CORPORATE LEADERSHIP PROGRAM

Helping you reach your goals in 2021
The Pennsylvania Food Merchants Association is a strong force in helping its members, including GIANT Food Stores, lend a collective voice in supporting initiatives and successfully navigating issues and legislation that impact the retailer, the customer, and the associate.

— Nicholas Bertram, President, Giant Food Stores, Platinum-level sponsor
The Pennsylvania Food Merchants Association (PFMA) is the voice of the food and beverage industry. We fight for the interests of grocery stores, convenience stores, wholesalers, consumer packaged goods companies, lottery and gaming organizations, and more.

FOR RETAILERS & WHOLESALERS
» Fight against excessive increases in minimum wage.
» Advocate for modernization of beer, wine, and liquor sales in grocery and convenience stores.
» Lobby for changes to the SNAP distribution schedule.
» Advocate for regulatory flexibility and adequate funding for WIC and SNAP.
» Advocate for comprehensive tax reform for large and small businesses.
» Support for efforts to improve and increase access and funding for the Healthy Food Financing Initiative.
» Fight against new taxes on tobacco and other tobacco products.
» Support retailer incentives from the iLottery Program.
» Support improvements to retail dairy sector, including optional “best by” labeling for pasteurized milk products.
» Lobby for creation of a Commerce Court.
» Monitor and relay FDA updates on foodborne pathogen outbreaks, including Cyclospora and Salmonella.
» Lobby for modernizing state’s Price Gouging Act.

FOR CONSUMER PACKAGED GOODS COMPANIES
» Fight to eliminate the sugar-sweetened beverage tax in Philadelphia.
» Lobby against bag bans, container bans, and straws/packaging bans.
» Lobby for repeal/reform of menu and sodium labeling.
» Patent Troll reform.
» Advocate for preemption of bag, container, straw, and packaging bans and fees.
» Advocate for preemption of local tobacco ordinances.
» Advocate for preemption of local labor ordinances.

FOR LOTTERY & GAMING COMPANIES
» Advocate for retailer bonus commission.
» Lobbied against statewide VGT opt out.
» Lobbied for increased marketing and retail incentive programs with PA lottery.
» Lobbied for creation of PA Lottery Retail Sales Commission.
» Advocated for regulatory and legislative changes to gaming law.
» Created gaming/lottery committee to gather information and advocate for changes in those areas.

FOR PHARMACIES
» Lobby for expanded vaccination choices for consumers in pharmacies.
» Lobby to enact legislation to require PBM transparency.

DURING COVID-19
» Support liability safe harbor protections for businesses operating during the COVID-19 pandemic.
» Support vaccine prioritization for workers.
» Advocate for pandemic funding and regulatory flexibility for WIC and SNAP.
» Advocate for PPE support for businesses.

Allen Brothers has been fortunate to work as a member and corporate sponsor with PFMA for many years. They have been a legislative arm and partner in fighting legislative actions that are a detriment to our industry. I have worked very closely with Alex Baloga on many issues that negatively impact Philadelphia business, and together we have successfully overturned poor legislation that hurts the convenience store industry. As a member, I look forward to working with PFMA in helping the retail and wholesale community’s future in PA.

—Jeff Allen, President, Allen Brothers Wholesale Distributors, LLC, a Bronze-level sponsor

CONNECT WITH US ON SOCIAL!
Joining PFMA was one of the best decisions our company has made. Being a member of PFMA helps keep us informed about issues and topics important to the operation of our family-owned and operated convenience store chain. I have met many great industry peers at PFMA events and have developed new business relationships as a result. PFMA is our strongest ally in the state, working to make our industry stronger and make sure our concerns are heard in Harrisburg and beyond.

— Lisa Dell’Alba, President and CEO, Square One Markets Inc., a Bronze-level sponsor, and Vice Chair, PFMA Board of Directors

**SPONSORSHIP LEVELS & INVESTMENT**

**PLATINUM $12,000/YEAR**
- One-year PFMA membership (new members only).
- Meeting registration and reserved table for eight at the PFMA Annual Conference Dinner in June 2021.
- A full-page advertisement in the PFMA Annual Conference Program.
- Your logo on signage and slideshow at the 2021 PFMA Annual Conference and Fall Legislative Conference.
- A full-page advertisement in the PFMA Membership Directory and Buyer’s Guide.
- Four registrations to the 2021 Fall Legislative Conference.
- Three full-page advertisements in our Spectrum magazine (6 issues annually, circulation 800).
- Sponsor and member recognition on PFMA’s website.

**SILVER $8,000/YEAR**
- Meeting registration and four seats at the PFMA Annual Conference Dinner in June 2021.
- A quarter-page advertisement in the PFMA Annual Conference Program.
- Your logo on signage and slideshow at the 2021 PFMA Annual Conference and Fall Legislative Conference.
- A quarter-page advertisement in the PFMA Membership Directory and Buyer’s Guide.
- Two registrations to the 2021 Fall Legislative Conference.
- Three quarter-page advertisements in our Spectrum magazine (6 issues annually, circulation 800).
- Sponsor and member recognition on PFMA’s website.

**GOLD $10,000/YEAR**
- Meeting registration and four seats at the PFMA Annual Conference Dinner in June 2021.
- A half-page advertisement in the PFMA Annual Conference Program.
- Your logo on signage and slideshow at the 2021 PFMA Annual Conference and Fall Legislative Conference.
- A half-page advertisement in the PFMA Membership Directory and Buyer’s Guide.
- Three registrations to the 2021 Fall Legislative Conference.
- Three half-page advertisements in our Spectrum magazine (6 issues annually, circulation 800).
- Sponsor and member recognition on PFMA’s website.

**BRONZE $3,500/YEAR**
- Meeting registration and two seats at the PFMA Annual Conference Dinner in June 2021.
- A business card-sized advertisement in the 2021 PFMA Annual Conference Program.
- Your logo on signage and slideshow at the 2021 PFMA Annual Conference and Fall Legislative Conference.
- One registration to the 2021 Fall Legislative Conference.
- Three business card-sized advertisements in our Spectrum magazine (6 issues annually, circulation 800).
- Sponsor and member recognition on PFMA’s website.

For more info on sponsorships, call Jennifer Hamelin at 717.745.3670, or email jhamelin@pfma.net.