



FRUIT & VEGETABLE
GROWERS
OF CANADA

PRODUCTEURS
DE FRUITS ET LÉGUMES
DU CANADA

Sponsorship Opportunities

Fruit and Vegetable Growers of Canada
2025 Annual General Meeting



Table of Contents

- 2 Who we are
- 3 About the Fruit and Vegetable Growers of Canada 2025 AGM
- 4 Sponsorship Opportunities
- 9 Become a Sponsor Now!
- 10 Contact Us



ABOUT THE FRUIT AND VEGETABLE GROWERS OF CANADA

The Fruit and Vegetable Growers of Canada (FVGC) represents growers across the country involved in the production of over 120 different types of crops on over 14,000 farms, with a farm gate value of \$6.8 billion in 2022. FVGC is an Ottawa-based voluntary, not-for-profit, national association, and, since 1922, has advocated on important issues that impact Canada's fresh produce sector, promoting healthy, safe, and sustainable food, ensuring the continued success and growth of the industry.

We are the voice of Canadian fruit and vegetable growers.



About the FVGC 2025 Annual General Meeting

FVGC's Annual General Meeting (AGM) is a cornerstone event for Canada's fruit and vegetable sector, bringing together industry leaders, growers, and stakeholders from coast to coast. Held over three days in early March, the AGM is a key moment in the fruit and vegetable sector's calendar, offering a unique opportunity for collaboration, networking, and strategic decision-making.

The 2025 AGM, *A Fresh Approach: Setting Goals, Achieving Success*, highlights FVGC's focus on setting ambitious goals and building strategies for success under new leadership. Don't miss the opportunity to align your brand with this influential industry event.

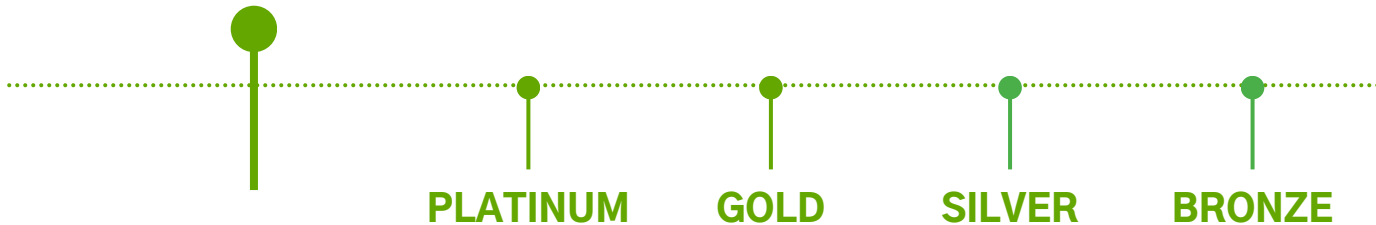
For sponsors, the AGM offers unparalleled access to a national audience of decision-makers and influencers within the industry. Aligning your brand with FVGC's mission during this pivotal gathering not only enhances your visibility but also underscores your commitment to the future of Canadian agriculture.

The 2025 AGM will take place in the historic and vibrant city of Quebec City from March 11-13, 2025. By becoming a sponsor, you will position your brand at the heart of the conversations shaping the future of the fruit and vegetable sector, gaining valuable exposure and forging connections that can drive long-term success.



Sponsorship Opportunities

DIAMOND

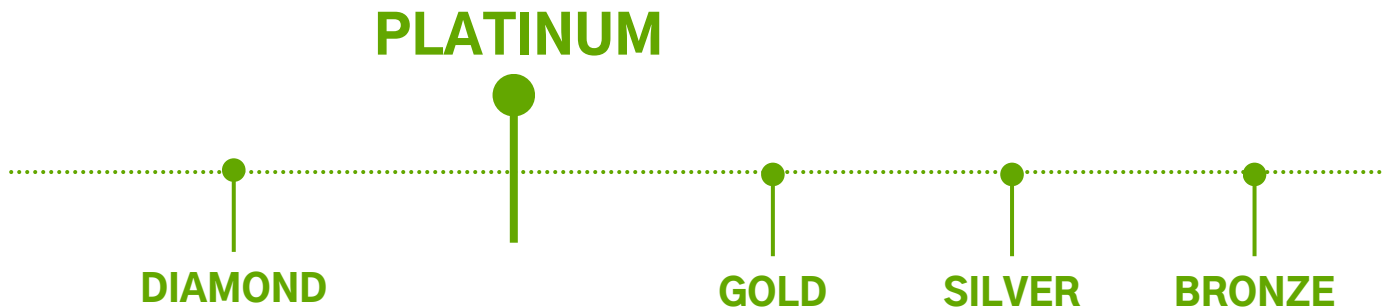


DIAMOND

With an investment of \$7500, you will elevate your brand presence and engage with the Fruit and Vegetable Growers of Canada and their partners in a variety of impactful ways:

