



JOIN THE CITGO® BRAND

AND GET UP TO **\$50,000** IN IMAGING UPGRADES!

We are excited to share with you a limited-time business opportunity in Arkansas! As a business owner, you're faced with so many important decisions that affect your bottom line, including which gasoline brand to partner with. Allow us to help make that decision easier by offering you another reason to choose CITGO in 2021.



WHAT'S INCLUDED?

MATERIAL COSTS:

- **Signage:** CITGO Main ID and LED price signs
- **Canopy:** Eyebrow lighting, CITGO channel letters and Trimark, ACM or vinyl decals and Triform vinyl decals
- **Dispensers:** Valances, pump skirts, product ID/octane code decals, brushed aluminum risers (e.g., aluminum cladding for Wayne Ovation pumps, decals for all others) and pole-mounted flag IDs
- **Paint:** White under-deck canopy primer/paint and gray paint for canopy/MID poles and bollards

INSTALLATION:

- Costs associated with installation of all branding elements listed; up to \$50,000 and amortized for 60 months

IN ADDITION TO NEW BRANDING MATERIALS INSTALLED, THE PROGRAM MAY ALSO INCLUDE:

- Competitive allowance
- Upfront funding
- Technology investments
- Marketing funds

AND, AS A MEMBER OF THE CITGO-BRAND FAMILY, YOU CAN EXPECT:

- Reliable products and TOP TIER™ quality fuel in every grade of our TriCLEAN® gasoline
- Attentive customer service, including 1:1 brand managers for the rebranding process
- Exclusive dealer programs with training, event support and more

*Promotion is only available to approved locations in the market areas listed at goingCITGO.com that are not currently branded CITGO. Offer only available to a location operator ("Operator") who executes a CITGO-branded fuel supply agreement with a CITGO distributor ("Supplier") for at least 60 months and completes CITGO branding by March 31, 2022. CITGO reserves the right to reject any location and/or Operator for any reason. Approved location must be branded by date listed for the location geographical area listed at goingCITGO.com. Up to \$50,000 in funds for updates subject to compliance with terms of the CITGO Illuminate Reimage Program. CITGO reserves the right to discontinue this promotion at any time without notice. Other terms and conditions apply; see an authorized CITGO representative for more details. CITGO has not performed an analysis of your site or the specific factors relevant to your site's performance. Every site is different, and CITGO makes no representation, claim, or guarantee as to how your site will operate or perform or what results or volume you will achieve. You may not rely on any information contained in this advertisement as a representation of how your site will perform or what volume you will achieve.

READY TO GO CITGO?

Visit www.goingCITGO.com to learn more.

Questions? Contact

Paul Ayers, Sr. Territory Sales Manager, 501-908-1659, payers@citgo.com, or

Terry Sullivan, Region Manager, 443-831-8285, tsullivan@citgo.com