



# Annual Sponsorship Opportunities

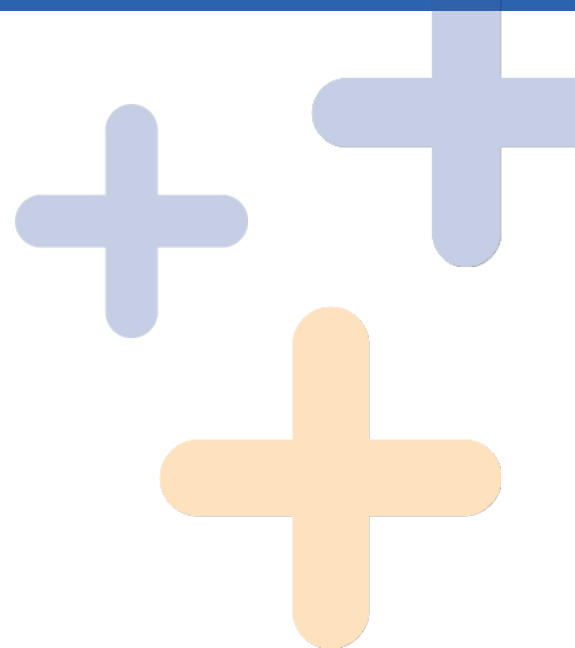
EXPAND YOUR BRAND AWARENESS  
WHILE INCREASING YOUR BOTTOM LINE



CALIFORNIA  
FUELS +  
CONVENIENCE  
ALLIANCE



PACIFIC FUELS +  
CONVENIENCE SUMMIT



\$1500

## Board of Directors Meetings, 4X/year, 1 Spot Available

- Speaking Opportunity (5-10 Minutes)
- Logo on Website
- Recognition in Annual Report
- Complimentary Invitation to Dinner
- February 2024 - Sacramento
- April 2024 - Sacramento
- September 2024 - San Diego
- November - San Diego

\$1800

## Risk Management Certification Series, 4 Spots Available

- Speaking Opportunity (2-3 Minutes)
- Logo on Website and Marketing Material
- Recognition in Annual Report
- Recognition in all Risk Management eBlasts

*Monthly, excluding  
September & December*

\$1500

## Year-End Government Update, 2 Spots Available (Virtual)

- Banner on Website
- Virtual Signage
- Sponsor on Government Relations Mailer/Flyer
- Exclusive 2 Minute Commercial During Event

\$1000

## Webinars, 2 Spots Available (Quarterly)

- Logo on All Marketing
- Logo on Webinar Screen

\$1500

## Regional Meetings, 2X/year, Unlimited Spots Available

- Speaking Opportunity (2-3 Minutes)
- Logo on Marketing Materials
- Logo on Website
- Recognition in Annual Report
- Logo on Napkins at Event
- Logo on Event Presentation
- Recognition in Event Social Media Posts

*Location: TBD*

\$1500  
\$2000

**WPMA**, Unlimited Spots Available - February 2024

**SOLD**

\$5000

## Exclusive Sponsor

- Logo on Event Platforms
- 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
- 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
- Comp Registrations (Unlimited)

\$3000

## Platinum Sponsor, *Unlimited Spots Available*

- Logo on Event Platforms
- 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
- Comp Registrations (Unlimited)

\$2500

## Gold Sponsor, *Unlimited Spots Available*

- Logo on Event Platforms
- Logo on Signage at In-Person event
- Logo on Participation Packet
- Attendee List
- Recognition in 2 eBlasts
- Comp Registrations (5)

\$2000

## Reception, *Unlimited Spots Available*

- Attendee List
- Logo on Signage at In-Person Event
- Recognition in Event Post on Social Media
- Logo on Table Skirt
- Logo on Reception Napkins
- Comp Registrations (4)