- Four social media Sponsorship Spotlights leading up to the event.
- Two seats at the Head Table at the Banquet.
- Exclusive recognition at one event, including an opportunity to address delegates for 2 minutes.
- Logo prominently featured on the Banquet Dinner Menu.
- Free half-page ad in the AGM Book.
- Logo displayed on the AGM website, both before and after the event, with long-term visibility under Previous AGMs.
- Your logo showcased on sponsor slides throughout the AGM meetings, including before, after, and during intermissions, as well as at meals and the banquet.
- Inclusion in the dedicated sponsor recognition page in the AGM Book.
- Featured in a post-event HortShorts article, with a graphic, a specific thank you, and link to your website.

Sponsorship Opportunities

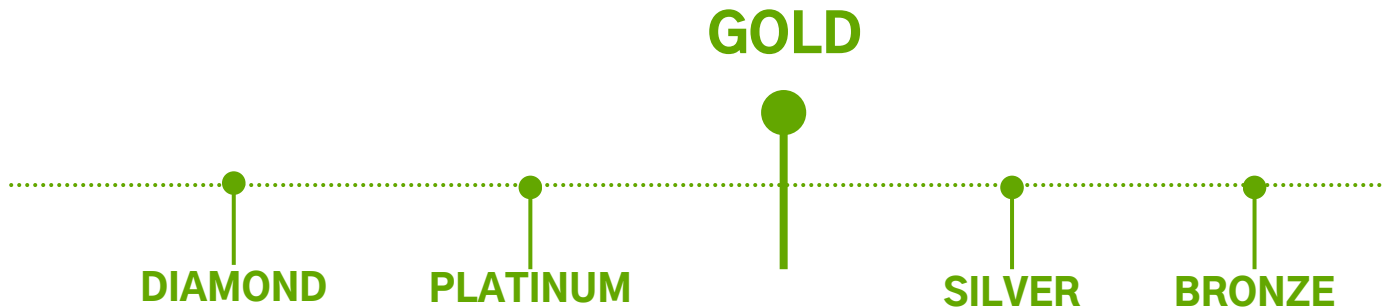


PLATINUM

With an investment of \$5000, you will elevate your brand presence and engage with the Fruit and Vegetable Growers of Canada and their partners in a variety of impactful ways:

- Three social media Sponsorship Spotlights within 30 days leading up to the event.
- Logo featured on the Banquet Dinner Menu.
- Free quarter-page ad in the AGM Book.
- Logo displayed on the AGM website, both before and after the event, with long-term visibility under Previous AGMs.
- Your logo showcased on sponsor slides throughout the AGM meetings, including before, after, and during intermissions, as well as at meals and the banquet.
- Inclusion in the dedicated sponsor recognition page in the AGM Book.
- Featured in a post-event HortShorts article, with a dedicated graphic, a specific thank you, and links to your website.

