

# 2025

## **MARKETER** **Programs-at-a-Glance**

Our CITGO® programs are among the best in the industry and supported by a dedicated team that has your back when it comes to your business success! Please use this handy overview as a companion to our 2025 Street Smarts. It's a great tool for those times when you need a quick reminder of all we have to offer.



## MARKETER SPECIFIC

### CITGO GROW BUCKS

Signing bonus for new-to-CITGO locations; payment made via EFT credit memo when location reaches completed ("C") status and has credit card activity.

Gallons Per Month 2025	Bonus
40,000–49,999	= \$7,500
50,000–59,999	= \$10,000
60,000–74,999	= \$15,000
75,000–99,999	= \$25,000
100,000–124,999	= \$40,000
125,000–149,999	= \$50,000
150,000–199,999	= \$75,000
200,000+	= \$125,000

**Enrollment:** Qualified new-to-CITGO branded locations are automatically enrolled.

### CITGO SALES ADVANTAGE

Exclusive training program in partnership with Dale Carnegie Training® that provides Marketer sales teams with practical principles and processes of "making the sale." (e.g., building rapport, generating interest, providing unique solutions, adding value, etc.)

**Enrollment:** Eligible Marketers identified by Territory Sales Manager/Region Manager.

**Contact:** Region Marketing Managers

### FACILITY, APPEARANCE & TECHNOLOGY (FAT) FUND

Calculated at \$0.0020 per gallon x the previous 12 months' invoiced branded gasoline volume; adjusted monthly; pays up to 100%, but never less than 50% of approved expenses.

Eligible FAT Fund types include:

- ▶ Advertising and Promotions
- ▶ Facility Appearance—Exterior
- ▶ Facility Appearance—Interior
- ▶ POS, Technology and Firewalls
- ▶ Store Operations and Programs
- ▶ Training
- ▶ Other

For a complete list of items eligible for reimbursement, visit MarketNet® at Brand Management >> Marketer Programs >> FAT Fund.

**Enrollment:** Submit claims via MarketNet by Nov. 30. Claims are paid when documentation is received and approved by CITGO.

**Contact:** Brand Managers

## FACILITY/APPEARANCE

### CANOPY

New Canopies, ACM Repair and Canopy Installation

**Contact:**

Lane Supply  
Lawrence Prater  
817-261-9116  
lprater@lanesupplyinc.com

### C-STORE INTERIOR GRAPHICS & EQUIPMENT

Special pricing available through myCITGOstore.com.

**Contact:**

Food Concepts  
800-419-9324  
customerservice@foodpros.com

### DISPENSERS

Special pricing available.

**Contact:**

Wayne Fueling Systems, LLC  
Ross McCloskey  
517-375-1643  
ross.mccloskey@doverfs.com  
www.doverfuelingsolutions.com

Gilbarco Veeder-Root  
Dan Yienger  
813-230-8762  
dan.yienger@gilbarco.com  
www.gilbarco.com

Bennett Pump Company  
Mike Carter  
205-601-2737  
mcarter@bennettpump.com  
www.bennettpump.com

### FINANCING

Special pricing available.

**Contact:**

Patriot Capital  
Mike Borelli  
404-955-8706  
mike.borelli@patcapfinance.com  
www.patriotcapitalfinance.com

Ascentium Capital  
Tony Ziegler  
281-883-5005  
tonyziegler@ascentiumcapital.com  
www.ascentiumcapital.com

## IMAGE INSTALLATION

Image guidelines are available at CITGO MarketNet >> Brand Management >> CITGO Image Guidelines. A list of recommended contractors is available on MarketNet >> Homepage Certified Installers Button.

**Contact:** Brand Managers

### LIGHTING

Special pricing available.

**Contact:**

LSI Petroleum Lighting  
Ken Siegert  
810-348-6563  
kenneth.siegert@lsicorp.com  
www.lsicorp.com

SloanLED  
Jamie Hampshire  
972-469-2997  
jhampshire@sloanled.com  
www.sloanled.com

### TRIMARK OF EXCELLENCE/MYSTERY SHOP/POINT OF PURCHASE (POP)

Quarterly inspections, surveys, and quarterly rewards for locations scoring 97% or higher; annual performance awards for top 500 locations. Registered locations on myCITGOstore.com can access their Mystery Shop scores.

The Trimark Promotions Fund covers POP printing and installation costs, quarterly Mystery Shops and access to the Club CITGO loyalty platform for \$250 per quarter. Monthly debranded and quarterly closed shops will be billed at \$50/shop.

