



# 2025 CFCA SPONSORSHIP + ADVERTISING



# TABLE OF CONTENTS

## CFCA sponsorship & advertising opportunities

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Event Descriptions .....	1
Sponsorships	
CFCA Meetings .....	2
Day At The Capitol .....	3
CFCA Summit .....	4
Advertising	
CFCA .....	9
CFCA Summit .....	10
CFCA Summit Event Guide Advertising .....	11
Programmatic Advertising Rates .....	12
Contract .....	13

# CFCA Summit

Formerly the Pacific Fuels and Convenience Summit (PFCS), the CFCA Summit 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 1,500 attendees annually, representing hundreds of businesses, opportunities for brand meetings and hospitalities, CFCA Summit is California's largest collaborative working environment with business-strengthening benefits for the petroleum and convenience store industry.

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.

## Day At The Capitol

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 event dedicated to meetings with lawmakers and their offices. This annual meeting plays a vital role in CFCA's government relations efforts.

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

## 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.



# 2025 CFCA MEETINGS

sponsorship opportunities



## Local Chapters Meetings Sponsor

*Occurs 2 Times per Year*

**\$5,000**

- Branding on email marketing and social media
- Targeted marketing piece to regions through BAND platform
- Virtual: Marketing ad or slide in online presentation and branding on slides
- In-person: Recognition as Lunch Sponsor



## Risk Management Certification Series Sponsor

*Occurs Monthly Excluding September & December*

**\$1,800**

- Speaking opportunity (2-3 Minutes)
- Logo on website and marketing material
- Recognition in Annual Report



## Virtual Year End Government Relations + Labor Law Update Sponsor

**\$1,500**

- Web banner ad on CFCA website
- Logo on webinar marketing materials and webinar slides
- Logo on government relations mailer/flyer
- Exclusive 2 minute commercial during webinar
- Recognition in 2 eBlasts
- Comp registrations (5)
- Attendee list



## PowerFUEL Women's Network Sponsor

**\$1,500**

- Logo on on-site materials
- Branding on all event media
- Website recognition
- Opportunity to speak to group (2 minutes)

## Board of Directors Meetings Sponsor

*Occurs 4 Times per Year*

**\$1,500**

- Speaking opportunity (5 Minutes)
- Logo on meeting packet & slides
- Recognition in Annual Report
- Invitation to dinner

- January 2025 - Sacramento
- April 2025 - Sacramento
- September 2025 - San Diego
- November 2025- San Diego

# 2025 CFCA MEETINGS

sponsorship opportunities



## Webinar Sponsor

*Occurs Quarterly*

**\$1,000**

- Logo on all marketing materials
- Logo on webinar slides
- Attendee list

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## Podcast Sponsor: Beyond the Pump

*3 Month Sponsorship*

**\$1,000**

- Logo on podcast social media marketing
- Recognition as podcast sponsor on CFCA website
- Sponsor shout-out during podcast intro



## WPMA Sponsor

*February 2025*

**PRICE VARIES**

- **EVENT SPONSOR.....\$1,500**
  - Table Wraps
  - On-site branding
  - Website branding
  - Handouts on tables at events
  - Email event branding
- **GOLD SPONSOR.....\$500**
  - On-site branding
  - Website branding
  - Email event branding



# 2025 DAY AT THE CAPITOL

## sponsorship opportunities

CUSTOMIZABLE



### Exclusive Sponsor

**\$5,000**

- Logo on event webpage
- 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
- Unlimited DATC registrations



### Platinum Sponsor

**\$3,000**

- Logo on event webpage
- 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
- Unlimited DATC registrations



### Gold Sponsor

**\$2,500**

- Logo on event webpage
- Logo on signage at in-person event
- Logo on participation packet
- Attendee list
- Recognition in 2 eBlasts
- 5 DATC registrations



### Reception Sponsor

**\$2,000**

- Logo on signage at in-person event
- Recognition in event post on social media
- Logo on table skirt
- Logo on reception napkins
- Attendee list
- 4 DATC registrations



