



AMERICA'S LEADING FUEL MARKETERS

# 2024 TRANSPORTATION MEMBER PARTNER PROSPECTUS



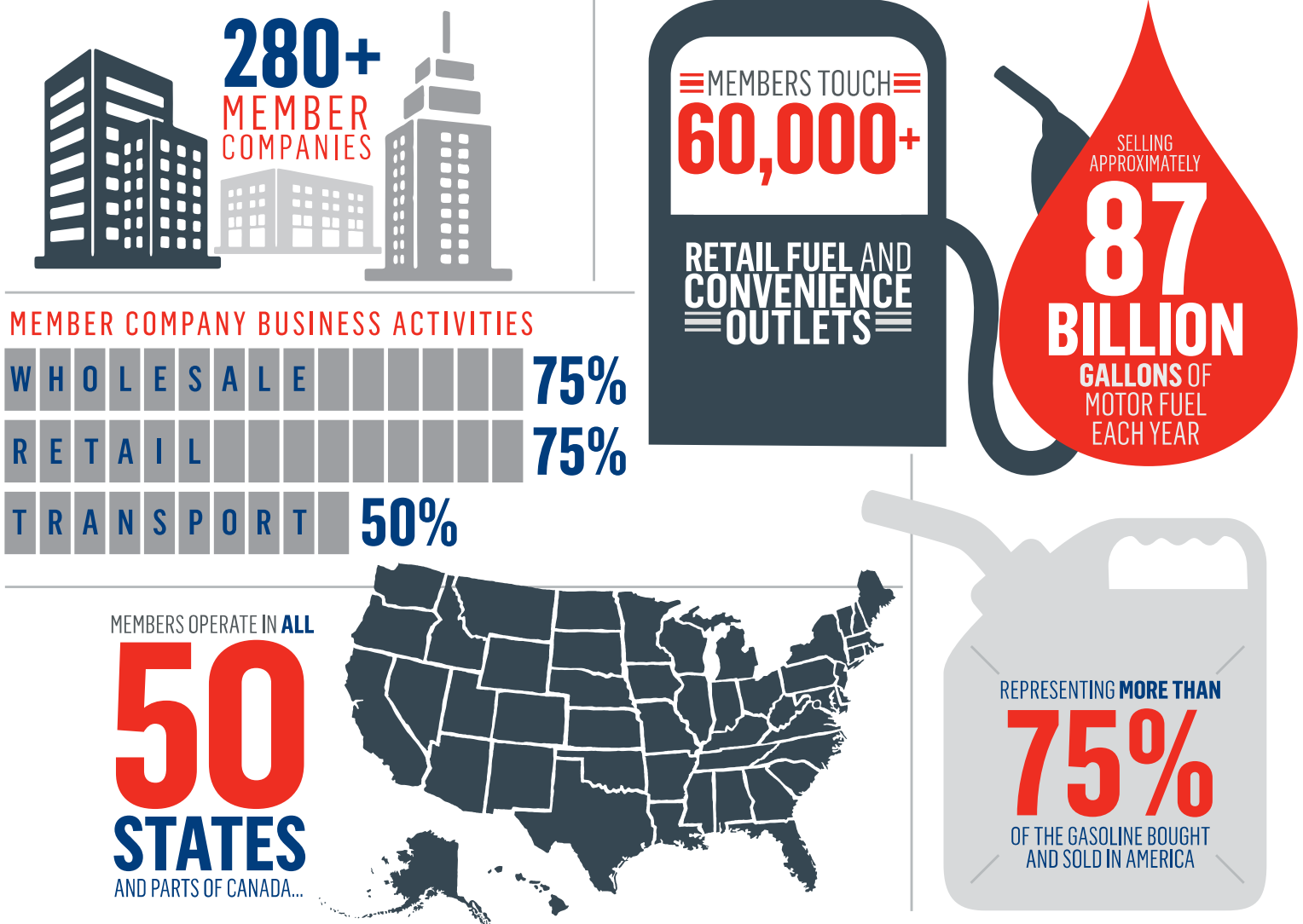
SIGMA assembles the most dedicated leaders within the liquid transportation fuel and retail industry, helping them to succeed in a free and fully competitive marketplace.

