

PARTNERSHIP PROGRAM



CALIFORNIA
FUELS +
CONVENIENCE
ALLIANCE

About CFCA

Founded in 1952 as the California Independent Oil Marketers Association (CIOMA), the California Fuels & Convenience Alliance (CFCA), is the industry's statewide trade association representing the needs of independent wholesale and retail marketers of gasoline, diesel, lubricating oils and other petroleum products; transporters of those products; and retail convenience store operators. The vast majority of our members are small business owners, with many of them being family-owned businesses passed down from one generation to the next.

Our association provides the life-blood of our economy – transportation fuels and energy – to the motoring public and business economy. In simple terms, our members deliver transportation fuel and energy from their manufacturers to end customers, such as wholesale or retail participants, who then deliver the fuel to individual users (i.e. service stations) or to bulk purchasers (e.g. farmers, fleet fueling locations, government agencies, industrial complexes, etc.). Our members serve every region, city, county and locality in this state.

For More Information, Contact:

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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.



Founded in 1952

Partnership Program

Partnering with CFCFA is an investment in the future of your business. Your support helps us provide the resources to fight on your behalf with local regulatory issues and aggressive state mandates; develop high quality educational programs; and promote access to legal experts.

California Fuels & Convenience Alliance is the collective voice of the fuels and convenience industry. The hardworking business owners that represent CFCFA are the cornerstone of every community, our state's transportation, and our neighborhoods' fuel and food needs.

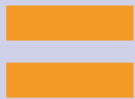
Why Partner?

Elevate Your Impact year round!

Your commitment amplifies industry influence, connects you with key decision-makers, and showcases your brand at the forefront of the fuels and convenience sector.



Your Support



More Programs & Advocacy



More Exposure

President's Club

\$10,000 in addition to current annual dues

- Website banner recognition on homepage
- Recognition on signage at DATC
- Legacy Sponsor at PFCS (with logo)
- Four PFCS registrations
- 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)
- Quarter page ad in the PFCS Event Guide



Gold Club

\$5,000 in addition to current annual dues

- Website banner on secondary pages - 12 months
- Recognition on signage at DATC
- Recognition ad in Directory
- Recognition ad in Annual Report
- Recognition in the PFCS Event Guide
- Two PFCS registrations
- Recognition ad in the Fill Up - 3 issues
- Recognition ad in the Insider - 3 issues
- Banner ad in the Weekend Update - 1 issue



This is a 12-month benefits package.



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