **Community & Leadership:** Gather with industry peers to set direction for the year ahead.
- **Giving Back:** Support FPMA's scholarship fund, investing in the next generation of leaders.
- **Relationship Building:** Enjoy a relaxed, high-impact environment to strengthen connections with fellow members.

Strong Industry Connections

FPMA members gain the advantage of being connected to a broad network of trusted partners. These relationships provide resources, advocacy, education, and business solutions that help members stay competitive, compliant, and prepared for the future. Through these partnerships, FPMA ensures that members have access to the tools and support they need to succeed.

FPMA PETROPAC

The FPMA's Political Action Committee (FPMA PetroPAC) strengthens our industry's voice in Florida. It allows FPMA members to collectively support policymakers who understand the critical role petroleum and convenience retailers play in Florida's economy and daily life.

THE SOUTHERN GROUP

Partnering with The Southern Group—Florida's premier lobbying team—FPMA ensures your voice is represented by experts who advocate for your business throughout the legislative process.

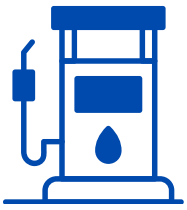
SCAN HERE

Give today!

Why It Matters

- Florida's regulatory and legislative decisions directly impact fuel marketers, convenience retailers, and the communities we serve.
- The FPMA PetroPAC ensures our industry is represented by leaders who value fair regulation, business growth, and consumer access.
- It amplifies FPMA's advocacy efforts by giving members a unified, credible presence in the political process.

What the PetroPAC Supports



BUSINESS

Pro-business policies that keep Florida's fuel and convenience sector strong.

REGULATIONS

Sensible regulations that protect consumers while allowing innovation.

STABILITY

A stable, predictable operating environment for retailers, wholesalers, and suppliers.

LEGISLATORS

Legislators who engage with our industry and understand its challenges.

Your sponsorship truly matters

FPMA sponsorships do more than put your logo on an event — they strengthen the entire industry. Every sponsorship, whether it's for ***Legislative Days, Sunshine EXPO®, Casino Night Scholarship Party, Annual Meeting & Scholarship Golf Tournament, media placements or general sponsorships*** in our newsletter and website, directly fuels the work that protects and advances your business.

When you sponsor, you:

Amplify Your Voice in Florida
Your support powers FPMA's advocacy efforts and strengthens our partnership with The Southern Group, ensuring your business is represented by one of Florida's most respected lobbying teams.

Invest in the Next Generation
Casino Night and the Annual Meeting & Golf Tournament directly support the FPMA Scholarship Foundation, helping students from FPMA families pursue their education and future careers.

Support Industry Education & Growth
Sunshine EXPO® sponsorships help bring national speakers, training, and resources to Florida's fuel and convenience community.

Build Visibility & Influence
Media sponsorships — from Petrogram ads to digital placements on FPMA.org — keep your brand in front of decision-makers statewide.

Strengthen Community & Connection
Every event you support helps create spaces where marketers, c-store retailers and suppliers, and retailers build relationships that move the industry forward.

When you attend, give, sponsor, or play, you're not just supporting an event — you're investing in the future of Florida's petroleum and convenience retailing industry.

Yearly Sponsorship Opportunities

>Legislative Days (January)

- Breakfast Sponsor ($1500)
- Reception & Dinner Sponsor ($1000)
- General Sponsor ($500)

>Sunshine EXPO® (July)

- Platinum Sponsor ($20,000)
- Gold Sponsor ($15,000)
- Silver Sponsor ($10,000)
- Many others, view the prospectus. www.fpma.org/sunshine-expo

>The Casino Night Scholarship Party (July)

- Diamond Sponsor ($5,000)
- Platinum Sponsor ($2,500)
- Gold Sponsor ($1,500)
- Silver Sponsor ($1,000)
- Bronze Sponsor ($500)

Florida Petroleum Marketers Association Foundation, Inc.