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 fuel marketing industry. After more than 60 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



**“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

FEBRUARY 5-7, 2024

## SPRING CONFERENCE

MAY 6-8, 2024

## ANNUAL CONFERENCE

NOVEMBER 12-14, 2024



### EXECUTIVE LEADERSHIP CONFERENCE

FEBRUARY 5-7, 2024 | SUN VALLEY, ID

SIGMA's Executive Leadership Conference is a kick off to the New Year. Nestled into snowcapped mountains, this event focuses heavily on executive-level future planning and peer-to-peer sharing.

**150+**  
ATTENDEES

**50+**  
MARKETERS & RETAILERS

**95%**  
SENIOR LEADERSHIP

### SPRING CONFERENCE

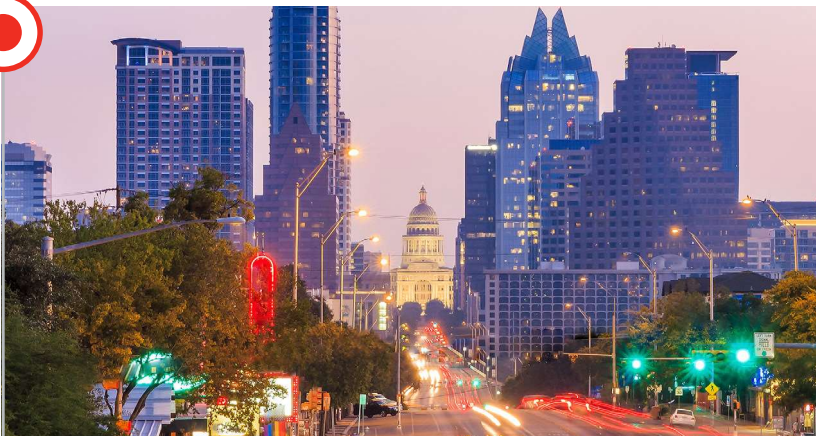
MAY 6-8, 2024 | AUSTIN, TX

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.

**580+**  
ATTENDEES

**230+**  
MARKETERS & RETAILERS

**70%**  
SENIOR LEADERSHIP



### ANNUAL CONFERENCE

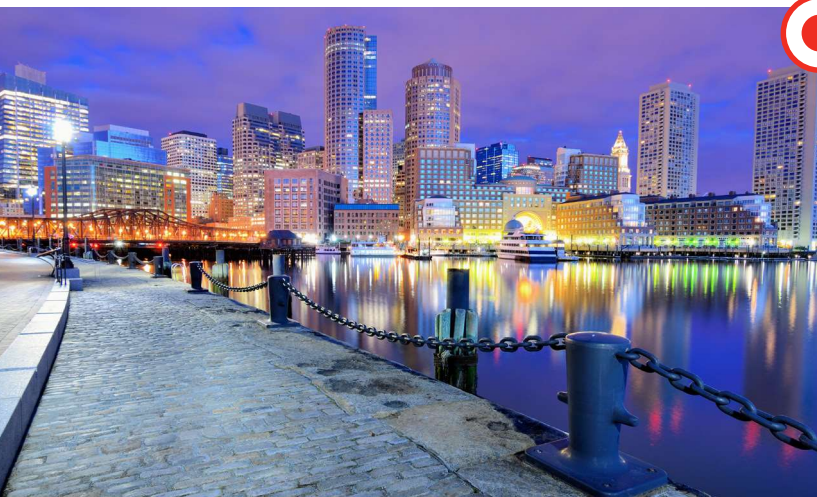
NOVEMBER 12-14, 2024 | BOSTON, MA

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

**300+**  
MARKETERS & RETAILERS

**70%**  
SENIOR LEADERSHIP



# SPONSORSHIP OPPORTUNITIES

## PARTNER PROGRAMS

Relationship building is the foundation of SIGMA. Our Sponsors stand out in the group with special engagement opportunities and superior branding visibility.

