



# SIGMA

AMERICA'S LEADING FUEL MARKETERS



2021  
**FUEL  
SUPPLIER**  
PARTNER PROSPECTUS

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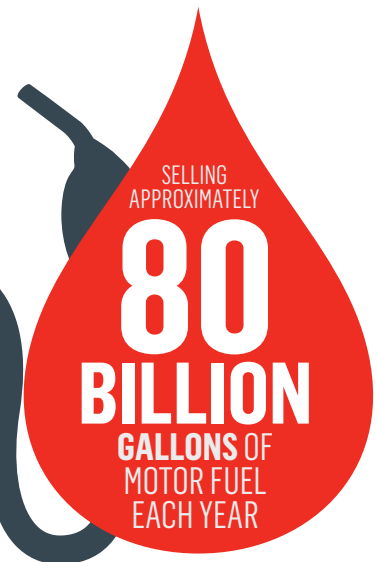
SIGMA assembles the most dedicated leaders within the liquid transportation fuel and retail industry, helping them to succeed in a free and fully competitive marketplace.

PRINT & DIGITAL ADVERTISING • EVENT SPONSORSHIPS

# ABOUT SIGMA

Founded in 1958 as the Society of Independent Gasoline Marketers of America (SIGMA), SIGMA has become a fixture in the motor fuel marketing industry. After more than sixty years of leadership, SIGMA is the national trade association representing the most successful, progressive, and innovative fuel marketers and chain retailers in the United States and Canada. From the outset, the association has served to further the interests of both the branded and unbranded segments of the industry while providing information and services to members.

## MEMBERSHIP STATISTICS

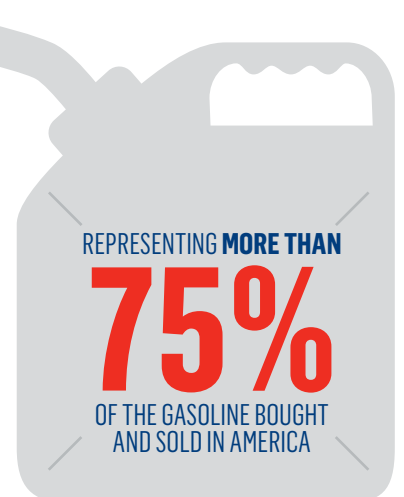
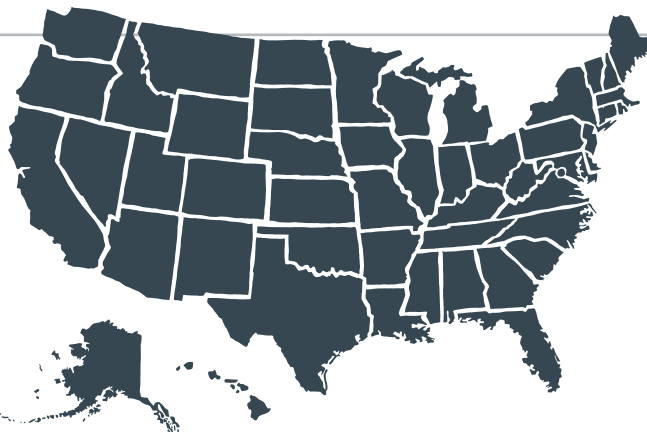


### MEMBER COMPANY BUSINESS ACTIVITIES



MEMBERS OPERATE IN ALL

**50**  
STATES  
AND PARTS OF CANADA...



**“For those who wish to enhance their business and knowledge of the petroleum industry, SIGMA offers what you need through vast networking opportunities, up-to-date political advocacy, and leadership.”**

