



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), cherry and stonefruit 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



330
VICTORIAN
GROWERS
(approx.)



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

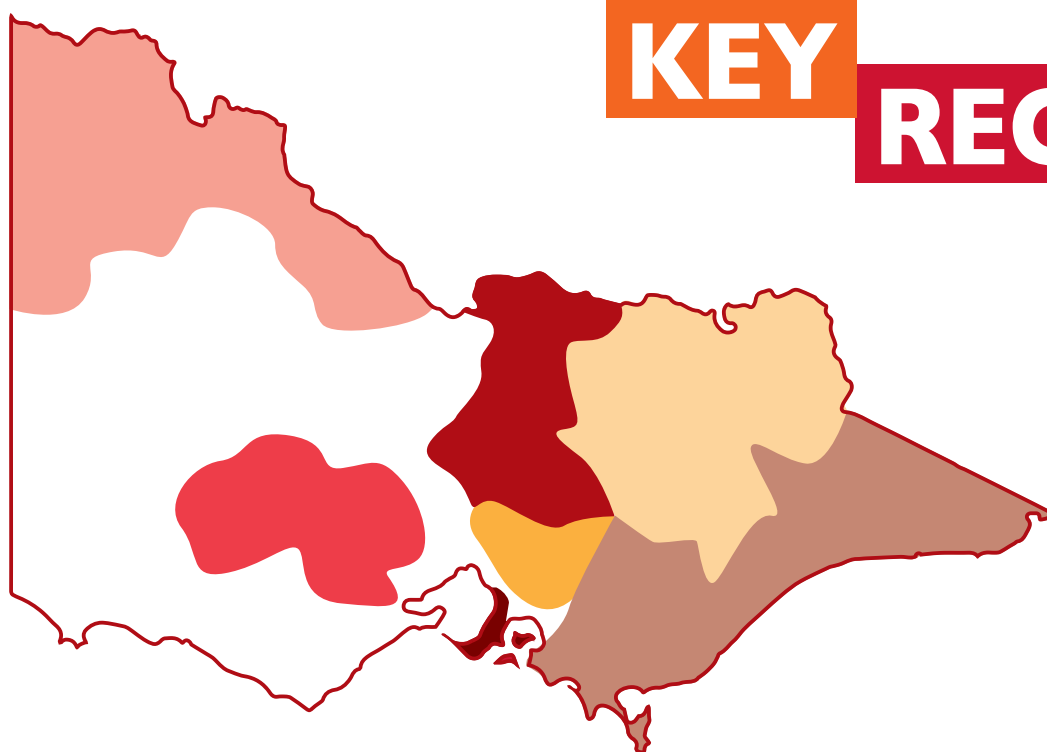
- Join a network with over 70 years experience
- Peak body for the deciduous tree fruit industry
- We have built strong relationships with industry stakeholders including:
 - Supply Chains
 - Tertiary Institutions & Universities
 - Local, State & Federal Government departments
 - Industry Associations



BRANDING

- Increase your brand awareness
- Promote your product or service to a qualified audience
- Align your brand with a trusted industry representative
















KEY REGIONS



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













PARTNER PACKAGES

BRAND EXPOSURE




	PLATINUM	GOLD	SILVER	SUPPORTER
	\$9,450* PER ANNUM	\$4,725* PER ANNUM	\$2,100* PER ANNUM	\$735* 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 on Annual Piecework Picking Guide 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, FruitFacts, 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 FruitFacts 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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Fruit Growers Victoria