

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. PFMA maintains a portfolio of key issues that represent opportunities for food wholesalers, retailers, suppliers and others in the industry to grow and thrive.

## Benefits OF SPONSORING PFMA

### RETAILERS & WHOLESALERS

- Address organized retail crime by coordinating with law enforcement and advocating for policy changes where needed.
- Lobby for adequate funding and programmatic improvements for food assistance programs like WIC and SNAP, including improvements to distribution schedules and regulatory flexibility.
- Support efforts to improve and increase access and funding for the Healthy Food Financing Initiative.
- Oppose restrictions on flavors and types of tobacco products that will drive sales of these products underground to an illegal, unsafe black market.
- Support improvements to retail dairy sector.
- Advocate for broad modernization of beer, wine and liquor sales in grocery and convenience stores.
- Promote understanding of tax law that encourages growth and expansion.

### DISTRIBUTORS

- Ensure state and federal partners understand food distributors rely heavily on a transportation network that is safe, reliable and fast.
- Work to manage and mitigate supply chain disruptions.
- Advocate a common-sense approach to emergency road closures.
- Relay state emergency operations updates to members during extreme weather events and other disasters.
- Streamline regulatory and permitting processes so that businesses can grow responsibly and steadily.

### MANUFACTURERS

- Advocate for common-sense approaches to food safety and sustainability reforms, and other priorities.
- Support liability safe harbor protections for businesses operating during public emergencies.
- Push back against legislative proposals that fragment compliance efforts across a range of areas.
- Connect legislators and other officials with the companies operating in their constituencies.

### LOTTERY & GAMING COMPANIES

- Advocate for regulatory and legislative improvements to Pennsylvania's gaming statutes.
- Promote increased marketing and retail incentive programs with PA Lottery.
- Share programmatic updates from the PA Lottery and help connect administrators with private sector partners.
- Advocate for retailer bonus commission.

### BUSINESS SERVICES

- Minimize obstacles to give businesses the agility to keep up with a constantly evolving talent pool.
- Support opportunities to grow and improve the labor market, including helping citizens return to the workforce.
- Advocate for enhancements to workforce development programming and funding.
- Ensure issues like data privacy, cyber security and similar concerns are understood by elected officials.

# Thank you!

## 2024 CORPORATE LEADERSHIP SPONSORS

### PLATINUM



### GOLD



### SILVER



### BRONZE



LEARN MORE AT [PFMA.ORG/SPONSORS](https://PFMA.ORG/SPONSORS)

At Rutter's, we are constantly focused on adapting to our customer's needs. PFMA helps us keep up with industry trends and legislative initiatives. **Having a strong ally like PFMA allows us to focus on what matters most to us... our customers!** Rutter's is proud to be a member and sponsor of PFMA.

— Chris Reed, General Counsel, Rutter's, and PFMA Board of Directors



"PFMA is where you want to be to stay current on our industries trends and the happenings in Harrisburg. **They provide critical support and insight to our membership and help PA retailers, wholesalers and manufacturers speak with one voice to our legislative officials.** Core-Mark is proud to be part of the Corporate Leadership Program and supporting the Associations efforts."

— Mike Gould, President, Pennsylvania Division, Core-Mark, and PFMA Board of Directors

"As an independent grocery retailer, we have so many items on our plate already. **Having a different organization advocating on our behalf in the government and keeping our business's best interest in place is essential.** That is what PFMA does for us. We're happy to support those efforts through sponsorship."

— Andrea Karns, CEO, Karns Foods, and PFMA Board of Directors



Wakefern values the collaboration we have with PFMA to help our cooperative members thrive in Pennsylvania. PFMA's expert team has helped us navigate complexities of legislative and regulatory challenges, ranging from plastic bag ban proposals to SNAP regulations. **Their prominent voice in the retail food industry has proven essential when advocating through grassroots campaigns and legislative lobbying."**

— Mike Stigers, President, Wakefern Food Corp.



"From information and advocacy to networking and events, PFMA has proven an invaluable resource for EG America and our Turkey Hill Minit Markets locations across the Commonwealth. **As a member and corporate sponsor, we are proud to support PFMA as it continues to deliver its mission on behalf of our industry.** Our business, our team members, and our communities are better for it."

— Nick Unkovic, Chief Strategy & Transformation Officer, EG America

With all the challenges facing our industry each year, we have found PFMA has been a tremendous resource and partner, not only for us, but for our entire industry. **It is reassuring to have the resources of PFMA to advocate on our behalf with all of our government leaders in the Commonwealth.** As a Corporate Sponsor, we are sitting at the table with our peers and partners when it matters most and to guide the issues we face."

— Gary Fechter, SVP, Wegmans Food Markets, and PFMA Board of Directors





\*Spectrum magazine is published six times a year and distributed to all PFMA members, as well as on the website

\*\*Including golf when offered

	<b>BRONZE</b> \$3,500/year	<b>SILVER</b> \$8,000/year	<b>GOLD</b> \$10,000/year	<b>PLATINUM</b> \$12,000/year
Sponsor and member recognition on the website	✓	✓	✓	✓
Ads in three issues of Spectrum magazine*	One-eighth page	Quarter-page	Half-page	Full-page
Annual Conference registrations**	2	4	4	8
Ad in Annual Conference program	One-eighth page	Quarter-page	Half-page	Full-page
Fall Legislative Conference registrations	1	2	3	4
Logo on signage/slideshow at both conferences	✓	✓	✓	✓
Ad in PFMA Membership Directory and Buyer's Guide	X	Quarter-page	Half-page	Full-page
One-year PFMA membership (new members)	X	X	X	✓

## Sponsorship LEVELS & INVESTMENT



P.O. Box 870  
Camp Hill PA 17001-0870

*Be an industry leader! Join PFMA's Corporate Leadership Program!*

"Among our shared objectives, PFMA aligns with our mission of empowering food retailers financially. As a Corporate Leadership Sponsor, we leverage invaluable networking opportunities and gain insights into the priorities of our retail partners. We are honored to support an association that advocates for and enriches the entire food industry in Pennsylvania."

— Tyler Renaghan, VP of Grocery, Upside