**Contact:** Region Marketing Managers

Mystery Shop Program  
Intouch Insight  
Stephanie Light  
419-535-5757, ext. 145  
stephanie.light@intouchinsight.com

### UNIFORMS/NAMETAGS

Buy CITGO logo uniforms. A \$200 uniform voucher to iCoStore is included in the Opening Kit.

**Contact:**

iCoStore  
Sandy Powell  
888-839-7366, ext. 2202  
sandy@icostore.com  
www.CITGOgear.com

## LOYALTY

### CLUB CITGO®

Easy-to-use mobile app provides customers with savings at the pump when shopping at CITGO retail locations. It also now features a mobile payment solution that allows consumers to activate the pump and pay for their fuel directly from their mobile phone.

**Contact:**

Technical Support  
CITGO POS Help Desk  
800-533-3421, opt. 2, opt. 2

Customer Service Center  
888-246-2582  
ClubCITGO@CITGO.com

### FIS PREMIUM PAYBACK

Select loyalty solution that connects financial institution reward programs to CITGO-retail locations, enabling real-time redemptions when consumers purchase fuel.

**Enrollment:** Free for CITGO-branded locations. Visit MarketNet >> Retail Operations >> Loyalty Programs >> Register.

**Contact:**

brndmktg@CITGO.com with program questions

### UPSIDE™

A loyalty program offered by CITGO to help you maximize incremental profits at the pump and in the c-store.

**Contact:**

Senior Strategic Accounts Director  
John Rodriguez  
904-613-1379  
john.rodriguez@upside.com

## PROGRAMS

### CUSTOMIZABLE MARKETING MATERIALS

Suite of materials that can be customized and printed on demand for branded locations to promote grand openings, daily specials, events and more.

**Contact:** Marketing Support Managers

### ONBOARDING & EVENT KITS

Onboarding kits are sent to new-to-CITGO locations; they include items ranging from marketing materials and POP to exclusive offers and credit card materials. Event kits include a selection of banners, flyers, posters, giveaways and more; customizable solutions available.

**Conversion Kit** – Ships within 7 days once location reaches branded (B) status.

**Opening Kit** – Ships when location reaches complete (C) status.

**Grand Opening and Customer Appreciation Kits** – Ships upon request when location reaches completed (C) status.

**Contact:** Marketing Support Manager or email brndmktg@CITGO.com

### SPECIAL EVENT GIVEAWAYS

Purchase CITGO merchandise for special events.

**Contact:**

Marketing Support Manager  
brndmktg@CITGO.com  
www.CITGOgear.com

### SPIRIT PUMP

Fundraiser to support local schools and charitable organizations through a set cents-per-gallon commitment at a designated pump. Marketing materials (pump skirt and valance decals, pump toppers, banners, etc.) provided.

**Enrollment:** Minimum guaranteed donation of \$1,000 required per retail location. Fundraiser must run at least 8 weeks, but no more than 16.

Visit [www.mycitgostore.com/communityinvolvement](http://www.mycitgostore.com/communityinvolvement) to sign up.

**Contact:** Marketing Support Manager or email brndmktg@CITGO.com

## TRAINING

### CITGO RETAILING INSTITUTE

Unique seminar combines interactive, hands-on learning tailored to specific participant needs, including solutions for building sales, inventory management, recruiting/training, customer service and more.

**Contact:** Region Marketing Managers

### MYCITGOSTORE.COM

Provides important brand news, program offerings, learning tools and other primary business services. Retailers can register locations for access to Mystery Shop scores and exclusive training videos and marketing information for Club CITGO.

**Contact:** Region Marketing Managers

### READY TRAINING ONLINE

An online hub, complete with full-service learning management and employee training services.

**Contact:**

Angela Swan  
800-322-4846, ext. 4944  
brndmktg@CITGO.com

## POS TECHNOLOGY

### MINIMUM POS STANDARDS\*\*

Upgrading your fuel dispensers to EMV is essential to avoid additional chargebacks and fraud costs. Locations must also meet PCI DSS and these minimum POS Requirements.\*\*

- ▶ EMV-compliant inside POS equipment (e.g., hardware, software, PIN Pads, EPS, etc.)
- ▶ EMV (chip) card acceptance
- ▶ Most current version of POS software
- ▶ Internet/broadband for EMV card processing
- ▶ POS configurations for CITGO Pay, Club CITGO, and FIS Premium Payback programs
- ▶ Installation and use of a firewall ("MNSP") from a CITGO-authorized firewall provider
- ▶ Updated software and firmware in PIN Pads and at fuel dispensers
- ▶ Contactless NFC/RFID Acceptance (Tap and pay)
- ▶ POS Vendor Help Desk Subscription

**Contact:** POS Product Managers

### CERTIFIED POS SYSTEMS\*\*

The POS systems listed below are CITGO-certified and meet minimum POS standards.