\$1000

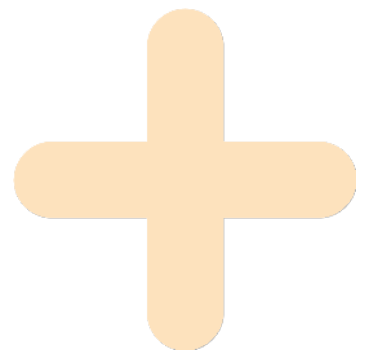
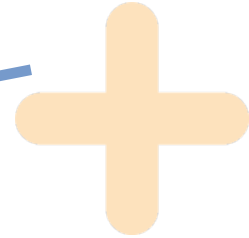
## Breakfast, *Unlimited Spots Available*

- Recognition in Event Post on Social Media
- Recognition in 2 eBlasts
- Logo on Signage at In-Person Event
- Comp Registrations (2)

\$1000

## Lunch, *Unlimited Spots Available*

- Recognition in Event Post on Social Media
- Recognition in 2 eBlasts
- Logo on Signage at In-Person Event
- Comp Registrations (2)



# 2024 PFCS Sponsorship Opportunities

**\$50K**

## Showcase Exclusive Sponsor, *1 Spot Available*

- Twenty (20) full conference registrations
- Unlimited Single Day/Trade Show Only Passes\*
- Two (2) 10' x 10' trade show booths
- First choice location for a brand meeting
- First choice location for a hospitality
- Four (4) Casino Night registrations
- Four (4) registrations to Bowling
- Special recognition at Welcome Reception with opportunity to address the audience
- Exclusive logo incorporation on conference lanyards and room keycards
- Premium visibility on the front cover of the PFCS Program Guide with logo incorporation and on the back cover with full-page, full-color ad
- Logo displayed throughout the conference in areas such as: the entrance to the trade show floor, on the trade show floor, Welcome Reception, welcome banners at registration, other conference signage.
- Recognition as Showcase Sponsor in all conference emails
- Recognition as Showcase Sponsor on the PFCS website
- Recognition as Showcase Sponsor in CFCA's Annual Report

**\$30K**

## Premier Sponsor, *Unlimited Spots Available*

- Ten (10) full conference registrations
- Two (2) 10' x 10' trade show booths
- Access to brand meeting space\*\*
- Access to hospitality space\*\*
- Two (2) Casino Night registrations
- Special recognition at Welcome Reception
- Full-page, full-color ad in the PFCS Program Guide
- Logo displayed at the entrance to the trade show floor, on the trade show floor, and at the Welcome Reception
- Recognition as Premier Sponsor in select conference emails
- Recognition as Premier Sponsor on the PFCS website
- Recognition as Premier Sponsor in CFCA's Annual Report

**\$10K**

## Bowling Sponsor, *Unlimited Spots Available*

- Eight (8) bowler registrations for Bowling, with priority lane assignment
- Special recognition at Welcome Reception
- Logo incorporation into Bowling attendee gift†
- Full page, full-color ad in the PFCS Program Guide
- Recognition as Bowling Sponsor in select conference emails
- Recognition as Bowling Sponsor on the PFCS website

**\$10K**

## Tankers+Tacos Sponsor, *Unlimited Spots Available*

- Two (2) full-conference registrations
- Podium time at the Tankers+Tacos event
- Logo incorporation into Tankers+Tacos attendee gift†
- Full page, full-color ad in the PFCS Program Guide
- Logo displayed at the entrance to the trade show floor, on signage at the registration area and at the Tankers+Tacos event
- Recognition as Tankers+Tacos Sponsor in select conference emails
- Recognition as Tankers+Tacos Sponsor on the PFCS website

# 2024 PFCS Sponsorship Opportunities

\$10K

## Keynote Sponsor, *Unlimited Spots Available*

- Two (2) full-conference registrations
- Reserved seating at Keynote Session
- Half-page, full-color ad in the PFCS Program Guide
- Logo displayed at the entrance to the trade show floor, 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 PFCS website

\$15K

## Casino Night Sponsor, *Unlimited Spots Available*

- Eight (8) Poker Tournament registrations for Casino Night
- Emcee privileges (if desired)
- Logo incorporation into Casino Night playing cards and party favors†
- Full page, full-color ad in the PFCS Program Guide
- Logo displayed at the entrance to the trade show floor, 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 PFCS website

