

# SPONSORSHIP OPPORTUNITIES



# EXPAND YOUR PRESENCE AT THE EXPO

[WWW.SW-EXPO.COM](http://WWW.SW-EXPO.COM)

# 2024



# SOUTHWEST FUEL & CONVENIENCE EXPO

JUNE 25-27 • GRAND HYATT SAN ANTONIO & HENRY B. GONZALEZ CONVENTION CENTER • SAN ANTONIO, TX



TEXAS FOOD & FUEL  
ASSOCIATION



# 75th Anniversary SPONSOR OFFERINGS

## Presenting Sponsor

**\$ 30,000**

*Sponsorship for 75th Anniversary of TFFA*

**PRESENTING Recognition on 75th Landing Page**  
(TFFA.com & SW-Expo.com)

Title Sponsor of 75th Anniversary Reception  
(at the 2024 Southwest Fuel & Convenience Expo)

- Billed as "Presented by *Title Sponsor*"
- Introduction of Title Sponsor from Reception event stage
- Logo on all Reception announcements
  
- Logo recognition on digital screens on Southwest Fuel & Convenience Expo show floor
- Feature article on the TFFA Daily Buzz
- Full-page ad in the Southwest Fuel & Convenience Expo Show Guide (**artwork due 4/16/2024**)
- Inclusion in all e-newsletters announcing 75th Anniversary Celebration
- Social media promotion
- Logo listing on 75th Anniversary sponsor page in the 3rd Quarter issue of the Food & Fuel Magazine
- Full page ad in (1) issue of the Food & Fuel Magazine with 75th Anniversary sponsor logo stamped on advertisement
- Four (4) complimentary attendee passes for the 2024 Southwest Fuel & Convenience Expo
- Four (4) tickets to the 75th Anniversary Reception & Casino Party

## 75th Anniversary SPONSORSHIP PROGRAM

The Texas Food & Fuel Association will celebrate its 75th Anniversary in 2024. During 2024, we want to recognize the many accomplishments of the Association during its first 75 years.

TFFA's 75 year anniversary events and celebrations will offer the perfect environment for connecting with prospective clients and improving relationships with existing customers.

Several events and activities are scheduled during the year-long anniversary. Your sponsorship support ensures your company will be prominent at all activities.

## Legacy Sponsor

**\$ 20,000**

*Sponsorship for 75th Anniversary of TFFA*

**LEGACY Recognition on 75th Landing Page**  
(TFFA.com & SW-Expo.com)

Legacy Sponsor of 75th Anniversary Reception  
(at the 2024 Southwest Fuel & Convenience Expo)

- Introduction of Legacy Sponsor from Reception event stage
- Logo on all Reception announcements
  
- Logo recognition on digital screens on Southwest Fuel & Convenience Expo show floor
- Feature article on the TFFA Daily Buzz
- Half-page ad in the Southwest Fuel & Convenience Expo Show Guide (**artwork due 4/16/2024**)
- Inclusion in all e-newsletters announcing 75th Anniversary Celebration
- Social media promotion
- Logo listing on 75th Anniversary sponsor page in the 3rd Quarter issue of the Food & Fuel Magazine
- Half-page ad in (1) issue of the Food & Fuel Magazine with 75th Anniversary sponsor logo stamped on advertisement
- Four (4) complimentary attendee passes for the 2024 Southwest Fuel & Convenience Expo
- Four (4) tickets to the 75th Anniversary Reception & Casino Party

## Signature Sponsor

**\$ 10,000**

*Sponsorship for 75th Anniversary of TFFA*

**SIGNATURE Recognition on 75th Landing Page**  
(TFFA.com & SW-Expo.com)

Signature Sponsor of 75th Anniversary Reception  
(at the 2024 Southwest Fuel & Convenience Expo)

- Introduction of Signature Sponsor from Reception event stage
- Logo on all Reception announcements
  
- Logo recognition on digital screens on Southwest Fuel & Convenience Expo show floor
- Feature article on the TFFA Daily Buzz
- Inclusion in all e-newsletters announcing 75th Anniversary Celebration
- Social media promotion
- Logo listing on 75th Anniversary sponsor page in the 3rd Quarter issue of the Food & Fuel Magazine
- Three (3) complimentary attendee passes for the 2024 Southwest Fuel & Convenience Expo
- Three (3) tickets to the 75th Anniversary Reception & Casino Party

# SOUTHWEST FUEL & CONVENIENCE EXPO SPONSORSHIPS



## 2024 SOUTHWEST FUEL & CONVENIENCE EXPO

JUNE 25-27 • GRAND HYATT SAN ANTONIO & HENRY B. GONZALEZ CONVENTION CENTER • SAN ANTONIO, TX

### PLATINUM SPONSOR - \$12,000

- Complimentary meeting room for brand/customer meeting  
*(Applicable to Major Oil companies only)*
- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo on aisle sign hung from rafters
- Company logo in on-site Show Guide
- Company logo prominently displayed on Expo entrance signage
- (4) Expo Registrations (includes 75th Anniversary Reception & Casino Night)
- Social Media recognition
- Sponsor ribbon on your company's Expo badges

### GOLD SPONSOR - \$9,000

- Complimentary meeting room for brand/customer meeting  
*(Applicable to Major Oil companies only)*
- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo on directional 1-meter boards
- Company logo in on-site Show Guide
- Company logo on Expo entrance signage
- (3) Expo Registrations (includes 75th Anniversary Reception & Casino Night)
- Social Media recognition
- Sponsor ribbon on your company's Expo badges