>FPMA Annual Meeting & Scholarship Golf Tournament (October)

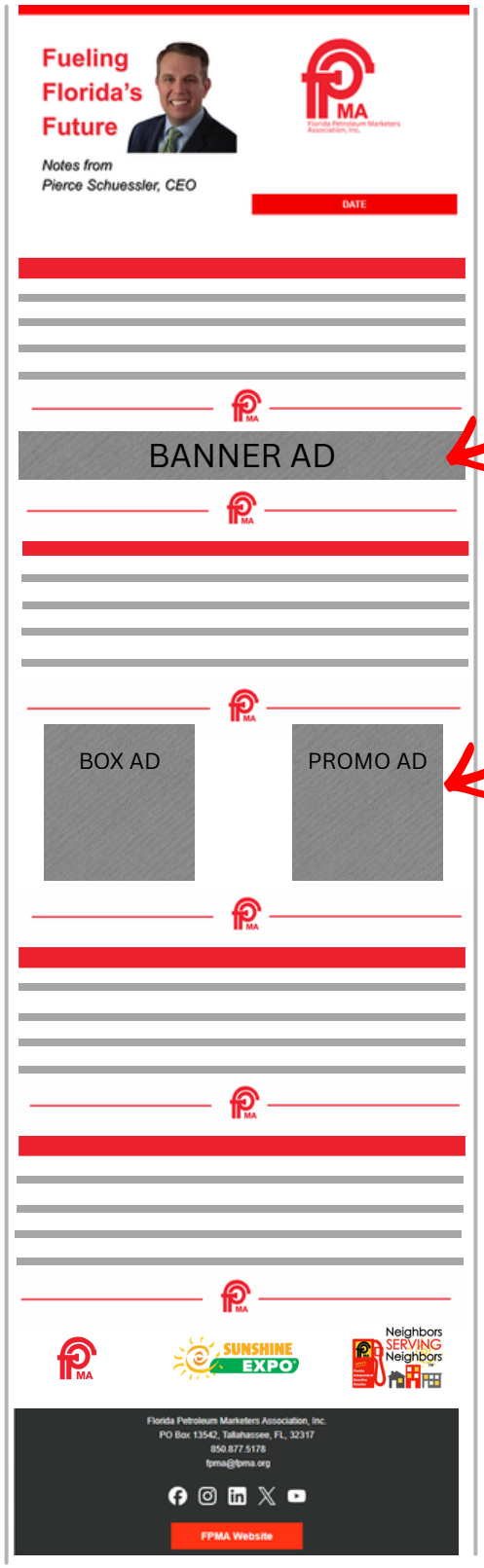
- Title Sponsor of Golf Tournament includes a foursome ($10,000)
- Annual Meeting Platinum Sponsor includes a foursome ($10,000)
- Welcome Reception & Dinner Sponsor includes a foursome ($5,000)
- Annual Meeting Diamond Sponsor includes a foursome ($5,000)
- Welcome Reception & Dinner Sponsor ($5,000)
- Tote Bag Sponsor ($3,000)
- Annual Meeting Golf Sponsor ($2,500)
- Beverage Cart Signage Sponsor ($2,500)
- Digital Golf Cart Signage Sponsor ($2,500)
- Golf Awards Reception Sponsor ($2,000)
- Driving Range Sponsor ($1,000)
- Hole Sponsor ($750)

Florida Petroleum Marketers Association Foundation, Inc.

Fuel the Future of Your Brand

PREMIUM ADVERTISING OPPORTUNITIES
STRATEGIC VISIBILITY ACROSS
FPMA'S PRINT, DIGITAL, AND EVENT PLATFORMS

E-NEWSLETTER



Sent to all members of the association once a week.

Open Rate
47%

50%

50% of FPMA read the e-newsletter each week.

