

Letter of Intent

VP Racing Fuels Branded Supply Agreement



between

[CUSTOMER_BUSINESS_NAME]

the Dealer

and

Better Day Energy LLC

the Jobber

Originally Proposed: [PROPOSAL_DATE]

Valid Until: [EXPIRATION_DATE]

Introduction

Better Day Energy is a fuel distributor, (the "Jobber") based in Hillsboro, MO and doing business in Missouri. [CUSTOMER_BUSINESS_NAME] is a fuel dealer operating a retail convenience store located at [CUSTOMER_ADDRESS] (the "Dealer").

Proposal

Better Day Energy proposes to provide **brand imaging funds, consulting services, and fuel supply and delivery services** in exchange for an exclusive [CONTRACT_TERM]-year fuel supply agreement with the Dealer to purchase:

Monthly Gasoline Volume:	<u>[MONTHLY_GASOLINE_GALLONS]</u> gallons
Monthly Diesel Volume:	<u>[MONTHLY_DIESEL_GALLONS]</u> gallons
Estimated Annual Volume:	<u>[ANNUAL_TOTAL_GALLONS]</u> gallons

Value

Better Day Energy offers a number of programs which create value for our customers including **competitive fuel pricing, low credit card transaction fees**, premium **VP Racing Fuels Brand** image, **fuel industry expertise** providing on-going support to your station's operations as increasing and changing Federal, State, and Local regulations impact the way you do business.

Incentives

Image Funding for VP Racing Fuels Branded fascia, signs, LED halo lighting, main ID sign faces, and digital product pricing board for fuel pricing	\$ <u>[IMAGE_FUNDING_AMOUNT]</u> per site
Incentive Funding based on contract performance	\$ <u>[INCENTIVE_FUNDING_AMOUNT]</u>
Rebate compliant fuel supply and monthly reporting to state and federal fuel programs	\$ <u>[REBATE_PROGRAM_VALUE]</u>
Total Estimated Value	\$ <u>[TOTAL_INCENTIVE_VALUE]</u>

Project Details and Timeline

Critical to the success of this project and securing the available incentive money to realize the full value of this proposal is adherence to the project timeline and required qualifying activities.

1. Execute Fuel Supply Agreement
2. Convert Credit Cards and begin premium fuel supply
3. Solicit existing supplier for transfer
4. Secure site transfer and/or debrand
5. Execute project and imaging contract documents with vendors
6. Install Canopy if required: ☐ Yes ☐ No
7. VP Racing Fuels Imaging Project:
 - a. Image canopy with fascia, signs, and LED halo lighting
 - b. Replace main ID sign faces with VP Racing brand signs
 - c. Install new digital product pricing board for gasoline
8. Submit final invoices, proof of payment, and evidence of project completion to VP Racing Fuels for project reimbursements

Current Supplier Information

Current Fuel Supplier:	<u>[CURRENT_SUPPLIER]</u>
Current Brand to Remove:	<u>[CURRENT_BRAND]</u>
Estimated Conversion Date:	<u>[CONVERSION_DATE]</u>

Special Requirements

[SPECIAL_REQUIREMENTS]

Acceptance of Letter of Intent as proposed:

Dealer: [CUSTOMER_BUSINESS_NAME]

Better Day Energy LLC

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____