



# 2025 CFCA the club



# 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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# The Club

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.



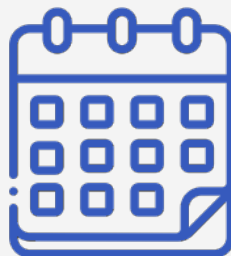
## Why join The Club?

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 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**

# 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 1,200 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.

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# 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 two-day 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

the club

**\$50,000**

(+Membership Dues)

## President's Club

- 10 free active franchise memberships
- Summit registrations with discount codes
- DATC registrations with discount codes
- Local Chapter Sponsor branding
- CFCA Summit premium booth placement (Not including price of booth)
- CFCA Summit Sponsor branding (Welcome Reception Sponsor tier)
- CFCA Summit banner recognition
- Recognition in CFCA membership newsletters (Fill-Up and Insider)

## President's Club Optional Add-ons (up to 2)

- GR update for roadshow (presentation by CFCA)
- Quarterly GR Calls with CFCA Director & CEO
- Access to CFCA staff at hearings (zoom or in-person based on availability)
- Podcast commercials
- Local Chapters Sponsor
- 2025 BOD Meetings (January 29, April 29, September 2, November 12)
- 5 minute presentation at BOD Meeting
- Seat and branding at group dinner (BOD dinner)
- Summit premium booth placement
- Opportunity to survey CFCA members one (1) time
- Annual gift | CFCA Swag

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**\$10,000**


## Gold Club

- Distribution of info on CFCA platforms
- Branding (website, Fill-Up, Insider, Annual Report, Membership Directory)
- CFCA Summit branding
- Four (4) full CFCA Summit conference registrations
- Recognition in CFCA Summit Program Guide
- DATC registrations

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**\$5,000**

## Alliance Club

- Branding (website, Fill-Up, Insider, Annual Report, Membership Directory)
  - Two (2) full CFCA Summit conference registrations
  - Recognition in CFCA Summit Program Guide
  - DATC registrations
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# THE CLUB AGREEMENT

**President's Club - \$50,000**

<u>Date Delivered:</u>	<u>Benefit:</u>
_____	• 10 free active franchise memberships
_____	• CFCFA Summit registrations with discount codes
_____	• CFCFA Summit premium booth placement
_____	• CFCFA Summit Sponsor branding (Welcome Reception Sponsor tier)
_____	• CFCFA Summit banner recognition
_____	• DATC registrations with discount codes
_____	• Local Chapter Sponsor branding
_____	• Recognition in CFCFA Membership Newsletters (Fill-Up and Insider)
_____	• Recognition in Member Directory & Annual Report

**President's Club Optional Add-ons (Choose up to 2)**

- GR update for roadshow
- Quarterly GR Calls with CFCFA Director & CEO
- Access to CFCFA staff at hearings
- Podcast commercials
- Local Chapters Sponsor
- 2025 BOD Meetings
- Summit premium booth placement
- Surveys
- Annual gift | CFCFA Swag

**Gold Club - \$10,000**

<u>Date Delivered:</u>	<u>Benefit:</u>
_____	• Distribution of info on CFCFA platforms
_____	• Branding (website, Fill-Up, Insider, Annual Report, Membership Directory)
_____	• CFCFA Summit branding
_____	• Four (4) Full CFCFA Summit conference registrations
_____	• Recognition in CFCFA Summit event guide
_____	• DATC registrations

**Alliance Partner - \$5,000**

<u>Date Delivered:</u>	<u>Benefit:</u>
_____	• Branding (website, Fill-Up, Insider, Annual Report, Membership Directory)
_____	• CFCFA Summit branding
_____	• Two (2) Full CFCFA Summit conference registrations
_____	• Recognition in CFCFA Summit event guide
_____	• DATC registrations

This agreement shall be effective on the date of both parties signatures and shall continue through the last day of the End Date written below. In consideration for Partner's participation, CFCFA shall provide the Partner the selected benefits listed above, which is incorporated and hereby made part of this agreement. 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.

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:

\_\_\_\_\_ Start Date      \_\_\_\_\_ End Date      \_\_\_\_\_ Semi Annual Review Date

<p><b>PARTNERSHIP REPRESENTATIVE:</b></p> <p>Name: _____</p> <p>Title: _____</p> <p>Signature: _____</p> <p>Date: _____</p>	<p><b>CFCFA REPRESENTATIVE:</b></p> <p>Name: _____</p> <p>Title: _____</p> <p>Signature: _____</p> <p>Date: _____</p>
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