

Chevron BDF Table

BDF Element	Funding Level	Documentation	Requirements
CO-OP Advertising / ePOP	50%	Copy of Paid Invoice and Color copy of Ad and/or radio/TV script	Must use Chevron designed templates on Chevron Business Point
Billboard / Highway Directional Signs	50%	Copy of Paid Invoice and Photograph of Billboard or Highway Logo Sign	Must meet Hallmark 21 Guidelines
Chevron POP Sign Frames and Island Valets	50%	Copy of Paid Invoice	Must purchase items from Chevron approved supplier; MDI, Cummings Signs, Royston, Couch & Philippi
Primary ID / LPS Replacement Elements	50%	Copy of Paid Invoice	Must purchase item from Chevron approved supplier, Cummings Signs or Dualite
Hallmark 21 Canopy Ceiling Lighting Upgrade	50%	Copy of paid invoice	Must purchase item (s) from Chevron approved supplier, LSI Graphics Solutions Plus
Customer First Enrollment Fees	50%	Copy of Paid Invoice or Chevron Statement	N/A
Approved Chevron Retail Facility Uniforms	50%	Copy of paid invoice from Lion Uniform Group	Uniforms must be purchased from Lion Uniform Group
Repainting of Station / Purchase of Decals and Paint	50%, up to \$4,500 per station	Copy of Paid Invoice and photograph of painted station (photo not required if total expenditure is under \$5,000)	Must use PPG or Jones-Blair Paint, decals must be purchased from LSI Graphics and include station number
Chevron Hallmark 21 Retail Facility Construction Plans	50%	Copy of paid invoice	Plans must be purchased from RHL Design
Retail Site Analysis	50% - up to \$1,500 per site	Copy of paid invoice	Must use Chevron approved vendors; MPSI, QMR , IMST
Approved Driveway Planters	50%	Copy of paid invoice	Must purchase items from DCI Marketing
Landscape Plant Materials	50% - up to \$2,500 per site, per year	Copy of paid invoice	Must use a landscape company and provide a photograph of work upon completion.
Sponsorship Advertising	50%	Copy of paid invoice	Event or activity must be approved by the Business Consultant
Chevron and Texaco University	50%	Copy of paid invoice	Must be a Chevron approved training program
Station Promotions and On-Site Advertising	50%	Copy of paid invoice	Program elements must be pre-approved by Chevron
On-Site Credit Card Solicitation	50%	Copy of paid invoice	Must use Chevron's approved vendor, Shelia Klein Promotions (SKP)