

# Partnership Program

'22



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:

**Elizabeth Graham**  
Executive Director  
graham@cfca.energy

**Izaak Pichardo**  
Member Relations Manager  
izaak@cfca.energy

## CFCA's Mission

To conveniently and safely provide quality fuel, goods, and food to meet the needs of every family and community in California.



Founded in 1952

# Partnership Program

Partnering with CFCA 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 CFCA are the cornerstone of every community, our state's transportation, and our neighborhoods' fuel and food needs.

## 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**

# 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.*



2520 Venture Oaks Way, Suite 100

Sacramento, CA 95833

(916) 646-5999

[www.cfca.energy.com](http://www.cfca.energy.com)

