



PARTNERSHIP PROGRAM

Fruit Growers Victoria Limited (FGVL) is your first point of contact for Victoria's pome fruits industry and encompasses 40% of Australia's apples, 30% of Australia's stone fruit industries and 90% of Australia's pears. Our industry has a gross value of production in excess of \$1 billion and is a cornerstone for business and employment in regional Victoria.

Through the Partners Program we can provide opportunities for your business to engage with the growers, region and industry.

- Business promotions
- Build strong client and industry relationships
- Support local projects
- Ensure a sustainable future for horticulture across Victoria

What is FGVL?

With origins dating back over 70 years we're the peak body for the pome fruits industry in Victoria and a strong, cohesive organisation that provides a voice for its members and works towards a sustainable future for growers and the horticulture industry across Victoria.

We represent and further the interests of more than 300 fruit growing, packing and exporting businesses across Victoria.

What does FGVL do?

Our work focuses on representing and promoting the members interest by providing beneficial services that support overall business and industry sustainability.

FGVL members look to us as a reference point for business services, products and benefits.

Collectively we grow



Become a FGVL Partner

Our work has been recognised and supported through the many partnerships created and programs we have maintained and delivered over the years, keeping the industry moving forward.

Our focus is partnerships that provide useful information for members, as well as an opportunity to demonstrate your expertise. FGVL provides the best avenue to reach fruit growers and we will work with you to tailor a corporate partnership package that delivers tangible results.

We have an array of methods in which we communicate with our members. This Partnership Program prospectus explains the areas your business can capitalise on branding, introductions, networking and relationship building opportunities within our Association.

Major benefits of aligning with FGVL and our members include:

- Brand recognition
- Interacting with a key target group
- Promotion of your product, service or agenda
- A captive audience
- Extension of your communication platform
- Reinforced positive image
- Increased profile and influence
- Positioning yourself above your direct competitor

Investing in FGVL's communication platform ensures you can be confident your message is reaching a targeted and focused market within Victoria's pome fruits industry.

Collectively we grow

Become a FGVL Partner

The following partnership packages are additional to Standard Associate Membership benefits and are exclusively available to Associate Members of Fruit Growers Victoria Limited (FGVL).

Please note that FGVL does not offer category exclusivity of any type (i.e. the right of a sponsor to be the only company within its product or service category associated with the partnership).

All partnership amounts are in Australian dollars and exclusive of GST.

	Platinum	Gold	Silver
Brand Exposure	\$9,000.00	\$4,500.00	\$2,000.00
Company logo on FGVL sponsor banner displayed at all events	✓	✓	✓
Company logo acknowledgement on all FGVL Corefacts newsletters linked to comp. website (25 per year approx.)	✓	✓	✗
Company logo acknowledgement on all FGVL "Technical Update" emails (linked to comp. website)	✓	✗	✗
Company logo acknowledgement on home page of FGVL website (linked to comp. website)	✓	✓	✓
Company profile & hyperlink on FGVL website	1,000 words	500 words	250 words
Specifically designed logo & message acknowledging your company as a sponsor for use on your company email	✓	✓	✓
Ability to use FGVL logo & message acknowledging your company as a sponsor for use on your company promotional material.	✓	✓	✓
Event Participation			
Acknowledgement of partnership at all member meetings	✓	✓	✗
Acknowledgement of partnership on membership meeting promotional material	✓	✗	✗
Invitation to make a 5 - 10 minute presentation at member meetings, including company banner (sponsor to provide)	4 per year	2 per year	1 per year
Option to provide delegates with promotional materials in hand out bags/folders at member meetings	✓	✗	✗
Run your own event (at sponsors cost). FGVL will promote with members and provide admin/staff support.	✓	✓	✓
Direct & Electronic Marketing			
Complementary advertisement/article (200 words maximum) in FGVL Corefacts newsletter	15 per year	10 per year	5 per year
Opportunity to include a promotional flyer in one mail out to FGVL members	2 page A4	1 page A4	½ page A4
The use of FGVL bulk mailing list. The electronic mailing is free, mail is cost of envelopes and postage and FGVL staff time.	4 per year	2 per year	1 per year
Facebook/Twitter Promotional Posts	✓	✓	✗
Use of meeting room at the FGVL offices in Mooroopna (booking is essential)	✓	✓	✓



Enquiries
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Partnership Application 2019

We would like to thank you for your interest in joining FGVL to continue building a stronger region and industry.

Company: _____

Contact person: _____

Position: _____

Address: _____

Suburb: _____ State: _____ Postcode: _____

Telephone (mobile): _____

Email: _____

Signed: _____

Date: _____

Partnership levels			Payment Details
<i>Please tick your chosen partnership level:</i>			Upon receipt of this form a tax invoice will be Issued.
Platinum Sponsor	\$9,000.00	<input type="checkbox"/>	Payment can be made via Direct Debit/Cheque or Credit Card.
Gold Sponsor	\$4,500.00	<input type="checkbox"/>	Bank Account details: ♦ BSB 633 000 ♦ Account 1428 68892
Silver Sponsor	\$2,000.00	<input type="checkbox"/>	

Notes

- The following partnership packages are additional to Standard Affiliate Membership benefits .
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