



RETAILER

Programs-at-a-Glance

Our CITGO® programs are specifically designed to help solve your operational and retail challenges while keeping your bottom line top of mind. Please use this handy overview as a companion to our 2020 Street Smarts It's a great tool for those times when you need a quick reminder of all we have to offer.

2020

FACILITY/APPEARANCE

C-STORE IMAGE SOLUTIONS

Special pricing available through myCITGOstore.com

Contact:

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

AMERISTORE®

New build plans, interior graphics and retrofit kits.

Contact: Store Plans

C7 Works
Marshall Hare
804-496-6816, ext. 122
CITGOorders@c7works.com

Interior Graphics and Retrofit Kits

Mountain Commercial Graphics
Jamie Tarver
800-950-4923, ext. 6635
jamieta@mountain-cg.com

DISPENSERS

Special pricing available.

Contact:

Wayne Fueling Systems, LLC
Steve Van Vlack
512-238-3657
steve.vanvlack@doverfs.com
www.wayne.com

Gilbarco Veeder-Root

Don Murashima
949-246-4809
don.murashima@gilbarco.com
www.gilbarco.com

FINANCING

Special pricing available.

Contact:

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

Ascentium Capital

Tony Ziegler
281-833-5005
tonyziegler@ascentiumcapital.com
www.ascentiumcapital.com

IMAGE INSTALLATION

Utilize SignResource Identity Group when surveying, branding and/or reimagining retail locations. Image guidelines are available at CITGO MarketNet® >> Brand Management >> CITGO Image Guidelines

Contact: Brand Managers
SignResource Identity Group
Kelly Arnold
323-560-7143
CITGO@signresource.com
www.signresource.com

LIGHTING

Special pricing available.

Contact:

Cree
Craig Allen
252-257-2141
callen@cree.com
www.cree.com

LSI Petroleum Lighting
Tom Wright
832-866-1155
tom.wright@lsi-industries.com
www.lsi-industries.com

SloanLED

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

CANOPY

New Canopies, ACM Repair and Canopy Installation

Contact:

LaneSupply
Lawrence Prater
817-261-9116
lprater@lanesupplyinc.com

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

Quarterly inspections; survey; 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.

Four waves of POP provided and installed, and four Mystery Shops conducted for \$200 per quarter.

Contact: Region Marketing Managers
Mystery Shop Program
Stephanie Light
Alta360 Research
877-284-9785
slight@alta360research.com

UNIFORMS/NAMETAGS

Buy CITGO logo uniforms. A \$150 uniform voucher to iCoStore included in Opening Kit.

Contact:

iCoStore
Sandy Powell
888-839-7366, ext. 2244
sandy@icostore.com
www.CITGOgear.com

ADVERTISING/ PROMOTIONS

CLUB CITGO®

Easy-to-use mobile app provides customers with special deals and rewards when shopping at CITGO retail locations.

Enrollment: Visit the Club CITGO tab on myCITGOstore.com and click "Sign Up Now" in the upper right corner.

Contact:

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

PDI Marketing Cloud Solutions

Jack Piet
412-401-1099
jpiet@pdisoftware.com
www.pdisoftware.com

CUP PROGRAM

CITGO-branded hot and cold cups, lids, mugs and bags.

Contact:

The Morrison Group
800-888-1912
www.morrisononline.com/collections/CITGO

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

FUEL DISCOUNT NETWORK

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 with Gilbarco® and Verifone® POS.

Contact: Marketing Support Manager
Brian Galloway
800-423-8434 ext. 4946
pcoprogram@CITGO.com

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.

Enrollment:

Welcome Kit – Ships automatically when location reaches approval (A) status.

Conversion Kit – Ships within 30 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:
Angela Swan
800-322-4846, ext. 4944
brndmktg@CITGO.com

SPECIAL EVENT GIVEAWAYS

Purchase CITGO merchandise for special events.

Contact:
iCoStore
Sandy Powell
888-839-7366, ext. 2244
sandy@icostore.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.) and local PR support 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 the Programs tab on myCITGOstore.com and click on the rotating Spirit Pump banner at the top of the page to sign up.

Contact: Marketing Support Managers

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:
Charlene Kovacsik
800-322-4846, ext. 4989
brndmktg@CITGO.com

*Additional firewall loyalty security support fee may apply.



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 software upgrades installed within 90 days of availability
- ▶ Internet/broadband for EMV card processing
- ▶ Installation and use of a firewall and POS Zone Router from a CITGO-authorized firewall provider
- ▶ Updated software and firmware in PIN pads and at fuel dispensers

Contact: POS Product Managers

CERTIFIED POS SYSTEMS**

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

- ▶ Verifone Commander/RubyCi
- ▶ Gilbarco Passport PX60 or Passport Edge (tablet) with 16MB, EDH2
- ▶ NCR Radiant Epsilon/Retalix Store Point
- ▶ Verifone Vx520 and Vx805 (until 7/1/20) or Ingenico Desk 3500 beginning July 1, 2020
- ▶ EMV capable of most current PIN Pads



PAYMENT CARD PROGRAMS

CITGO REWARDS® CARD

Zero transaction fees; cardholders earn 10¢ per gallon in fuel statement credits the first three months their account is opened and 5¢ per gallon after that.

Enrollment: Order applications at 888-246-2582.

Contact: Regional Credit Managers
Gary Andersen - North Central and Northeast
224-634-7463
gary.andersen@syf.com

Oscar Adams - South Central and Southeast
678-490-1157
oscar.adams@syf.com

CITGO FLEET CARDS

Earn a \$50 CITGO Gift Card for every lead submitted that results in a qualified application. Complete fuel management solution, including four cards—CITGO Fleet, Fleet Select, Fleet Universal and In-Store; tiered volume rebates of up to 5¢ available for Fleet Select and Fleet Universal cardholders.

Enrollment: Submit account leads to www.CITGOfleetcard.com/leads.

Contact:
Channel Strategy Manager – Central and Gulf Coast
Cindy Tahil
860-693-9500
cindy.tahil@wexinc.com

Channel Strategy Manager – East
Josh Amoroso
207-523-7749
joshua.amoroso@wexinc.com

CITGO Fleet HelpDesk
866-926-5615

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

CITGO DEBIT PLUS CARD

Lower processing fee than other bank-issued cards; cardholders earn a 1% rebate on all purchases—in-store and at the pump.

Enrollment: Order cards and carriers at 888-246-2582.

Contact:
Brian Galloway
800-423-8434 ext. 4946
pcoprogram@CITGO.com

CITGO GIFT CARD

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

Contact: Call your CITGO gasoline supplier to order additional cards or call 800-533-3421, option 1, option 2

* Additional firewall loyalty security support fee may apply.

** 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.