### SILVER SPONSOR - \$7,000

- Complimentary meeting room for brand/customer meeting  
*(Applicable to Major Oil companies only)*
- Company logo with URL link on website
- Company logo in Pre-Show Magazine
- Company logo in on-site Show Guide
- Company logo on Expo signage
- (2) Expo Registrations (includes 75th Anniversary Reception & Casino Night)
- Sponsor ribbon on your company's Expo badges

### BRONZE SPONSOR - \$4,000

- Complimentary meeting room for brand/customer meeting  
*(Applicable to Major Oil companies only)*
- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide
- Company logo on Expo signage
- (1) Expo Registrations (includes 75th Anniversary Reception & Casino Night)
- Sponsor ribbon on your company's Expo badges

### EXPO SUPPORTER - \$1,500

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide
- Company logo on Expo signage

## EXCLUSIVE SPONSORSHIP OPPORTUNITY

### EXPO LUNCH - \$7,500

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Expo signage
- Company logo on napkins & custom cups
- Sponsor ribbon on your company's Expo badges

*Save attendees time and feed the needs of the industry with the Expo Lunch sponsorship. Your company will be recognized while attendees grab a bite to eat as they visit vendors in the exhibit hall.*

**BADGE LANYARD - \$7,500 SOLD**  
**CONFERENCE BAGS - \$7,500 SOLD**

**HOTEL KEY CARD - \$7,000 SOLD**  
**WATER STATION - \$1,500 SOLD**





75TH ANNIVERSARY  
DIAMOND CELEBRATION &  
**CASINO  
PARTY**

**SOLO CUP MONEY SALES (EXCLUSIVE) → \$1,500**

- (3) Complimentary Casino Registrations
- (25) Red Solo Cups with Company Logo and/or Booth Number
- Logo featured Food & Fuel Magazine, Show Guide, & Casino Entrance Unit
- Sign with Company logo and booth number at Check-In Table
- (10) Drink Tickets
- Extra \$20,000 in Chips

**TEXAS HOLD'EM TABLE → \$1,000**

- (2) Complimentary Casino Registrations
- (25) Decks Full Color Poker Card with Company Logo and/or Booth Number
- Logo featured Food & Fuel Magazine, Show Guide, & Casino Entrance Unit
- Sign with Company logo and booth number at Texas Hold'Em Table
- (5) Drink Tickets
- Extra \$10,000 in Chips

**BLACKJACK TABLE → \$500**

- (1) Complimentary Casino Registration
- (25) Decks Full Color Poker Card with Company Logo and/or Booth Number
- Logo featured Food & Fuel Magazine, Show Guide, & Casino Entrance Unit
- Sign with Company logo and booth number at Blackjack Table
- (3) Drink Tickets
- Extra \$2,000 in Chips

**BEVERAGE COASTERS**

\$1,500

**EXCLUSIVE → SOLD**

**HIGH ROLLER**

\$1,500

**EXCLUSIVE → SOLD**

**DRINK TICKETS**

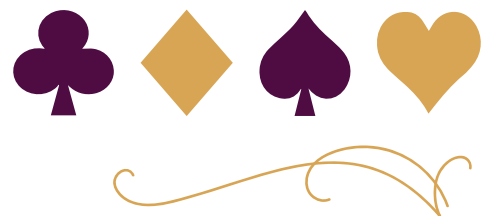
\$1,500

**EXCLUSIVE → SOLD**

**KOOZIE**

\$1,500

**EXCLUSIVE → SOLD**



# THANK YOU FOR SPONSORING!



## 75TH ANNIVERSARY SPONSORSHIPS

- Presenting Sponsor* - \$ 3 0 , 0 0 0       *Legacy Sponsor* - \$ 2 0 , 0 0 0
- Signature Sponsor* - \$ 1 0 , 0 0 0

## EXPO SPONSORSHIPS

- PLATINUM SPONSOR** - \$ 12,000       **GOLD SPONSOR** - \$ 9,000
- SILVER SPONSOR** - \$ 7,000       **BRONZE SPONSOR** - \$ 4,000
- LUNCH SPONSOR** - \$ 7,500       **EXPO SUPPORTER** - \$ 1,500

## GASINO PARTY SPONSORSHIPS

- SOLO CUP MONEY SALES (**EXCLUSIVE**) → \$1,500       TEXAS HOLD'EM TABLE → \$1,000
- BLACKJACK TABLE → \$500

### METHOD OF PAYMENT

- CHECK:** Check number: \_\_\_\_\_ (Make checks payable to Texas Food & Fuel Association)
- CREDIT CARD:** Please check one of the following and complete the information below:  
 American Express     MasterCard     VISA

Credit Card # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_ Billing Zip \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_ Signature \_\_\_\_\_

### SUBMIT FORM

#### ADDRESS

TEXAS FOOD & FUEL ASSOCIATION  
 401 West 15th Street, Suite 510  
 Austin, TX 78701

#### EMAIL

ahicks@tffa.com

#### QUESTIONS?

Contact Annette Hicks  
 (512) 617-4302 | ahicks@tffa.com

SEE YOU IN SAN ANTONIO

POWERED BY TEXAS FOOD & FUEL ASSOCIATION