- ▶ Verifone Commander with supported PIN Pads
  - ▷ Verifone recommends the C18 POS terminal and M400
- ▶ Gilbarco Passport PX60 and PX68 with EDH2, and Mx915 or M400 PIN Pads
- ▶ NCR Radiant POS with supported Windows 10 hardware
- ▶ Ingenico Desk 3500

## PAYMENT CARD PROGRAMS

### CITGO REWARDS® CARD

Zero transaction fees; cardholders save 30¢ per gallon instantly or earn 30¢ per gallon in fuel statement credits the first 60 days from the date their account is opened and 5¢ per gallon after that.

**Enrollment:** Order applications at 888-246-2582.

**Contact:** *Synchrony Account Manager*  
Susan Westendorf  
937-272-3902  
susan.westendorf@syf.com

## CITGO FLEET CARDS

Complete fuel management solution, including four cards—CITGO Fleet, Fleet Select, Fleet Universal and In-Store; tiered volume rebates of up to 7¢ available for new CITGO Fleet Select and Fleet Universal cardholders.

**Enrollment:** Submit account referrals to [www.CITGOfleetcard.com/referral](http://www.CITGOfleetcard.com/referral).

#### Contact:

*Sr. Account Representative*  
Scott Wentzell  
207-807-3428  
scott.wentzell@wexinc.com

CITGO Fleet Help Desk  
866-926-5615

CITGO Fleet VIP Hotline  
(application fast track, sale closings and questions)  
855-804-1455

Earn a \$50 CITGO Gift Card for every referral submitted that results in a qualified application.

### CITGO GIFT CARD

Works just like cash, but with fraud deterring features; encourage customers to reuse—up to 999 times—and reduce your number of transaction fees (10¢ first-time activation).

**Enrollment:** Contact  
pcoprog@CITGO.com

**Contact:** Call 800-533-3421, option 1, option 2 to order additional cards

## CITGO CONTACTS

### REGION MARKETING MANAGERS

#### Central Region

Cora Bales  
800-322-4846, ext. 4369  
cbaless@CITGO.com

#### Northeast Region

Olga Hernandez  
800-322-4846, ext. 4160  
ohernan@CITGO.com

#### Southern Region

Joseph Minotti  
800-322-4846, ext. 4984  
jminott@CITGO.com

## MARKETING SUPPORT MANAGERS

#### Northeast and Central Region

Alecia Kidd  
800-322-4846, ext. 4914  
akidd1@CITGO.com

#### Southern Region

Angela Swan  
800-322-4846, ext. 4944  
aswan@CITGO.com

#### Payment Card Program

Amanda Rackliff  
800-322-4846, ext. 4809  
arackli@CITGO.com

## BRAND MANAGERS

#### DC, DE, FL, MD, NJ, NY, PA, WV

Jonathan Coronado  
800-322-4846, ext. 4054  
jcorona@CITGO.com

#### CT, MA, ME, NH, RI, VT

Lisa Dunn  
800-322-4846, ext. 1442  
ldunn1@CITGO.com

#### IL, IN, MI, WI

Natalie Gorman  
800-322-4846, ext. 1597  
napril@CITGO.com

#### AR, KY, NC, SC, TN, VA

Eileen Leach  
800-322-4846, ext. 4297  
eleach@CITGO.com

#### AL, GA, LA, MS, TX

Vera Sells  
800-322-4846, ext. 1962  
vsells@CITGO.com

## POS PRODUCT MANAGERS

800-423-8434, ext. 5415  
posprod@CITGO.com

## PAYMENT CARD OPERATIONS

cardoperations@CITGO.com

## PAYMENT CARD PROGRAMS

pcoprog@CITGO.com

## POS SETTLEMENT AND EFT

poshelp@CITGO.com

## POS PROGRAM SUPPORT

prgmpos@CITGO.com

\*\* Subject to change. For current listing, visit CITGO MarketNet® >> Payment Card >> Point of Sale >> Point of Sale Terminals and click on the POS Approved Systems button on the right-hand side of the page.

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