



level up
image program



Level Up Image Exec. Summary

- **Retention:** Image program will be used as a retention tool with 5-year cliff amortization
- **Oversight:** DSM's & BC's will have PMP commitments to ensure highest value use of funds
- **Governance:** Image team will hold monthly meetings with representatives from each district
- **Responsibility:** Each District responsible for ~\$15MM annual program spend
- **Expectations:** Marketers/Retailers expected to use this tool to supplement other necessary image cleanup efforts
- **Reimbursement :** Requests must be accompanied by Invoices for branded elements as well as photo evidence of completed work

Revised 6/2023



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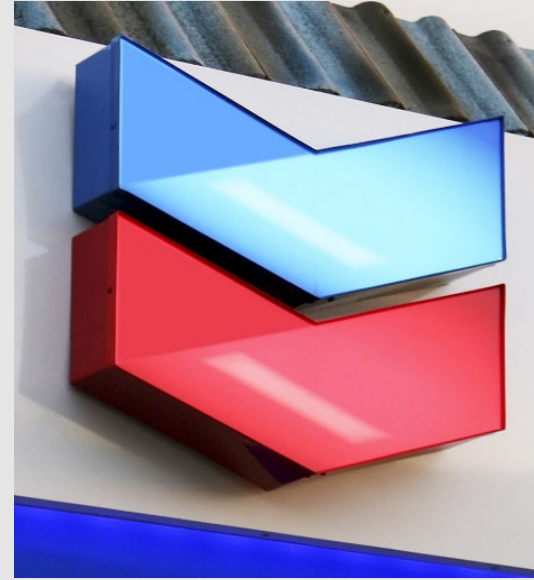
Level Up

Through the Level Up Image Program, marketers and retailers will be eligible for **up to \$40,000** reimbursement per participating station for approved image improvement work on areas such as:

- **Branded elements** - Primary Identification and hi-rise signage; Canopy (Fascia, lighting, Hallmark & Wordmark); Spanners, Valets, 3X3 Point-of-Sale cabinets; Forecourt painting; Bumper Poles repaint or re-decal; Dispenser re-decals; Column cladding; etc. Branded elements must be sourced from approved suppliers
- **Unbranded elements** - Pavement repairs; Restroom floor and components; C-store counters, ceilings, and floors; light fixtures are eligible for approval under this program



Improving the touchpoints. Program overview.



- All branded stations are eligible and marketers and retailers must sign up before June 30th of the program year to participate
- All required work must be satisfactorily completed by the end of the calendar year and equipment/supplies must be ordered to continue to participate
- Reimbursement will be made within 15 days after work is satisfactorily completed and evidence has been submitted for the completed work
- Incentive Agreement includes a 5-year contingent repayment obligation
- Program is not intended to replace the marketer or retailer's ongoing obligation to maintain station appearance per Chevron's image standards
- **Excluded items** include dispenser replacement; Beverage and merchandising equipment; Coolers; Merchandisers; Gondolas; and other items. Please discuss with your BC

Enroll to **Level Up** your station's image



- Business Consultant provides marketer or retailer with the program enrollment form
- Completed form is returned to the Business Consultant for review and approval
- If approved, marketer or retailer receives and executes the Incentive Agreement via DocuSign – Incentive Agreement must be executed and returned to Chevron prior to any program payment
- Chevron will release the approved advance payment within 15 business days via EFT after Incentive Agreement executed
- Re-enrollment requests must be submitted to the assigned Business Consultant and are subject to approval.

Disclaimer: The programs and assistance Chevron provides to Marketers and Retailers are discretionary and may be canceled or changed by Chevron at any time. Chevron's only obligations to Marketers and Retailers are those set forth in signed written agreements with them. Any obligation of Chevron to make incentive payments to a Marketer or Retailer under this program will terminate upon the termination of their branded fuel agreements with Chevron

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Getting reimbursed. Follow the steps.



1. Marketer or retailer completes the work in accordance with the executed Incentive Agreement and submits all required documentation for reimbursement to their Business Consultant
2. Documentation to include invoice(s) from approved suppliers and, photos showing completed brand elements as described in the Program Election Form. Separate information by each station if submitting multiple at a time.
3. Business Consultant validates work completion per Chevron standards; reviews documentation, and, if acceptable, submits package for reimbursement
4. Payment is issued via EFT to the marketer or retailer usually within 15 business days after Business Consultant submittal

**YOU WILL NOT BE ELIGIBLE FOR REIMBURSEMENT
IF YOU USE UNAPPROVED VENDORS FOR
BRANDED MATERIALS (INCLUDING PAINT)**



Helping fuel your business. Recap of the **Level Up** Image Program.

- Scope expanded to include customer facing elements –restrooms, floor tiles, ceilings, etc.
- Branded element requirement waived
- 33% of the network targeted each year
- Maximum reimbursement of \$40,000
- 100% of approved spend reimbursed

enroll today to **Level Up** your station's image



[Click here for the online enrollment form](#)

Or email LevelUpImage@chevron.com



Approved vendors for branded elements

[Click here for a pdf](#)