CHARLES MICHAEL THORNBRUGH | QUIKTRIP CORPORATION

# CALENDAR OF EVENTS

## EXECUTIVE LEADERSHIP CONFERENCE

FEB. 2-3, 2021

## SUMMER LEGISLATIVE CONFERENCE

JUL. 13-14

## ANNUAL CONFERENCE

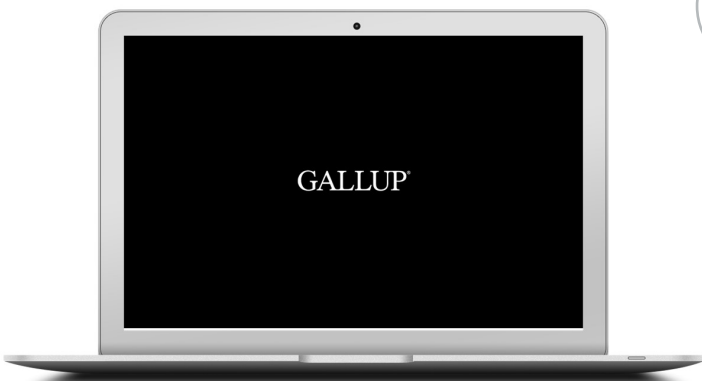
NOV. 2-4

## SPRING CONFERENCE

MAY 11-13, 2021

## SHARE GROUPS

SEPT. 14-17



### EXECUTIVE LEADERSHIP CONFERENCE

FEB 2-3, 2021 | VIRTUAL

You've discussed your own Strengths as a leader and how to hone those strengths to create success. Now it's time to take things a step further and dive into what the specific emotional needs people have to experience with their leaders in order to feel engaged and connected to the organization and their day-to-day work.

**150+**  
ATTENDEES

**90**  
MARKETERS & RETAILERS

**95%**  
SENIOR LEADERSHIP

### SPRING CONFERENCE

MAY 11-13, 2021 | SAN ANTONIO, TX

SIGMA's Spring Conference is a casual networking opportunity that offers an environment to sharpen your business edge. Share insights and best practices with other fuel industry leaders and walk away with information that will help your business grow.

**600+**  
ATTENDEES

**250**  
MARKETERS & RETAILERS

**70%**  
SENIOR LEADERSHIP



# CALENDAR OF EVENTS



PICTURED (L - R): ANDREA PATACCA, LYKINS ENERGY SOLUTIONS // JEFF LYKINS, LYKINS ENERGY SOLUTIONS  
STEPHEN HIGHTOWER II, HIGHTOWERS PETROLEUM // REP. STEVE STIVERS, U.S. HOUSE OF REPRESENTATIVES  
ERIC JOHNSON, THE HARTLEY COMPANY // ETHAN FORMAN, THE HARTLEY COMPANY  
DOUG HARTLEY, THE HARTLEY COMPANY

## SUMMER LEGISLATIVE CONFERENCE & DAY ON THE HILL

JULY 13-14, 2021 | WASHINGTON, DC

Each July, fuel marketers from all over the country gather in Washington, DC for SIGMA's Summer Legislative Conference. Members learn about the high-priority legislative issues affecting the industry, and are then able to communicate in person with congressional representatives about how various regulations and other legislation will affect their individual businesses.

**75**  
ATTENDEES

**50**  
MARKETERS & RETAILERS

**95%**  
SENIOR LEADERSHIP

## SIGMA 2020 SHARE GROUPS

SEPTEMBER 14-17, 2021 | PHOENIX, AZ

SIGMA Share Groups are one and a half day meetings that combine presentations and breakout sessions. They provide an educational and networking forum where employees of member companies get together in a topic-focused environment to refine skill sets and share best practices. Share Groups provide unique educational experiences in the different business areas that relate to fuel and retail marketing.

**8**  
SHARE GROUPS

**20-30**  
ATTENDEES PER GROUP

### TOPICS

HR • CREDIT • FOODSERVICE  
FUEL BUYING • IT • TRANSPORTATION  
MOBILE FUELING/TANKWAGON/CARDLOCK  
MAINTENANCE/ENVIRONMENTAL/SAFETY



## ANNUAL CONFERENCE

NOVEMBER 2-4, 2021 | SCOTTSDALE, AZ

SIGMA's Annual Conference is the largest gathering of SIGMA members throughout the year. CEO's, presidents and knowledge leaders in the fuel marketing sphere attend this unparalleled forum for in-depth education, networking and innovative business strategy reviews. SIGMA education sessions bring you up to speed on issues of interest and SIGMA's latest advocacy initiatives, while preserving time for marketers to network with fuel suppliers and their peers.