**TELL YOUR STORY · REACH THE RIGHT PEOPLE · BUNDLE YOUR INVESTMENT AND SAVE**

| ELEMENTS                                                                     | 5 AVAILABLE | 8 AVAILABLE | 15 AVAILABLE | 20 AVAILABLE |
|------------------------------------------------------------------------------|-------------|-------------|--------------|--------------|
|                                                                              | STRATEGIC   | GOLD        | SILVER       | BRONZE       |
| By Invitation Only                                                           | .           |             |              |              |
| Logo banner placed on General Session stage at Spring and Annual             | .           |             |              |              |
| One special invite to the Board of Directors events at the Spring and Annual | .           |             |              |              |
| Strategic level exposure, signage and promotion                              | .           |             |              |              |
| Strategic level sponsorship selection and placement within materials         | .           |             |              |              |
| Logo on Weekly Report 52x a year                                             | .           |             |              |              |
| Sponsorship activation at ELC (Mutually Agreed)                              | .           |             |              |              |
| Special Invite(s) to the New Members Reception at Spring and Annual          | 2           | 1           |              |              |
| Access to the SIGMA Membership Directory                                     | .           | .           |              |              |
| Ads in the conference program at ELC, Spring and Annual                      | .           | .           |              |              |
| Promote your company on the SIGMA Calendar of events – Quarterly Email       | .           | .           |              |              |
| Weekly Report banner ad (# of weeks)                                         | 4           | 2           |              |              |
| Additional Discounted member rate registrations/badge options (per event)    | 2           | 1           |              |              |
| Sponsorship activations at Spring and Annual (Mutually Agreed)               | .           | .           | .            |              |
| Advertisements in IGM Magazine                                               | 6           | 4           | 2            | *            |
| Included badges @ ELC                                                        | 2           | 2           | 1            | 1            |
| Included badges @ Spring Conference                                          | 4           | 3           | 2            | 2            |
| Included badges @ Annual Conference                                          | 4           | 3           | 2            | 2            |
| Pre-Event Access to Attendee Roster (name and company)                       | .           | .           | .            | .            |
| Recognition and signage at ELC, Spring Conference and Annual Conference      | .           | .           | .            | .            |
| Recognition on SIGMA.org, and conference app throughout the year             | .           | .           | .            | .            |
| Profile in Supplier Resource Guide (# of pages)                              | 2           | 2           | .            | 1            |
| Pre-Event Access to networking features in SIGMA App                         | .           | .           | .            | .            |
|                                                                              | \$70,000    | \$40,000    | \$21,500     | \$15,000     |

\*Opportunity to place 1, full-page, four-color ad insertion in IGM at discounted rate of \$1000

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

SCOTT HARTMAN | RUTTER'S

FOR MORE INFORMATION, CONTACT STEVEN WHELOCK AT [SWHELOCK@SIGMA.ORG](mailto:SWHELOCK@SIGMA.ORG) OR 832.845.3265

# 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      |
| Hosted Late Night Gathering                                    | \$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      |

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# 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

IGM Magazine\*

| RATE    | WIDTH | HEIGHT |
|---------|-------|--------|
| \$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 14

### JULY / AUGUST

AD DEADLINE:  
JUNE 15

### SEPTEMBER / OCTOBER

AD DEADLINE:  
AUGUST 15

### NOVEMBER / DECEMBER

AD DEADLINE:  
OCTOBER 13

## 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 STEVEN WHEELOCK AT [SWHELOCK@SIGMA.ORG](mailto:SWHELOCK@SIGMA.ORG) OR 832.845.3265

SIGMA.ORG

**SIGMA**

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# SUPPLIER RESOURCE GUIDE

## TELL YOUR STORY

In 2024 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 2024
- Included with the November / December issue of IGM Magazine in 2024 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\*

2024 Added value meeting / events, special pricing or other offerings\*

Contact Information (Company & Individuals)

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

*\*(100 words or less)*



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# 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

### 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 9 scholarships that total \$25,000 and our Boyett-Greinke Industry 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.

#### *2023 Pay It Forward Winners:*

- Aditi Chopra – Sun Coast
- Kaleb Cartwright – Hightowers Petroleum
- Shriya Anumartu – SC Fuels
- Aiden Anderson- Wawa
- Julia Nitz - Wawa
- Braydon Newman - Parkland Refining BC Limited
- Alexandra Drovetsky – BASF Corporation
- Andrew Sanft- Global Partners

#### *2023 Boyett-Greinke Winners:*

- Junior Oscar – Racetrac Petroleum
- Jessica Schreckhise – Gasamat Oil (Smoker Friendly)

FEEL FREE TO CONTACT GINNY GRIFFIN AT [GGRIFFIN@SIGMA.ORG](mailto:GGRIFFIN@SIGMA.ORG) OR 703.375.0495 WITH ANY QUESTIONS OR TO INQUIRE ABOUT THE SPECIAL FUEL FOUNDATION RATE.





**“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**



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