### Breakfast OR Lunch Sponsor

**\$1,000**

- Recognition in event post on social media
- Recognition in 2 eBlasts
- Logo on signage at in-person event
- 2 DATC registrations



# 2025 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) Casino Night registrations
- Four (4) registrations to Bowling Night
- 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
- 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) Casino Night registrations
- Full-page, full-color ad in the CFCA Summit event guide
- 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

# 2025 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) bowler registration for Bowling
- 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
- 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
- Half-page, full-color ad in the CFCA Summit event guide
- Recognition as VIP Sponsor on the CFCA Summit website
- Recognition sponsor plaque



### Diamond Sponsor

**\$4,000**

- 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

**\$2,000**

- 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

**\$1,000**

- Logo displayed on signage at the registration area
- Recognition as Legacy Sponsor on the CFCA Summit website





# 2025 CFCA | SUMMIT

## networking event 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<sup>†</sup>
- Full page, full-color ad in the CFCA Summit event guide
- 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



### Bowling Sponsor

**\$10,000**

- Eight (8) bowler registrations for Bowling, with priority lane assignment
- Sponsor recognition on Bowling attendee gift<sup>†</sup>
- Full page, full-color ad in the CFCA Summit event guide
- Logo displayed on signage at the registration area and at the Bowling event
- Recognition at Keynote Session
- Recognition as Bowling Sponsor in select conference emails
- Recognition as Bowling Sponsor on the CFCA Summit website



### Tankers + Tacos Sponsor

**\$10,000**

- Two (2) full-conference registrations
- Podium time at the Tankers + Tacos event
- Sponsor recognition on Tankers + Tacos attendee gift<sup>†</sup>
- Full page, full-color ad in the CFCA Summit event guide
- 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

CUSTOMIZABLE



### Keynote Sponsor

**\$10,000**

- Two (2) full-conference registrations
- Reserved seating at Keynote Session
- Half-page, full-color ad in the CFCA Summit event guide
- 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

# 2025 CFCA | SUMMIT

## networking event sponsorship opportunities



### Beer Garden Sponsor

**\$5,000**

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



### Welcome Reception Sponsor

**\$5,000**

- Logo displayed on signage at the registration area and at the Welcome Reception
- Half page, full-color ad in the CFCA Summit event guide
- 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
- Quarter page, full-color ad in the CFCA Summit event guide
- 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

**\$1,500**

- 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 Website Ad

\$1,000

Visit CFCA's website at [www.cfca.energy](http://www.cfca.energy). Our website is a platform where members can access their member portal, find information on upcoming CFCA events/webinars, and much more.

- Click-thru: average 3000/month
- Prime locations: CFCA Homepage, CFCA Summit page
- **COST:** \$1000/6 months
- **FILE SPECS:** wxh: 450px x 75px AND 970px x 90px | Max file size: 100KB 72ppi | JPEG, PNG, GIF, or BMP | provide click-thru link

## CFCA Member Invoice Mailer

\$750

- Once a year in November
- Direct mailer to approximately 300 members
- **COST:** \$750 (\$2.50 per mailer)
- **FILE SPECS:** wxh: 7"x4.75" | CMYK | high-res PDF, EPS, or JPEG format

## CFCA Newsletter Ad: Fill-Up

\$700

The Fill-Up is CFCA's weekly newsletter informing members on the latest legislative and regulatory updates.

- Open rate: 33%
- Prime listing location: above tax breakdown section
- **COST:** \$700/month
- **FILE SPECS:** wxh: 650px x 100px | RGB, JPEG or PNG | provide click-thru

## CFCA Podcast Commercial: Beyond the Pump

Varies

**Beyond The Pump** is CFCA's podcast where co-hosts Mikey and Bea go *beyond the pump* uncovering the legislative battles, learning about the stories, and navigating the world of the fuels industry.