**800+**  
ATTENDEES

**350**  
MARKETERS & RETAILERS

**70%**  
SENIOR LEADERSHIP

# SPONSORSHIP OPPORTUNITIES

## FUEL SUPPLIER PARTNER PROGRAM

Relationship building is the foundation of SIGMA. Promote your brand and show your industry support as a Signature Fuel Supplier Partner. Benefits include:

**COMPLIMENTARY REGISTRATIONS · ENGAGEMENT OPPORTUNITIES · HIGH IMPACT BRANDING**

ELEMENTS	3 AVAILABLE	6 AVAILABLE	10 AVAILABLE
	MARQUIS	ELITE	EXECUTIVE
Signature exposure (TOP-BILLING) at ELC, Spring or Annual	•		
Customization of one Significant event (i.e. All-Industry Reception)	•		
Profile article in IGM with call-out on front cover	•		
Complimentary meeting room at Spring or Annual Conference	•		
Branded lanyards for ELC, Spring or Annual	•		
Sponsorship activations at ELC (Mutually Agreed)	•		
Special invite(s) to the New Members Reception at Spring and Annual	2	1	
Weekly Report banner ad (two weeks)	•	•	
Programmatic Digital Advertising to SIGMA's Audience (25,000 Impressions)	•	•	
Ads in the conference program at ELC, Spring and Annual	•	•	
Promote your company on the SIGMA calendar of events - 6x a year	•	•	
Profile in NEW Supplier Resource Guide	2 pgs	2 pgs	1 pg
Complimentary registration fees at Spring and Annual Conferences	6	4	2
Complimentary registration fees at ELC	2	2	2
Advertisements in IGM Magazine	6 of 6	4 of 6	2 of 6
Sponsorship activations at Spring and Annual (Mutually Agreed)	•	•	•
Inclusion on the fuel supplier scrolling banner on SIGMA home page	•	•	•
Recognition and signage at ELC, Spring and Annual	•	•	•
Recognition on SIGMA.org, and conference app throughout the year	•	•	•
	<b>\$100,000</b>	<b>\$40,000</b>	<b>\$20,000</b>

**“SIGMA meetings are where our company establishes business contacts that result in long-term business relationships.”**

**SCOTT HARTMAN | RUTTER'S**

FOR MORE INFORMATION, CONTACT JAMES ROGERS AT [JROGERS@SIGMA.ORG](mailto:JROGERS@SIGMA.ORG) OR 703.375.0492

# SPONSORSHIP OPPORTUNITIES

## A LA CARTE

ELEMENTS	VALUE	PARTNER COST
All Industry Reception	\$85,000	\$65,000
App Sponsorship	\$15,000	\$10,000
Après Ski Party at Executive Leadership Conference	\$25,000	\$15,000
Buffet Breakfast	\$7,500	\$5,000
Buffet Lunch	\$7,500	\$5,000
Business Meeting & General Session Sponsorships	\$25,000	\$15,000
Charging Stations	\$7,500	\$5,000
Coffee Break at Education Sessions	\$7,500	\$5,000
Coffee Break at Legislative Sessions	\$7,500	\$5,000
Donated Bottled Water	\$10,000	\$7,500
Golf Scramble at Spring Conference	\$25,000	\$15,000
Headshot photobooth	\$7,500	\$5,000
Hotel Key Cards	\$10,000	\$7,500
Lanyards	\$10,000	\$7,500
Late Night Party	\$20,000	\$15,000
Late Night Party - Early Arrival	\$12,500	\$7,500
Lunch on the Mountain at Executive Leadership Conference	\$15,000	\$5,000
Mints at Registration Desk	\$5,000	\$2,500
New Member's Orientation	\$7,500	\$7,500
New Member's Reception	\$10,000	\$7,500
Oxygen Bar at Executive Leadership Conference	\$7,500	\$5,000
Pen Sponsorship	\$7,500	\$5,000
Pool Side Bar at Spring Conference	\$7,500	\$5,000
Registration & Hospitality	\$7,500	\$5,000
Room Drop	\$7,500	\$5,000
SIGMAPAC Reception	\$25,000	\$15,000
Special Dinner Event at Executive Leadership Conference	\$7,500	\$5,000
Sponsored Notebook	\$7,500	\$5,000
Stress Reduction Activities at Executive Leadership Conference	\$7,500	\$5,000
Uber Coupon Codes	\$10,000	\$7,500
Welcome Reception	\$85,000	\$65,000
Welcome Reception at Executive Leadership Conference	\$25,000	\$15,000
Wi-Fi Sponsorship	\$10,000	\$7,500

