



SPONSORSHIP OPPORTUNITIES

**Empower the Growth of Canada's Fruit and
Vegetable Industry – Explore Sponsorship
Opportunities with FVGC Today!**



**FRUIT & VEGETABLE
GROWERS
OF CANADA**

**PRODUCTEURS
DE FRUITS ET LÉGUMES
DU CANADA**

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As the voice of Canadian fruit and vegetable growers, we are proud to offer an array of sponsorship opportunities that allow organizations to align their brand with our mandate of promoting and advocating for the growth and success of our sector.

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DU CANADA

OUR VISION & MISSION

Our Vision

An innovative and sustainable Canadian fruit and vegetable industry



Our Mission

To be the voice of Canadian fruit and vegetable growers



SPONSORSHIP WITH FVGC



As the voice of Canadian fruit and vegetable growers, we are proud to offer an array of sponsorship opportunities that allow organizations to align their brand with our mandate of promoting and advocating for the growth and success of our sector.

Our events offer valuable networking opportunities, showcase innovative solutions, and provide platforms for influential discussions on current issues and trends in the fresh fruit and vegetable sector. By choosing to sponsor our events, you will gain visibility, demonstrate your support for Canadian growers, and foster meaningful relationships with stakeholders.





WHY BE A SPONSOR?

By sponsoring our events, you will gain:

Brand Visibility: Be in the spotlight and get your brand recognized by the movers and shakers of the fruit and vegetable industry.

Networking Opportunities: Establish valuable connections with growers, distributors, retailers, policymakers, and more.

Demonstrate Support: Show your commitment to the growth and success of the fruit and vegetable industry in Canada.

Marketing Opportunities: Leverage our platforms to promote your products or services to a highly targeted audience.

THE OPPORTUNITIES

We offer a variety of sponsorship opportunities for our major events.



Annual General Meeting

Held annually in March

The AGM is an opportunity for leaders in fruit and vegetable production, business, and federal government to come together to discuss priority issues and decide on a course of action for addressing these issues in the coming year.

All sponsors receive:

- Your logo on the AGM webpage, in the AGM event package and on plenary presentations
- Recognition in the next edition of Fresh Thinking, FVGC's semi-annual bilingual print magazine that reaches 5,000+ people across Canada, the United States and internationally
- Recognition in FVGC's monthly newsletter HortShorts and the post AGM Member Note
- Opportunity to provide one branded promotional item and one print item to the delegate bags

Depending on the sponsorship package you choose, ranging in price from \$500-\$15,000, there are additional visibility options, including logo printed lanyards, signage at the AGM, mentions in speeches, or showing of a corporate video.

Contact us at admin@fvgc.ca to learn more about the opportunities.

THE OPPORTUNITIES



Joint Advocacy Events

Held annually in May and November

We host two joint advocacy events with the Canadian Produce Marketing Association (CPMA); Farm to Plate in the Spring and Fall Harvest in the Fall. These events bring our members and growers directly in front of policymakers and feature very popular evening receptions where attendees informally gather.

Sponsorship opportunities range from \$1,000 - \$5,000, with various visibility opportunities, including logo displays on prominent signage at the evening reception, the event website, and acknowledgement of sponsors in communications to members of both FVGC and CPMA.

Contact us at admin@fvgc.ca to learn more about the opportunities.



Board of Directors Summer Tour

Held annually in July

Every summer the Board of Directors comes together for a face-to-face meeting in a different region of Canada, and take part in a farm tour with industry stakeholders and policymakers. There are sponsorship opportunities ranging from \$500-\$5,000.

Sponsor recognition varies based on investment, and includes logo displays on signage on the tour bus, at meals, in our program and on the website, as well as in communications to FVGC members.

BECOME A SPONSOR TODAY!

Visit our website for more information on the opportunities.

Contact us at admin@fvgc.ca with questions or to get started!

Phone

613-226-4880



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Website

www.fvgc.ca



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