BANNER AD

Limited to 1 placement.
Placed in the middle of the e-newsletter.
Includes hyperlink if provided.
Frequency: Quarterly
Dimensions: 600 x 150 pixels
Cost: $1,500 per quarter

BOX AD / PROMO AD

May also include: WEBINAR / EMPLOYMENT / PRODUCT ADS

Limited to 2 placements per newsletter each week.
Placed in the middle of the e-newsletter.
Includes hyperlink if provided with a short description (40-80 words).
Frequency: Quarterly or Weekly
Dimensions: 200 x 200 pixels
Cost: $1,500 per quarter *(37.5% discount)*
Per week rate: $200
Hourly rates will be charged for ad creation or extra time assisting with graphic design need.

FILE REQUIREMENTS

Minimum Resolutions: 72 DPI
File Types: PNG, JPEG or PDF
Artwork Due: All artwork is due on the 15th of the month before the quarterly advertising terms begin. Ad artwork runs as pickup for three-month term.

Send to: Shane Schaefer, Director of Marketing and Membership
shane@fpma.org

Fuel the Future of Your Brand

PREMIUM ADVERTISING OPPORTUNITIES
STRATEGIC VISIBILITY ACROSS
FPMA'S PRINT, DIGITAL, AND EVENT PLATFORMS

WEBSITE AD PLACEMENT

FPMA is revamping our website with a fresh new look launching at the end of July — just in time for the Sunshine EXPO®. We're opening three premium advertorial placements on the front page, giving companies the chance to reach Florida's top fuel marketers, suppliers, and industry leaders the moment they land on our site. These exclusive spots offer unmatched visibility and are expected to fill quickly

WEBSITE
FRONT-PAGE ADVERTORIAL PLACEMENT AVAILABLE
Limited to 3 placements per quarter.

Placed above the company banner information.
Includes hyperlink if provided with a short description (40 words).

Frequency: Quarterly
Dimensions: 200 x 200 pixels

Cost: $1,500 per quarter
Hourly rates will be charged for ad creation or extra time assisting with graphic design need.

FILE REQUIREMENTS
Minimum Resolutions: 72 DPI
File Types: PNG, JPEG or PDF
Artwork Due: All artwork is due on the 15th of the month before the quarterly advertising terms begin. Ad artwork runs as pickup for three-month term.

Send to: Shane Schaefer, Director of Marketing and Membership
shane@fpma.org

Member Categories:
A Place for Every Business

FPMA membership is built to support every segment of Florida's petroleum and convenience industry. Whether you operate a single store, manage a statewide network, supply essential products, or provide professional services, there is a category designed to connect you, protect you, and elevate your business.

Patron Refiner $16,392
Patron Refiner - a major oil brand company that operates petroleum refineries, transforming crude oil into fuels and products.

Patron Member $3,940
Patron member - any member who wishes to deepen their impact and visibility within FPMA may apply to become Patron Members. This elevated status reflects a strong belief in supporting Petroleum Marketer/Jobber members and advancing FPMA's mission statewide. Patron membership includes premium benefits and recognition.

Petroleum Marketer / Jobber *(Fee is determined by gallonage sold)*
Petroleum Marketer - Any person, firm or corporation who markets petroleum products in the State of Florida and purchases petroleum wholesale, owning and/or operating facilities. FPMA jobber members are the backbone of Florida's fuel and convenience network — connecting supply with service across the state.

Petroleum Marketer/Jobber/Distributor Dues are calculated based on gallonage sold in Florida.
If you sell more than 25,000,000 gallons: (25,000,000) x 0.0002
+
(Number of Gallons over 25,000,000) x $5.00/per each million gallons
> For example, if you sold 30,450,000 gallons, your dues would be: (25,000,000 x 0.0002) + (5.45 x $5.00) = $5,027.25
*Marketer Member dues are capped at $10,300
*Minimum Marketer Member dues are $845

Associate Supporter $845
Individuals or companies that provide essential products and services - to the petroleum and convenience retail industry — excluding petroleum itself. These members support the success of wholesale and retail fuel marketers, food and convenience store operators, and related businesses across Florida.

It’s Time to Act

Florida’s petroleum and convenience retailing industry is evolving quickly — and your business deserves a seat at the table. Membership isn’t just a benefit; it’s a strategic investment in your future.