FOR MORE INFORMATION, CONTACT JAMES ROGERS AT [JROGERS@SIGMA.ORG](mailto:JROGERS@SIGMA.ORG) OR 703.375.0492

# ADVERTISING OPPORTUNITIES



## IGM MAGAZINE

IGM or Independent Gasoline Marketing magazine, is provided as a benefit to our members. This publication serves the owners, CEO's, and key executives of our member companies, offering an in-depth look at the current state of the fuel industry along with special member company profiles. This bi-monthly magazine has a circulation of over 2500+ people.

### RATES & SPECS

RATE WIDTH HEIGHT

IGM Magazine\* \$2,500 8.25" 10.75"

\*Include .125" bleed all sides

## IGM CALENDAR

**JANUARY / FEBRUARY**

AD DEADLINE:  
DECEMBER 15

**MARCH / APRIL**

AD DEADLINE:  
FEBRUARY 15

**MAY / JUNE**

AD DEADLINE:  
APRIL 15

**JULY / AUGUST**

AD DEADLINE:  
JUNE 15

**SEPTEMBER / OCTOBER**

AD DEADLINE:  
AUGUST 13

**NOVEMBER / DECEMBER**

AD DEADLINE:  
OCTOBER 15

## CONFERENCE PROGRAM BOOKS

Program books are printed and distributed at our Executive Leadership, Annual, and Spring Conferences touching a combined audience of 1500+ decision makers in the fuel and convenience industry. The conference program is used to share agendas, attendees list and other need-to-know info with all attendees.

**AD SUBMISSIONS FOR THE PROGRAM BOOKS ARE DUE ONE MONTH PRIOR TO THE START OF EACH EVENT.**

### RATES & SPECS

RATE WIDTH HEIGHT

ELC Program	\$1,250	8.5"	11"
Spring Conference Program	\$1,250	4"	9"
Annual Conference Program	\$1,250	4"	9"



FOR MORE INFORMATION, CONTACT JAMES ROGERS AT JROGERS@SIGMA.ORG OR 703.375.0492

# SUPPLIER RESOURCE GUIDE

## TELL YOUR STORY

In 2021 SIGMA will distribute a new Supplier Resource Guide to all members that will list key Fuel and Business Service Suppliers.

### Distribution will include:

- 800+ attendees at Annual Conference 2021
- Included with the November / December issue of IGM Magazine in 2021 and mailed to all 2500+ members
- Available to members digitally on Sigma.org
- For SIGMA sponsors: the profile will be available on the sponsors individual page in the conference app.



