

PARTNERSHIP PACKAGE

Growing together

DIRECT TO GROVERS

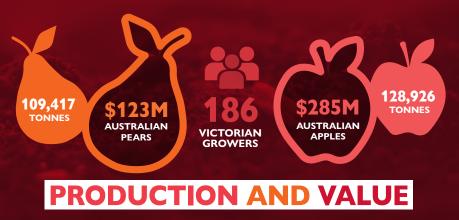
Fruit Growers Victoria Limited (FGV) is the peak industry body for over 300 fruit growing, packing and exporting businesses across the North-East, Central and Southern growing regions of Victoria. FGV is your first point of contact for Victoria's apple, pear (pomefruits) and stone fruit industry.

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. AUSTRALIAN PEARS 46% AUSTRALIAN APPLES

AUSTRALIAN STONE FRUIT

FRUIT GROWN IN VICTORIA



Hort Innovation: Australian Horticulture Statistics Handbook - Fruit 2020/21

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

Increase your brand awareness

• Support of local events and projects

AUDIENCE

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

NETWORK

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

BRANDING

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

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



 Direct marketing opportunities
 Access to FGV's full communication platform



BRAND	EXPOSURE
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	PER ANNUM	PER ANNUM	PER ANNUM	PER ANNUM
Logo in fortnightly e-Newsletter	Ŭ	Ŭ	Ŭ	Ŭ
FGV endorsement for use on partner promotional material	Ŭ	Ŭ	Ŭ	Ŭ
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	Ŭ	Ŭ	Ŭ	
Partner profile/tailored promotional offer on FGV website	1,000 WORDS	500 WORDS		
Promotional material in annual mailout to all FGV members	Ŭ	Ŭ	PLATINUM INVESTMENT Increase brand awareness and reach your target audience	
Logo in annual Piecework Agreements mailed to all members	Ŭ			
Priority invitation to sponsor FGV merchandise (hat, t-shirts etc.)	Ŭ			
GROWER CONNECTIONS				
Fortnightly FGV newsletter, Corefacts, including all member events/workshops, industry updates and technical information	Ŭ	Ŭ	Ŭ	Ŭ
Invitation and opportunity to meet FGV members at all events and the FGV bi-annual Grower Conference	Ŭ	Ŭ	Ŭ	
Partner thank you and acknowledgment at FGV member events	Ŭ	Ŭ		
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)	Ŭ	Ŭ		
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		

PLATINUM

\$9.450*

GOLD

\$4.725*

SILVER

\$2.100*

SUPPORTER

\$735*

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	Ŭ	Ŭ	Ŭ	
The use of FGV bulk mailing list to include promotional materials to FGV members (email is free, postage will be charged)	10 PER YEAR			

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

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