



# CITGO FAT Fund

(Facility, Appearance and Technology Fund)

Eligible FAT Fund Categories .....	3
Claims Procedures .....	4
Terms and Conditions .....	4
Contact Us .....	4
Frequently Asked Questions.....	5-6

The CITGO FAT Fund supports your business plan and your pocket by paying up to 100 percent—but never less than 50 percent—of approved expenditures during the current calendar year.

**All FAT Fund claims must be submitted with the appropriate back-up materials by Nov. 30. Only invoices dated during the current calendar year qualify for reimbursement.**

## Eligible FAT Fund Types/Subtypes

The following items, are eligible for reimbursement:

Advertising and Promotions	Facility Appearance – Exterior
Billboards (50%) CITGO approved loyalty programs (100%) CITGO POP (100%) CITGO special event giveaways (50%) Club CITGO retailer-funded deals and rewards (50%) Cold air balloon program (50%) Direct mail (50%) Greeter program (100%) Highway ramp signs (100%) Newspaper/Print ads (50%) Public Relations Fees (100%) Region marketing programs (100%) Social Media programs/ads (50%) TV/Radio (50%)	Canopy/Facility lighting (100%) Canopy fascia ACM (100%) CITGO brand materials purchased (100%) CITGO-authorized trash receptacle and wash caddies (100%) Dispensers (100%) Exterior brand improvements (100%) Exterior paint (100%) Fuel island and curb restoration (100%) Installation branding costs (100%) LED backlit retrofit kits (100%) LED message boards (100%) LED price signs and maintenance (100%) NACS pump security tape (100%) Power washing services (100%) State regulated signage (100%) Tank cleaning (100%)
POS and Technology	Facility Appearance – Interior
Annual PCI DSS compliance validation (100%) Back office hardware (50%) Broadband/Internet data communication (50%) CITGO-approved active/installed firewall (50%) Data management (50%) Fuel dispenser PIN Pad/EMV upgrades (100%) One-time costs for broadband setup and installation (100%) POS and related POS Equipment (100%) POS software upgrades (100%) POS setup for loyalty and/or mobile payment app (100%)	AMERISTORE® plans and materials (100%) Electric generators (100%) Interior graphics (50%)
	Store Operations and Programs
	Awards (50%) CITGO uniforms and name tags (100%) COVID-19 response materials (100%) Restroom cleaning services (100%) Trimark of Excellence Mystery Shop Program (50%)
Training	Other
C-Store consulting (100%) CITGO Learning Center (100%) CITGO Sales Advantage (100%) Ready Training Online (RTO) (100%) Retailing Institute (100%)	Other (50%)

## Claim Procedures

To receive funds, complete the claim submission form found on MarketNet® (Brand Management>>Marketer Programs>>FAT Fund>>Submit FATF Claim). Please include:

- Sold to #
- FATF type; FATF subtype
- Supplier
- Invoice number
- Invoice amount
- Eight-digit CITGO location number
- Comment (optional)

The system will automatically calculate 50% or 100% of the invoiced amount based on the FAT Fund type and subtype.

Once your claim is ready to submit, select the “Check to acknowledge” box at the bottom of the page and click the red “Submit Claim” button.

Then, click the “Confirm Claim” button in the new window that opens up. After you confirm your claim, a CITGO message box will pop with instructions on submitting documentation for reimbursement. Click “OK,” then click the red “Submit Documentation” button.

An email to [FATFclaims@citgo.com](mailto:FATFclaims@citgo.com) will automatically be generated, including your territory and claim number in the subject line. Attach copies of all supporting invoices, receipts and documentation (e.g., photos, etc.) to this email. An automatic email notification will be sent to you once the claim is approved/denied. Upon approval, an EFT credit will be issued to your account.

## Terms and Conditions

You must be in good credit standing with CITGO and have signed the standard “Marketer Franchise Agreement” in order to be eligible for reimbursement.

Annual FAT Fund budgets are based on 20 points of your actual invoiced volume over a 12-month rolling average. Budgets are adjusted monthly. FAT Fund budgets for new Marketers will be established on a prorated basis based on contract volume.

All claims must be submitted with the appropriate back-up materials by Nov. 30. Please refer to the FAQ at the end of this brochure for complete details on the FAT Fund calculation process.

CITGO reserves the right to approve FAT Funds for other purposes than those stated in this brochure. FAT Fund eligibility will be automatically terminated if your locations are debranded. The FAT Fund can be subject to change or termination at any time.

## Contact Us

Please contact your [Brand Manager](#) with any questions.

## FREQUENTLY ASKED QUESTIONS

### What is the CITGO Facility, Appearance & Technology (FAT) Fund?

The FAT Fund is a fund for enhancing retail locations, which is calculated at 20 points of actual invoiced branded gasoline volume for the past 12 months and adjusted monthly. It reimburses up to 100%—but never less than 50%—of approved expenditures.

### Why has CITGO made changes to the way FAT Funds are calculated?

We have adjusted the calculation process to a monthly schedule instead of every six months. This improved process allows you to receive funds in real time as you increase volume and bring in new business. It allows you to spend/plan as you go instead of waiting until Nov. 30 to submit claims.

### Why do FAT Fund balances change each month?

FAT Fund balances may change slightly from month to month because the calculation is based on a rolling average of the previous 12 months' actual invoiced branded gasoline volume. (e.g., January to December; February to January, etc.)

### Why does CITGO “freeze” balances each October?

Balances are frozen each October to provide you with an accurate account of your remaining funds. This allows you to maximize your spending prior to the Nov. 30 claim deadline.



- Access FAT Funds for previous 12 months.
- FAT Funds temporarily frozen.

## FREQUENTLY ASKED QUESTIONS

### **Since funds are frozen in October, are November and December funds lost?**

No. November and December volumes are factored into the rolling monthly projections.

### **Will left-over monies roll over into the next year?**

No. The FAT Fund remains an annual program based on a calendar year. All claims must be submitted by Nov. 30, and any remaining funds will be lost.

### **Will FAT Fund balances be reduced on the same rolling schedule?**

Yes. If you debrand a location and/or the actual branded volume is reduced, this will reduce the FAT Fund balance using the same calculation that results in a balance increase.

### **How does the new calculation process affect new-to-CITGO Marketers?**

FAT Fund budgets for new-to-CITGO Marketers will be established on a prorated basis based on the contract volume listed on the Brand Master.

### **How do I provide supporting documentation?**

You can attach supporting claim documentation directly to your FAT Fund claim submission form once you confirm the claim information entered in MarketNet® is correct. This will enable us to quickly match the supporting documentation with the correct claim and process it for payment. The FAT Fund claim submission form can be found on MarketNet (Brand Management>>Marketer Programs>>FAT Fund>>Submit FATF Claim).