

2025 CFCA | SUMMIT

sponsorship opportunities



All CFCA Summit sponsorships come with at least one (1) full conference registration

Showcase Sponsor

\$50,000

EXCLUSIVE

CUSTOMIZABLE

- 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
- Banner ad on conference app homepage (mobile dimensions only)
- 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

Premier Sponsor

\$30,000

CUSTOMIZABLE

- 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
- Banner ad on conference app homepage (mobile dimensions only)
- 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

2025 CFCA | SUMMIT

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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
- Banner ad on conference app homepage (mobile dimensions only)
- 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
- Banner ad on conference app
- 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

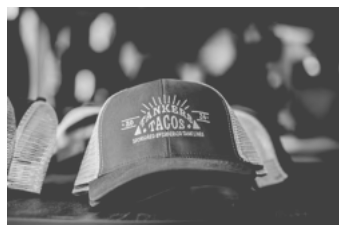
- Eight (8) Poker Tournament registrations for Casino Night
- Emcee privileges (if desired)
- Sponsor recognition on Casino Night playing cards and party favors[†]
- Full page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app (mobile dimensions only)
- Logo displayed on signage 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[†]
- Full page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app (mobile dimensions only)
- 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[†]
- Full page, full-color ad in the CFCA Summit event guide
- Banner ad on conference app (mobile dimensions only)
- 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
- Banner ad on conference app
- 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
- Banner ad on conference app
- 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
- Banner ad on conference app
- 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
- Banner ad on conference app
- 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

2025 CFCA | SUMMIT

advertising options



Conference App Banner

\$1,000

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

FILE SPECS:

- **Mobile** wxh: 320px x 100px
- **Desktop** wxh: 970px x 90px | *for Keynote and VIP Sponsors, use 970px x 250px*
- RGB
- 72ppi
- Click-thru link

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

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 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. For more information, contact Beatrice Lam at beatrice@cfca.energy.

Pricing

- ☐ Full Page / Full Color.....\$1500
- ☐ Bleed
- ☐ No Bleed
- ☐ Half Page / Full Color.....\$1000

ADVERTISER INFORMATION

Company Name: _____

Contact: _____

Address: _____

City: _____

State/ZIP: _____

Phone: _____

Email: _____

ARTWORK SUBMISSION

Please send all artwork to Meleah Phillips via email at meleah@cfca.energy.

Please use this file naming convention: "Company_AdSize_Summit2025"

All artwork files must be received no later than **July 1, 2025**.

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.



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 - \$1,000
- ☐ CFCA Member Invoice Mailer - \$750
- ☐ CFCA Newsletter Ad: Fill-Up - \$700
- ☐ Podcast Commercial
Price varies, see next column

- ☐ Sgl Ep, 30 sec - \$50
- ☐ Sgl Ep, 60 sec - \$100
- ☐ 5 Eps, 30 sec - \$200
- ☐ 5 Eps, 60 sec - \$450

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.