



DRIVING VISIBILITY AND
POLICY LEADERSHIP
FOR THE **SUSTAINABLE**
AVIATION FUEL COALITION



>>> THE OPPORTUNITY

The **Sustainable Aviation Fuel (SAF) Coalition** represents a diverse and growing alliance of aviation, energy, and technology leaders working to strengthen America's energy leadership through expanded domestic sustainable aviation fuel production. While the Coalition had established credibility within technical and industry circles, it faced a familiar challenge in Washington: breaking through an increasingly crowded policy and media environment while aligning multiple stakeholders around a clear, consistent narrative about SAF's role in strengthening U.S. energy security, supporting domestic fuel production, and expanding economic opportunity.

At a pivotal moment for federal and state energy, agriculture, and aviation policy, the SAF Coalition needed more than ad hoc communications support. It required a strategic partner to help plan proactively, anticipate policy and media opportunities, and execute a disciplined, year-round communications strategy that would elevate the Coalition's leadership, reinforce its credibility with policymakers and industry leaders, and equip members with effective advocacy tools across Washington and key state markets.





SAF
COALITION

THE SAF COALITION: AMERICA'S ALLIANCE FOR SUSTAINABLE AVIATION FUEL

Powering American Energy, Agriculture, and Aviation Innovation

The Sustainable Aviation Fuel (SAF) Coalition is a nonprofit, nonpartisan coalition of over 50 airlines, energy producers, manufacturers, technology developers, airports, and other stakeholders working to **accelerate the development and deployment of sustainable aviation fuels in the United States**. Together, our members represent the full SAF value chain and are united behind policies that **strengthen America's energy leadership and economic competitiveness**.

THE SAF COALITION AT A GLANCE

A BROAD COALITION DRIVING AMERICAN LEADERSHIP IN SAF:

50+

50+ member organizations across the SAF value chain



Airlines, aircraft manufacturers, airports, technology developers, SAF and biofuels producers, and agricultural leaders

est. 2024

Established in 2024 to advocate for policies that accelerate SAF deployment in the United States

WHY SAF MATTERS

SAF is one of the most immediate opportunities to strengthen U.S. energy, support rural economies, and keep America at the forefront of aviation innovation. **SAF CAN:**



Support American energy leadership and domestic fuel production



Create new markets for American farmers and feedstock producers



Generate jobs and investment in rural communities



Help meet growing aviation demand with lower-carbon fuel



Blend seamlessly with conventional jet fuel for use in existing aircraft and infrastructure



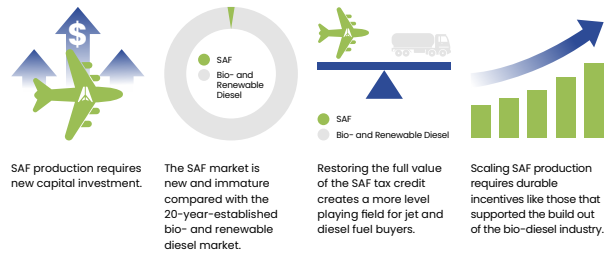
SAF
COALITION

STRENGTHENING THE U.S. SUSTAINABLE AVIATION FUEL MARKET

RESTORE THE FULL VALUE OF THE SAF TAX CREDIT BY PASSING THE SECURING AMERICA'S FUELS (SAF) ACT (S. 3759 AND H.R. 6518)

Sustainable Aviation Fuel (SAF) is the only practical alternative to conventional jet fuel available today. With no other drop-in solutions on the horizon and traditional refineries not expanding jet fuel production, SAF provides airlines — and the United States — with a domestic, scalable pathway to support future aviation growth while strengthening energy security.

SAF is an essential component in expanding the role of domestically produced energy within the U.S. jet-fuel market. Scaling SAF production will require significant new capital investment supported by stable, long-term tax and energy policy. The Securing America's Fuels (SAF) Act (S. 3759 and H.R. 6518) would establish a policy structure designed to encourage market development through the sustainable aviation fuel credit and by extending the 45Z clean fuel production credit through 2033. This type of policy certainty can help unlock private-sector investment, increase domestic SAF production capacity, and reinforce U.S. leadership in advancing lower-carbon aviation fuels.



>>> THE CLEAR STRATEGY

Clear Strategy Partners implements a strategic communications strategy that brings structure, consistency, and flexibility to the SAF Coalition's outreach efforts. At the start of the engagement, CSP worked closely with Coalition leadership to map the year ahead, identifying priorities for collateral development, media outreach, social media engagement, website updates, and key industry and policy events. This forward-looking strategy is continually refined to reflect evolving legislative developments, emerging media narratives, and Coalition priorities.

CSP executes a coordinated communications and media relations strategy designed to elevate the Coalition's visibility across Washington and key state markets. This



includes proactive media outreach, targeted messaging development, and thought leadership placement that positions Coalition leaders at the center of key policy conversations. CSP also develops fact sheets and advocacy materials that translate complex legislation, industry studies, and policy priorities into clear, visually engaging resources for policymakers and stakeholders.

To strengthen direct advocacy efforts, CSP develops personalized fly-in packages that are updated over time and deployed as legislative opportunities arise, ensuring members are consistently equipped with polished, on-message materials for meetings on Capitol Hill and in state capitals. CSP further amplifies Coalition messaging through bespoke graphics, multiple weekly social media posts, and a monthly e-newsletter aligned around timely policy developments and key communications priorities, supported by engagement analytics that help inform future outreach and media strategy.

In addition to maintaining the SAF Coalition's website as a core credibility and advocacy platform, CSP continues to support ongoing media engagement and strategic communications initiatives that reinforce the Coalition's role as a leading voice on sustainable aviation fuel policy and American energy leadership.

TAKE ACTION

Help expand SAF production, strengthen agriculture markets, support domestic manufacturing, and create high-quality jobs across rural and industrial communities.



>>> THE RESULTS

Through a disciplined, proactive communications strategy, CSP has helped the SAF Coalition elevate its visibility and influence across Washington and key state aviation and energy markets. The Coalition is now positioned as a trusted resource for policymakers, media, and industry stakeholders, supported by clear, consistent messaging that aligns a diverse membership around shared policy priorities. CSP has secured multiple media interviews and thought leadership opportunities, including op-ed placements that have elevated the Coalition's voice in key policy conversations.

Coalition fly-in materials and advocacy collateral have been widely praised by members and stakeholders for their clarity, strategic messaging, and visually compelling design. The Coalition's monthly e-newsletter also continues to generate high open rates alongside growing social media engagement

and increased visibility among policymakers and industry audiences. By equipping members with timely, high-quality advocacy materials and anticipating legislative and media opportunities, CSP has enabled the Coalition to engage more strategically, respond more effectively to policy developments, and lead the conversation on sustainable aviation fuel during critical moments shaping the future of the industry.



WHAT DOES AMERICAN ENERGY LEADERSHIP LOOK LIKE?

- ✓ Domestic production
- ✓ Strong rural economies
- ✓ Expanded agricultural markets
- ✓ Secure fuel supply chains

SAF CHECKS EVERY BOX.



- ✓ Farmers are ready.
- ✓ Investors are ready.
- ✓ Communities are ready.
- ✓ Rural America is ready.

CONGRESS, CO-SPONSOR THE SECURING AMERICA'S FUELS ACT.