\$20K

## Patron Sponsor, *Unlimited Spots Available*

- Access to brand meeting and hospitality space\*\*
- Six (6) full conference registrations
- One (1) bowler registration for Bowling
- Special recognition at Welcome Reception
- 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 PFCS conference program
- Recognition as Patron Sponsor in CFCA's Annual Report
- Recognition as Patron Sponsor on the PFCS website

\$8,500

## VIP Sponsor, *Unlimited Spots Available*

- One (1) non-premium location for a brand meeting\*\*
- Four (4) full conference registrations
- Logo displayed on signage at the registration area, on the trade show floor, and at the Welcome Reception
- Half-page, full-color ad in the PFCS conference program
- Recognition as VIP Sponsor on the PFCS website

\$5K

## Beer Garden Sponsor, *Unlimited Spots Available*

- Two (2) full-conference registrations
- Trade Show Only passes
- Branded "beer tickets"
- Logo displayed on signage at the registration area
- Half-page, full-color ad in the PFCS conference program
- Recognition as Beer Garden Sponsor in select conference emails
- Recognition as Beer Garden Sponsor on PFCS website

\*Indicates first pick

\*\* Locations are assigned on a first come, first served basis.

† Attendee gift will be selected and designed by PFCS staff.

# 2024 PFCS Sponsorship Opportunities

\$5K

## Welcome Reception Sponsor, *Unlimited Spots Available*

- Logo displayed on signage at the registration area and at the Welcome Reception
- Half page, full-color ad in the PFCS conference program
- Recognition as Welcome Reception Sponsor in select conference emails
- Recognition as Welcome Reception Sponsor on the PFCS website

\$4K

## Diamond Sponsor, *Unlimited Spots Available*

- Logo displayed on signage at the registration area and at the trade show luncheon
- Quarter-page, full-color ad in the PFCS conference program
- Recognition as Diamond Sponsor on the PFCS website

\$2K

## Platinum Sponsor, *Unlimited Spots Available*

- Logo displayed on signage at the registration area and at Continental Breakfast
- Quarter page, 4-color ad in the PFCS conference program
- Recognition as Platinum Sponsor on the PFCS website

\$2500

## Inspirational Breakfast Sponsor, *Unlimited Spots Available*

- One (1) full conference registration
- Four (4) Inspirational Breakfast tickets
- Logo displayed on signage at the registration area and at the Inspirational Breakfast event
- Quarter page, full-color ad in the PFCS conference program
- Recognition as Inspirational Breakfast Sponsor in select conference emails
- Recognition as Inspirational Breakfast Sponsor on the PFCS website

\$1K

## Legacy Sponsor, *Unlimited Spots Available*

- Logo displayed on signage at the registration area
- Quarter page, full-color ad in the PFCS conference program
- Recognition as Legacy Sponsor on the PFCS website

\$1K

## Ed Session Sponsor, *Unlimited Spots Available*

- 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 PFCS website

# 2024 CFCA/PFCS Event Sponsorship Contract

**Please Complete to Sponsor a CFCA/PFCS Event(s):**

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):

**2024 CFCA Meetings**

- Board of Directors Meeting
- Risk Management Certification Series
- Year-End Government Update
- Webinars
- Regional Meetings

**2024 DATC**

- Exclusive Sponsor
- Platinum Sponsor
- Gold Sponsor
- Reception
- Breakfast
- Lunch

**2024 PFCS**

- Showcase Exclusive Sponsor
- Premier Sponsor
- Bowling Sponsor
- Tanker+Tacos Sponsor
- Platinum Sponsor
- Inspirational Breakfast Sponsor
- Legacy Sponsor
- Ed Session Sponsor
- Casino Night Sponsor
- Patron Sponsor
- VIP Sponsor
- Beer Garden Sponsor

**SOLW** PMA

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 Conference & Event Director 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 Company:**

**CFCA Representative:**

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Title: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_