

# PBA VENDOR PACKAGE

2026





## I. Mission Statement

*“To provide sustainable value to our Independent Convenience Store members and our Supplier Partners, through collaboration and education, while using the highest ethical and moral standards, and while supporting the communities in which we live and work.”*

## II. Who We Are

The Platinum Business Alliance (PBA) is a trade association built exclusively for independent convenience store owners across Georgia. Powered by the Atlanta Retailers Association (ARA), PBA brings together the collective buying power of its members to deliver strong quarterly rebates, competitive off-invoice discounts, lucrative equipment placement allowances, and quality store-level guidance and support.

Membership is open to all independent convenience store retailers — there are no membership restrictions, and members never have to give up their independence to enjoy the benefits of the Alliance. PBA takes great pride in the continuous charitable efforts put forth by our members and team, as it is a true testament of our dedication to empowering the communities we serve.

## III. PBA Overview

The Platinum Business Alliance was launched to carry this legacy forward into a new era for independent convenience store retailers. Powered by ARA, PBA continues the tradition of pooling members' collective buying power to deliver real, measurable savings — including average annual c-store rebates of roughly \$3,500, equipment placement allowances of up to \$5,150 per year, and a \$500 member referral bonus, with membership fees waived for new members. PBA also hosts one of the region's premier annual trade shows, bringing together more than 100 vendors and retailers each year to discover new products, build relationships, and stay ahead of industry trends.

## IV. Community Involvement

At PBA, we wholeheartedly believe that a community is a close-knit family which grows together, helps each other, and truly moves forward as a whole. Carrying on the tradition established by ARA, the members, directors, and staff of the Platinum Business Alliance have always attributed our success to the Atlanta community, and whenever the opportunity arises to give back, we never fail to meet the challenge.

## V. What Does the Future Hold for PBA?

We, as the members, directors, and staff of the Platinum Business Alliance, hope to continue the same ideals our founders dreamed up over two decades ago. We hope to grow together as a unified family, while building timeless bonds with our vendors — PBA's true Partners in Progress. We sincerely hope to make a strong, lasting impact on the Atlanta community by benefiting them as much as they have benefited this Alliance.



## The PBA Endorsed Vendor Overview & Eligibility

The Platinum Business Alliance has various endorsed vendors for its members. These vendors provide products and services that are in demand in the c-store and petroleum industry. Our vendors range from international companies like the Coca-Cola Company and the Pepsi Group, to regional businesses like UTZ Brands, Global Distribution, and BTC Wholesale.

Our Marketing & Promotions team works closely with our Board of Directors and Territory Development Managers — PBA members and industry professionals who have a strong understanding of the c-store and petroleum industry. This team meets with prospective vendors throughout the year to determine the most suitable partners for the needs and benefits of PBA members, and meets regularly with current vendors to maintain strong, cohesive relationships and address any concerns or issues. PBA vendors add vitality and growth to our Alliance and are therefore regarded as our true Partners in Progress.

To all prospective vendors who are interested in working with PBA and are looking to seize the opportunities at hand, please read the eligibility requirements below. If you meet the criteria, please submit a proposal to the PBA office.

### **Please include the following in your business proposal:**

- Company background — the company should be at least two years old.
- Company size in terms of employees, sales reps, service providers, etc.
- Special pricing and incentives for the Alliance based on product categories or service frequencies.
- Operations and distribution — if relevant, frequency of serviceability and order-taking.
- Potential market in the Atlanta region, state-wide, and nationally.
- Any existing PBA member-customers? If so, provide their referral.
- Do you offer DSD programs? If DSD, how many trucks and reps?
- State any significant impact to the competition.
- The basic question: how would both parties benefit from this proposal?

You may e-mail your proposal to [admin@pbaconnect.com](mailto:admin@pbaconnect.com) or you may mail it to the PBA office at:

### **Attn: Luis Garcia, Chief Operating Officer**

Platinum Business Alliance  
Marketing & Promotions  
2055 North Brown Rd, Suite 210  
Lawrenceville, GA 30043

Once we receive your prospective vendor application, we will review your proposal, conduct a thorough background check, and analyze whether there exists a fit. We will contact you via phone and/or e-mail if we require more information or documents to make a final decision.

## Vendor Application Form

Platinum Business Alliance | 2055 N. Brown Road, Suite 210, Lawrenceville, GA 30043  
 Ph: 770-455-4455 | Fax: 404-478-8525 | E-mail: admin@pbaconnect.com

<b>Name of Company:</b>	
<b>Name and Designation:</b>	
<b>Address of Local Office:</b>	
<b>Address of Headquarter Office:</b>	

<b>Local Office Phone #:</b>		<b>Local Office Fax #:</b>	
<b>Cell #:</b>		<b>Headquarter Office #:</b>	
<b>Headquarter Office Fax #:</b>		<b>Primary E-Mail:</b>	
<b>Secondary E-Mail:</b>		<b>How did you hear about PBA?</b>	

How long has your company been in existence?	
What services or products does your company provide?	
Do you offer a DSD program?	
Company size in terms of employees, sales reps, service providers, etc.	
Is your company local or nationwide?	
Do you currently provide services to any existing PBA members? If so, provide their names and contact info.	

**I confirm that all of the information provided is accurate to the best of my knowledge and belief.**

Sign: \_\_\_\_\_ Print: \_\_\_\_\_ Date: \_\_\_\_\_

Please fill out this application form and attach your business proposal. You may send both via e-mail to admin@pbaconnect.com or mail them to: Attn: Mr. Luis Garcia, Platinum Business Alliance, Marketing & Promotions, 2055 N. Brown Road, Suite 210, Lawrenceville, GA 30043. Once we receive your prospective vendor application, we will review your proposal, conduct a thorough background check, and analyze whether there exists a fit. We will contact you via phone and/or e-mail if we require more information or documents to make a final decision.