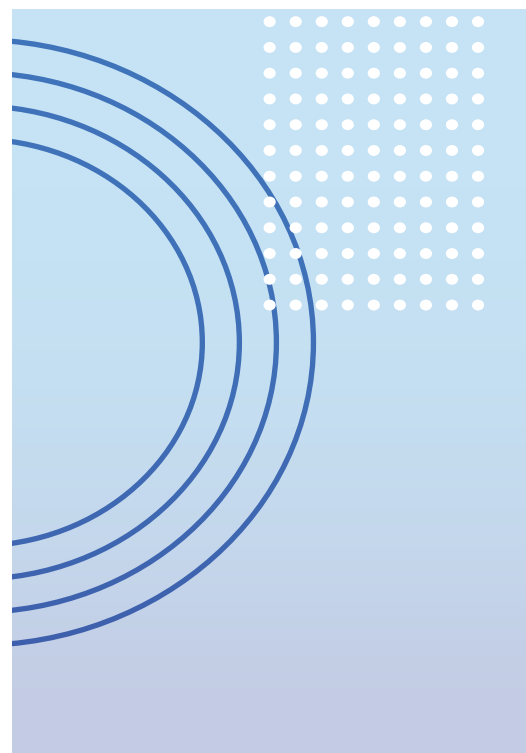
- 300+ listens
- 800+ impressions on Spotify
- **COST:**
  - Single Episode, 30 Seconds.....\$50
  - Single Episode, 60 Seconds.....\$100
  - 5 Episodes, 30 Seconds.....\$200
  - 5 Episodes, 60 Seconds.....\$450
- **FILE SPECS:** MP3 audio file OR send a script for a host read commercial

## Naylor Advertising

Varies

Naylor is a company that manages advertising opportunities in CFCA's publications and Insider newsletter:

- **Annual Report** - CFCA's yearly publication that highlights all of the association's activities and accomplishments for each calendar year.
- **Membership Directory** - a directory of the association's individual and organizational members.
- **Insider** - CFCA's monthly newsletter sharing non-regulatory activities in the association and highlighting CFCA member's achievements.
- **CONTACT:** Please contact Krys Whildin ([krys.whildin@naylor.com](mailto:krys.whildin@naylor.com)) with questions and for more information on cost and file specs.

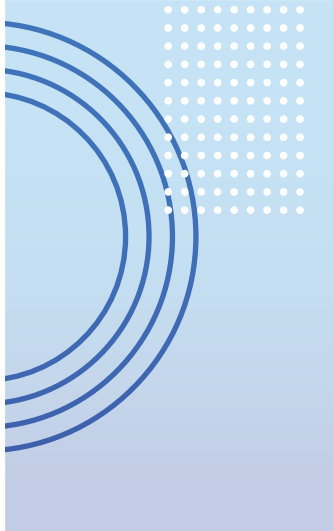


For more information  
or to submit files, contact:

Beatrice Lam  
[beatrice@cfca.energy](mailto:beatrice@cfca.energy)

# 2025 CFCA | SUMMIT

## advertising options



### Conference App Banner

**\$1,000**

Mobile banner ad displayed in Conference App used by attendees, exhibitors, staff, and more.

- **FILE SPECS:** wxh: 300px x 50px | RGB | 72ppi

### Publication Bin

**\$500**

Add your own magazine, newspaper, or other publication in CFCA Summit Publication Bins.

- Bins placed outside trade show floor entrance, near registration area
- Advertiser to print and drop off their publications at bins
- Quantity of publications provided left to Advertiser's discretion
  - Approximately 1500 CFCA Summit Attendees

### Item or Promotional Flyer in Attendee Bag

**Varies**

Include your own promotional item or flyer inside the CFCA Summit attendee bag. Attendee bags are distributed outside of trade show floor entrance, near registration area.

- Item .....\$500/item added to attendee bag
- Promotional Flyer, one-sided, 4"x6".....\$1000
- Promotional Flyer, double-sided, 4"x6".....\$1500
- Promotional Flyer, single-sided, 8.5"x11" .....\$2000
- Promotional Flyer, double-sided, 8.5"x11".....\$2500

### Ad in Event Guide

**Varies**

Event guides are distributed to CFCA Summit attendees at registration.