Join. Engage. Support. Show Up.

Join as a Member
Establish your place in a statewide network that protects your business, strengthens your voice, and keeps you informed in a rapidly changing industry — while giving you the platform, connections, and credibility to elevate and grow your company.

Engage with the FPMA PetroPAC
Your business needs representation — and the FPMA PetroPAC, working with The Southern Group, ensures your voice is heard in Florida. Together, we support policymakers who understand the essential role our industry plays in Florida’s economy and daily life.

Support Through Sponsorship
From Legislative Days to Sunshine EXPO®, Casino Night, and the Annual Meeting & Scholarship Golf Tournament — your sponsorship fuels advocacy, education, scholarships, and industry growth. You’re not just supporting an event; you’re investing in the future of our industry.

Show Up & Make a Difference
Being involved is the only way to shape the policies, relationships, and opportunities that affect your business. When you attend, give, sponsor, or participate, you strengthen the entire FPMA community.

Up next: reference form below is a worksheet design to guide you through completing your membership application and selecting the sponsorships you want to pursue.

FPMA Membership Reference Form

FPMA membership applications must be submitted online at www.fpma.org

Company Information

Company Name: _____
Company Phone: _____
Company Website: _____
Company Email: _____
Company Address: _____
City: _____ State: _____ Zip: _____
County: _____

Business Details

Social Network Addresses: (Website, LinkedIn, Instagram, Facebook, YouTube, X)

_____
_____
_____
_____
_____

Business Description (200 characters max):

_____
_____
_____

Business Keywords: _____
Number of Full-Time Employees: _____
Number of Part-Time Employees: _____
Brands Represented *(Only for Petroleum Marketer/Jobber):*_____
_____

Number of Convenience Stores: _____
Number of Gallons Sold Per Year: _____

Primary Contact Information

First Name: _____ Last Name: _____
Title: _____
Phone: _____
Cell Phone: _____
Fax: _____
Email: _____
Preferred Contact Method (Phone/Cell Phone): _____
Primary Contact Social Network Addresses: (LinkedIn, Instagram, Facebook, YouTube, X)

_____
_____
_____
_____

RESERVE YOUR SPOT

- [ ] **Yes — I'm Interested in Sponsorship**
  Select the FPMA sponsorship opportunities you'd like more information about or plan to participate in.

Event Sponsorship Opportunities

- [ ] **Legislative Days**
  Support FPMA's advocacy efforts and increase your visibility with policymakers.

- [ ] **Sunshine EXPO®**
  Choose from exhibit hall, education, branding, and event-specific sponsorships.

- [ ] **Casino Night Scholarship Party**
  Help fund FPMA Scholarship Foundation while gaining high-impact exposure at a member-favorite event. The FPMA Scholarship Foundation awards scholarships for college annually.

- [ ] **FPMA Annual Meeting & Scholarship Golf Tournament**
  Sponsor tournament holes, contests, receptions, or meeting elements that connect you with industry leaders.

Media & Visibility Opportunities

- [ ] ***Petrogram* Magazine Advertising**
  Reach Florida's petroleum and convenience decision-makers statewide.

- [ ] **FPMA.org Website Advertising**
  Boost your digital presence with year-round visibility.

- [ ] **Digital Newsletter Advertising, *Fueling Florida's Future and InForum***
  Stay top-of-mind with members through targeted email placements.

- [ ] **Sunshine EXPO®**
  Printed program advertising available.

- [ ] **Custom or Additional Opportunities**
  I don't see a sponsorship that fits my needs — please contact me to discuss options.

Return your forms to:

Tondra Matthews, FPMA CFO | tondra@fpma.org / 850-877-5178

Florida Petroleum Marketers Association,Inc.

Thank you for your interest in FPMA!

Fuel your business
Protect your future
Connect with industry leaders

Florida Petroleum Marketers Association, Inc,
Mailing Address: P.O. Box 13543, Tallahassee, FL 32317
850.877.5178
www.fpma.org