



marketing bulletin

game plan to earn big rewards

huddle up the team and win with the Q4 promotions

Coach your retailers and you could win big!

Your team could help you win big when they solicit customers for a new Chevron and Texaco Techron Advantage™ Card. Starting 10/1/2016 each submitted valid and complete application received by 12/31/2016 will count towards the following:

- \$5,000 in Chevron ADvantage Marketing Dollars—To the 3 Marketers from each District with the highest percentage increase of submitted applications during the Q4 2016 promotional period over their Q4 2015 submissions. That could be you!

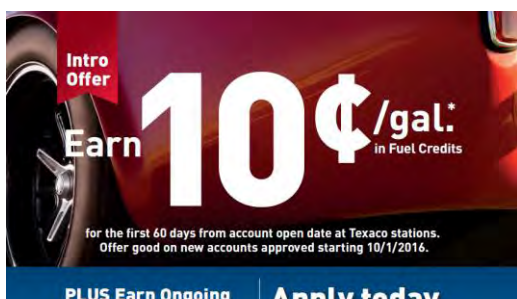
So remind your retailers what they can earn when they solicit customers:

- \$2 per app and \$50 for every 10
- A chance to win a trip to Super Bowl LI. (Details coming soon!)

Coach and encourage them to get familiar with the highlights of the Q4 promos where customers:

- Get the Intro Offer when they are approved after 10/1/16
- Can earn points when they join aFANity and link their Techron Advantage™ Card*
- Redeem aFANity points for licensed gear, autographed memorabilia, game tickets and sports experiences

The more Techron Advantage Card apps your retailers submit, the higher your chances of winning \$5,000 in Chevron ADvantage Marketing Dollars that can be used to order marketing materials for your stations!



*Synchrony Bank does not endorse, recommend, warrant or take responsibility for the products offered or for resulting order fulfillment or customer service.

The Chevron and/or Texaco Techron Advantage™ Cards are issued by Synchrony Bank and are not an obligation of Chevron U.S.A. Inc. CHEVRON, the Chevron Hallmark and TECHRON are registered trademarks and Techron Advantage is a trademark of Chevron Intellectual Property LLC. The Chevron and/or Texaco Techron Advantage™ Visa Card is issued by Synchrony Bank pursuant to a license from Visa U.S.A. Inc.



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customers get big points for being a fan



the aFANity program gives you another reason to promote the Techron Advantage™ Cards!

From college football to the NFL, aFANity gives your customers a chance to earn points to redeem for gear, autographed memorabilia, tickets, and once-in-a-lifetime experiences with teams like:



Techron Advantage cardholders earn points for linking their card and using it at your station! Each purchase at the pump and in the c-store equates to points in the virtual locker room. All they need to do is sign up for aFANity and link their Techron Advantage Card to their account.

Customers can also earn points for doing other things like connecting their Facebook page, Instagram or Twitter accounts, and even checking into aFANity on the ChevronwithTechron and TexacowithTechron mobile apps when they're at your station!

So get your team together and establish a game plan to:

- Encourage your customers to sign up for aFANity and link their Techron Advantage Card if they have one
- Remind them to use their Techron Advantage Card because every purchase equates to points... which in turn helps you to lower your cost of credit since the Card has NO TRANSACTION FEE!
- Keep ASKING customers to put it on their Techron Advantage Card, if they don't have one, HAND them an application and TELL them about all the great benefits they can enjoy.

GO TEAM!