### EACH COMPANY 1 PAGE PROFILE WILL INCLUDE:

Company Logo

"About Us" Statement\*

Targeted value proposition Statement for SIGMA Members\*

2020 Added value meeting / events, special pricing or other offerings\*

Contact Information (Company & Individuals)

**COST: \$5,000**  
(INCLUDES PROFILE AND ADVERTISEMENT)

\* (100 words or less)



FOR MORE INFORMATION, CONTACT JAMES ROGERS AT [JROGERS@SIGMA.ORG](mailto:JROGERS@SIGMA.ORG) OR 703.375.0492



# FUEL FOUNDATION OPPORTUNITIES

## OPPORTUNITIES FOR YOU WITH SIGMA'S FUEL FOUNDATION

### THE FUEL FOUNDATION

The Fuel Foundation is SIGMA'S charitable arm and recognized as a 501(c)(3). The Fuel Foundation would not be possible without the generous support of individuals and businesses within our industry. Funds raised are used for a variety of purposes to achieve our goals, from research and grants related to studies on topics that affect our industry, to our scholarship programs.

All donations are tax-deductible to corporations and individuals. Your company will also be recognized on The Fuel Foundation's website, in the app, and on signage throughout the year.



### LEVELS OF GIVING [BASED ON ANNUAL CONTRIBUTIONS]

**DIAMOND**  
\$25,000 + PER YEAR

**PLATINUM**  
\$10,000

**GOLD**  
\$5,000

**SILVER**  
\$2,500

**BRONZE**  
\$1,000

**PATRON**  
\$500

### EXECUTIVE LEADERSHIP CONFERENCE

At SIGMA's ELC Conference we always try to find a fun and unique way to collect donations for the foundation. Last year we did a Superbowl Squares Game that was a huge hit.

This is a great opportunity offering visibility for sponsors via signage set up at the entrance and being able to engage with members as they enter the reception. You will also receive recognition from SIGMA CEO Ryan McNutt when the winners are announced during the event.

#### Sponsorship Opportunities:

- Be the overall sponsor of the Event/Game
- Provide prizes for winners

### SPRING CONFERENCE

At SIGMA's Spring Conference we either do an auction or an event like a cornhole tournament. This is a great opportunity that provides visibility throughout the conference and a way to network with attendees.

#### Sponsorship Opportunities:

- Be the overall sponsor of the Event/Game
- Donate an Item
- Sponsor an Item
- Provide prizes for winners

FEEL FREE TO CONTACT GINNY GRIFFIN AT [GGRIFFIN@SIGMA.ORG](mailto:GGRIFFIN@SIGMA.ORG) OR 703.375.0495 WITH ANY QUESTIONS OR TO MAKE A DONATION.

### ANNUAL CONFERENCE

At SIGMA's Annual Conference we always do a silent auction. You receive great visibility during the conference with signage and our online platform. The auction is promoted to everyone, not just attendees.

#### Sponsorship Opportunities:

- Donate an Item
- Sponsor an Item

### SCHOLARSHIP PROGRAMS


We offer two scholarship programs. Our Pay It Forward Scholarship offers 8 scholarships that total \$25,000 and our Carl Boyett Scholarship that offers two \$5,000 scholarships. Our scholarship programs are offered to all SIGMA member employees and their families. These scholarships change the lives of young people and are only possible with charitable donations each year.

#### Pay It Forward Winners:

- Alison Fitzgerald - Brewer-Hendley Oil Company
- Ashlyn Lewis - Wallis Companies
- Kaitlyn Harden - Parman Energy Group
- Mikayla Connery - Quarles Petroleum
- Sharlene Lashbrook - Atlas Oil
- Samantha Harrington - Petroleum Marketing Group
- Bridgette Lawning - TIBAR Marketing
- Katie Grandinetti - Petroleum Marketing Group

#### Carl Boyett Winners:

- Alyssa Fawks - Douglass Distributing
- Vanessa Casado - Sheetz/CLI Transport



**“SIGMA IS THE  
LARGEST SHARE GROUP  
IN THE PETROLEUM  
INDUSTRY, A PLACE FOR  
NETWORKING  
AND EDUCATION AS  
WELL AS POLITICAL  
ADVOCACY.”**

**BRAD DOUGLASS | DOUGLASS DISTRIBUTING**

**SIGMA**  
AMERICA'S LEADING FUEL MARKETERS

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