- Please see page 11 for details
- Full Page, Full Color (bleed or no bleed).....\$1500
- Half Page, Full Color (vertical or horizontal).....\$1000
- Quarter Page, Full Color (vertical or horizontal).....\$600

See pages 4-8 to for details on event guide ad included in your sponsorship package  
See page 11 for details on event guide ads

Contact Amber Rogalski at [amber@cfca.energy](mailto:amber@cfca.energy) for more information



# 2025 CFCA | SUMMIT

## event guide advertising

To secure your place, please submit this form and any artwork no later than **July 1, 2025**. An invoice will be emailed to you for payment upon receipt of this form, and a template to assist with the artwork guidelines may be found online at [www.cfca.energy/summit-art](http://www.cfca.energy/summit-art). For more information, contact Beatrice Lam at [beatrice@cfca.energy](mailto:beatrice@cfca.energy).

### Pricing

- Full Page / Full Color.....\$1500
  - Bleed
  - No Bleed
- Half Page / Full Color.....\$1000
  - Vertical
  - Horizontal
- Quarter Page / Full Color.....\$600
  - Vertical
  - Horizontal

### ADVERTISER INFORMATION

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

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

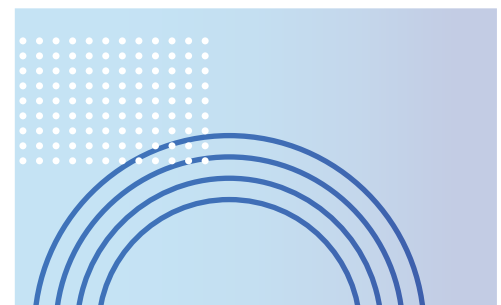
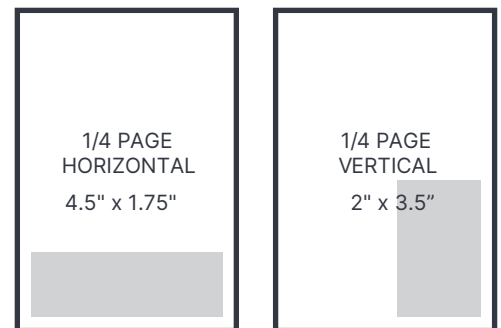
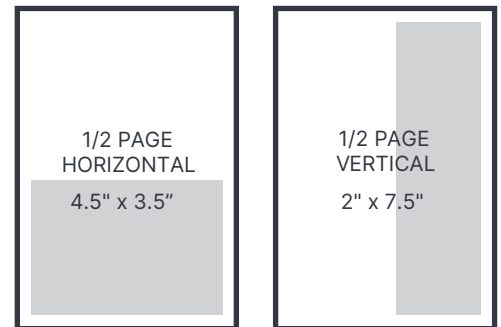
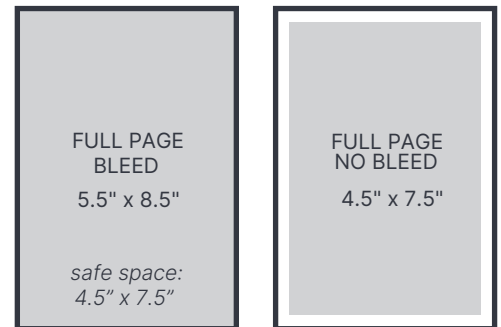
Email: \_\_\_\_\_

### ARTWORK REQUIREMENTS

All digital artwork must be supplied at 300dpi in either high-res PDF, EPS, or JPEG format. All color artwork must be in CMYK mode; if RGB artwork is supplied, it will be converted to CMYK, which will result in a color shift. All linked images must be embedded in the files, and all text must be outlined.

