

Partnership Program

'21



CF
CA | CALIFORNIA
FUELS &
CONVENIENCE
ALLIANCE

Dear Member,

Thank you for the privilege of serving as President of CFCA again, this year.

From the start of California's COVID-19 response, CFCA was committed to providing its members the information and resources you need to stay informed and keep ahead. Beginning with our daily COVID-19 updates the day the first closure was announced, CFCA was committed to do everything it can to help you mitigate the fallout this crisis has brought. In 2020, we worked with our partners, and experts from across numerous fields to bring you insights, educational opportunities, and resources to help make sure you remain as successful as possible, despite the hurdles in your path.

In 2020 during the COVID crisis, CFCA pushed forward in its primary objective: serving as our voice and representing our industry in the Capitol and beyond.

- As lawmakers navigated a truly unprecedented year of legislation, CFCA was right there to make sure our voice was heard and your business was protected.
- We scored a major win by getting the first bill drafted by CFCA in years onto the floor of the legislature. What's more, we got it passed in the most one-sided legislature in state history.
- We fought back against, and beat Prop 15, the state ballot proposition to raise your commercial property taxes, as a leader in the most diverse campaign coalition in California's history.
- We were also the only organization to fight back against every single piece of legislation banning or increasing taxes on tobacco products and fought bans in over 100 localities.
- Perhaps most impressively, our efforts this year culminated in the single largest total of PAC contributions in our association's history.

Our industry was truly put to the test in 2020, navigating not only the constant worry about keeping our doors open, but also the endless wave of regulations keeping every business owner vigilant. Yet, despite these challenges, our industry showed exactly why we are essential, serving nearly every Californian, every day throughout this pandemic. When first responders needed us most, we were still right there on the front lines of California's wildfires, providing the resources they needed to combat another year of record breaking fires. In times of distress, our industry stood resilient for California and its first responders.

In 2021, CFCA will continue to provide exceptional education, aggressive advocacy support, and build your business resources. This new Partnership Program gives CFCA members an opportunity to receive exposure and support CFCA efforts as we continue to advocate for your business.

Join the President's or Gold Club today!



Marla Carlson
2020, 2021 CFCA President

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 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.



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