

# INDUSTRY PARTNERSHIP PROGRAM



# 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:

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# Partnership Program

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.



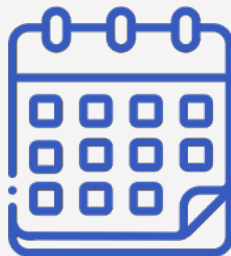
## Why Partner?

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 Support**



**More Programs  
& Advocacy**



**More Exposure**

# PFCS

Formerly the Pacific Oil Conference (POC), the Pacific Fuels and Convenience Summit (PFCS) 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, PFCS is California's largest collaborative working environment with business-strengthening benefits for the petroleum and convenience store industry.

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# DATC

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. The first is dedicated to education, where our members are briefed on the issues and lobbying tactics, concluding with a more social networking event. The second day is dedicated to meetings with lawmakers and their offices. This annual meeting plays a vital role in CFCA's government relations efforts

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# 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.



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# INDUSTRY PARTNER

**\$10,000** in addition to current annual dues

- Access to CFCA-driven surveys
- Access to CFCA staff attendance at hearings (pending approval)
- Distribution of information via CFCA communications (pending approval)
- Industry Partner sponsorship at Day at the Capitol
- Recognition on CFCA website homepage as Industry Partner
- Recognition ad in the Fill Up - 6 issues
- Recognition ad in the Insider - 6 issues
- Banner recognition at PFCS (with logo)
- Recognition ad in Directory
- Recognition ad in Annual Report
- Two webinar sponsors per year (with logo)
- Recognition ad in the PFCS Event Guide

**This is a 12-month benefits package.**

Total Value:  
**\$20,000**



**CF**  
**CA** | CALIFORNIA  
FUELS +  
CONVENIENCE  
ALLIANCE

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