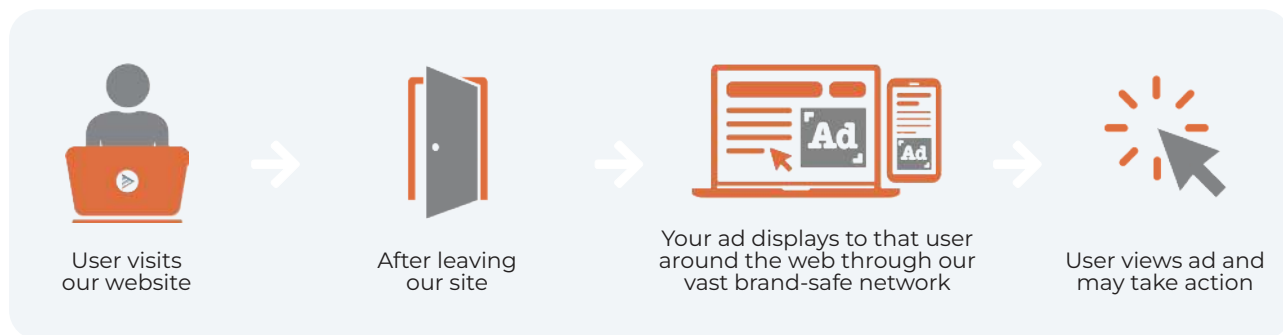
### ARTWORK SUBMISSION

Please send all artwork to Meleah Phillips via email at [meleah@cfca.energy](mailto:meleah@cfca.energy). Please use this file naming convention: "Company\_AdSize\_Summit2025"  
All artwork files must be received no later than **July 1, 2025**.



# 2025 CFCA programmatic advertising rates

## How Retargeting Works



### Key Benefits

- **Brand-Safe Network:** Access over 50,000 trusted websites.
- **Increased Engagement:** Studies show users who see a marketer's display ad are 84% more likely to engage with the brand.
- **Targeted ROI:** Tailor your messaging to reach only qualified, high-intent audiences, maximizing the effectiveness of every dollar spent.

### Advertising Options

- **Site Retargeting:** Target members and prospects who have already visited CFCA's website.
- **Search Retargeting:** Engage audiences based on specific search activity across the web.
- **Contextual Targeting:** Reach audiences based on relevant keywords and categories viewed on web pages.
- **Addressable Geo-Fencing:** Target specific business or household addresses.
- **Event Targeting:** Engage event-goers and prospects with dynamic retargeting.
- **Audience Segmentation:** Tap into demographic and psychographic traits for precise targeting.

## 2025 Display Advertising Rates

**75,000 Impressions:** \$3,900  
**50,000 Impressions:** \$2,700  
**25,000 Impressions:** \$1,400  
**Artwork creation:** \$125



## CFCA SPONSORSHIP & ADVERTISING CONTRACT

### Please Complete to Sponsor AND/OR to Advertise with a CFCA/CFCA Summit 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):

#### 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
- Webinars - \$1,000
- WPMA, Event - \$1,500
- WPMA, Gold - \$500
- Podcast - \$price

#### CFCA Summit

- Showcase - \$50,000
- Premier - \$30,000
- Patron - \$20,000
- VIP - \$8,500
- Diamond - \$4,000
- Platinum - \$2,000
- Legacy - \$1,000
- Casino Night - \$10,000
- Bowling - \$10,000
- Tankers + Tacos - \$10,000
- Keynote - \$10,000
- Beer Garden - \$5,000
- Welcome Reception - \$5,000
- IPB - \$2,500
- Ed Session - \$1,500

#### DATC

- Exclusive - \$5,000
- Platinum - \$3,000
- Gold - \$2,500
- Reception - \$2,000
- Breakfast - \$1,000
- Lunch - \$1,000

#### CFCA Advertising

- Website Ad - \$50,000
- CFCA Member Invoice Mailer - \$30,000
- CFCA Newsletter Ad: Fill-Up - \$20,000
- Podcast Commercial - \$8,500

#### 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

*\*see page 11 of the 2025 CFCA Sponsorship + Advertising packet for CFCA Summit event guide advertisements*

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/ADVERTISING COMPANY:

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

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

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

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

#### CFCA REPRESENTATIVE:

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

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

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

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

**Please email completed contract form to Amber Rogalski, amber@cfca.energy.**