



Fruit Growers Victoria



# **PARTNERSHIP PACKAGE**

*Growing together*





# DIRECT TO GROWERS

Fruit Growers Victoria Limited (FGV) is the peak industry body for over 300 fruit growing, packing and exporting businesses across the North-East, Central and Southern growing regions of Victoria. FGV is your first point of contact for Victoria's apple, pear (pomefruits) and stone fruit industry.

FGV is a trusted representative providing a voice for their member base, with the purpose of working toward a sustainable future for fruit growers and the horticulture industry across Victoria.

FGV is a not-for-profit organisation governed by a Board of Directors and delivers its services with a highly experienced Operations Team.



## FRUIT GROWN IN VICTORIA



## PRODUCTION AND VALUE

# PARTNER

# BENEFITS

Our aim is to create mutually beneficial partnerships with organisations who are committed to our mission which is to ensure a sustainable future for horticulture across Victoria.

**Through our Partners Program we provide you with the opportunity to directly engage with growers, the region and industry through:**

- Business events and networking opportunities
- Digital and print business promotions
- Strong client and industry relationships
- Support of local events and projects



## AUDIENCE

- Reach your targeted audience  
- growers, packhouses & exporters
- Connect with FGV members
- Attend networking events

- Increase your brand awareness
- Direct marketing opportunities
- Access to FGV's full communication platform



## NETWORK

- Join a network with over 70 years experience
- Peak body for the pomefruits industry in VIC

- We have built strong relationships with industry stakeholders including:
  - Supply Chains
  - Tertiary Institutions & Universities
  - Local, State & Federal Government departments
  - Industry Associations



## BRANDING

- Increase your brand awareness
- Promote your product or service to a qualified audience

- Align your brand with a trusted industry representative

## KEY

## REGIONS



- MORNINGTON PENINSULA
- GOULBURN VALLEY
- GIPPSLAND
- CENTRAL HIGHLANDS
- HIGH COUNTRY
- YARRA VALLEY

# PARTNER PACKAGES

## BRAND EXPOSURE

	PLATINUM	GOLD	SILVER	SUPPORTER
	<b>\$9,450*</b> PER ANNUM	<b>\$4,725*</b> PER ANNUM	<b>\$2,100*</b> PER ANNUM	<b>\$735*</b> PER ANNUM
Logo in fortnightly e-Newsletter	🍏	🍏	🍏	🍏
FGV endorsement for use on partner promotional material	🍏	🍏	🍏	🍏
Partner marketing opportunity and acknowledgement in FGV Annual Report to all FGV members	FULL PAGE	HALF PAGE	QUARTER PAGE	MENTION
Logo with link to partner website on FGV website	🍏	🍏	🍏	
Partner profile/tailored promotional offer on FGV website	1,000 WORDS	500 WORDS		
Promotional material in annual mailout to all FGV members	🍏	🍏		
Logo in annual Piecework Agreements mailed to all members	🍏			
Priority invitation to sponsor FGV merchandise (hat, t-shirts etc.)	🍏			

**PLATINUM INVESTMENT**  
Increase brand awareness and reach your target audience

## GROWER CONNECTIONS

Fortnightly FGV newsletter, Corefacts, including all member events/workshops, industry updates and technical information	🍏	🍏	🍏	🍏
Invitation and opportunity to meet FGV members at all events and the FGV bi-annual Grower Conference	🍏	🍏	🍏	
Partner thank you and acknowledgment at FGV member events	🍏	🍏		
Invitation to present for 5-10 minutes to members at FGV events	2 PER YEAR	1 PER YEAR		
Display partner banner at FGV events (partner to arrange at their expense)	🍏	🍏		
Run your own member event, FGV will promote and provide support for the event (partner to cover extra cost)	2 PER YEAR	1 PER YEAR		
Partner thank you and acknowledgment on FGV event marketing material for meetings	🍏			

## DIRECT MARKETING

Direct advertisement or tailored partner promotion in fortnightly FGV's Corefacts e-Newsletter	10 PER YEAR	5 PER YEAR	2 PER YEAR	1 PER YEAR
FGV social media partner education/promotional posts	4 PER YEAR	2 PER YEAR	1 PER YEAR	
10% discount for tickets to the FGV biannual Conference	🍏	🍏	🍏	
The use of FGV bulk mailing list to include promotional materials to FGV members (email is free, postage will be charged)	10 PER YEAR			

\* Packages are a commitment of 12 months, paid annually. Fees shown exclude GST.

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