Sponsorship Opportunities

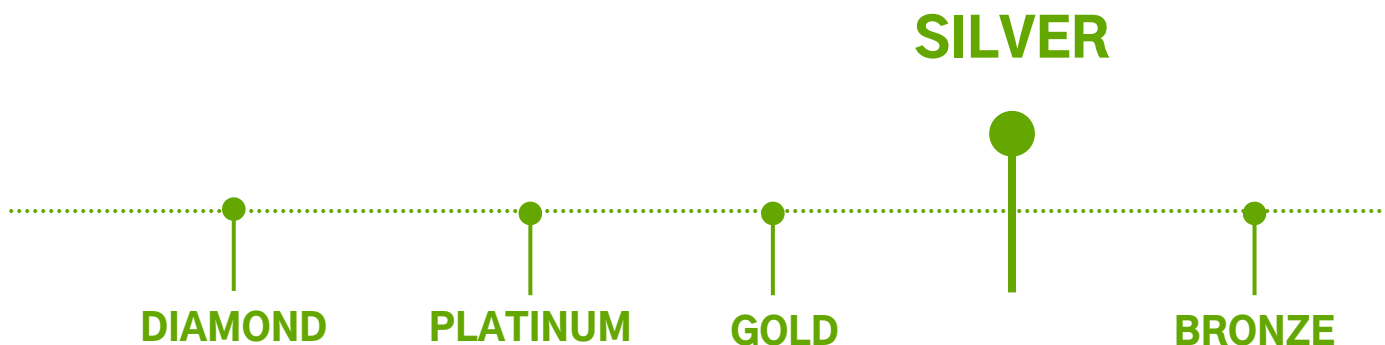


GOLD

With an investment of \$2500, you will elevate your brand presence and engage with the Fruit and Vegetable Growers of Canada and their partners in a variety of impactful ways:

- Two social media Sponsorship Spotlights within 30 days leading up to the event.
- Logo featured on either the Breakfast or Lunch menu.
- Logo displayed on the AGM website, both before and after the event, with long-term visibility under Previous AGMs.
- Your logo showcased on sponsor slides throughout the AGM meetings, including before, after, and during intermissions, as well as at meals and the banquet.
- Inclusion in the dedicated sponsor recognition page in the AGM Book.
- Featured in a post-event HortShorts article, with a dedicated graphic, a specific thank you, and links to your website.

Sponsorship Opportunities



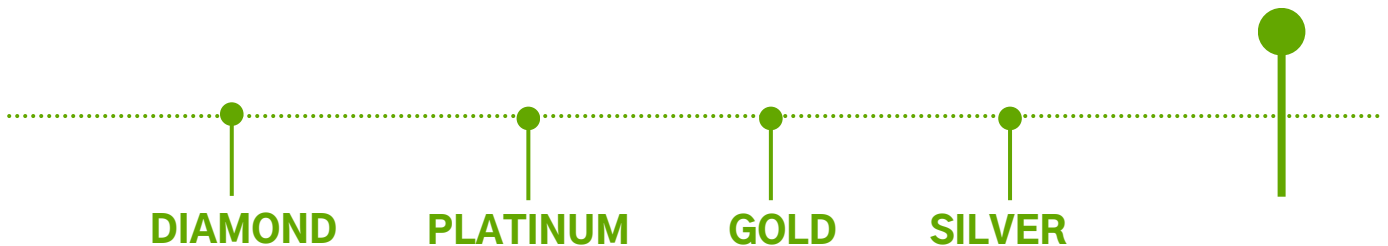
SILVER

With an investment of \$1000, you will elevate your brand presence and engage with the Fruit and Vegetable Growers of Canada and their partners in a variety of impactful ways:

- One social media Sponsorship Spotlight within 30 days leading up to the event.
- Logo displayed on the AGM website, both before and after the event, with long-term visibility under Previous AGMs.
- Your logo showcased on sponsor slides throughout the AGM meetings, including before, after, and during intermissions, as well as at meals and the banquet.
- Inclusion in the dedicated sponsor recognition page in the AGM Book.
- Featured in a post-event HortShorts article, with a dedicated graphic, a specific thank you, and links to your website.

Sponsorship Opportunities

BRONZE



BRONZE

With an investment of \$500, you will elevate your brand presence and engage with the Fruit and Vegetable Growers of Canada and their partners in a variety of impactful ways:

- Logo displayed on the AGM website, both before and after the event, with long-term visibility under Previous AGMs.
- Your logo showcased on sponsor slides throughout the AGM meetings, including before, after, and during intermissions, as well as at meals and the banquet.
- Inclusion in the dedicated sponsor recognition page in the AGM Book.
- Featured in a post-event HortShorts article, with a dedicated graphic, a specific thank you, and links to your website.

Visibility	Partnership Level					
		Diamond	Platinum	Gold	Silver	Bronze
Recognition in HortShorts		✓	✓	✓	✓	✓
Inclusion of your logo in our sponsor appreciation social media post		✓	✓	✓	✓	✓
Logo displayed at AGM		✓	✓	✓	✓	✓
Logo displayed in the AGM Book		✓	✓	✓	✓	✓
Logo on AGM webpage pre and post event						
Social Media Sponsorship Spotlight		4	3	2	1	
Logo on Breakfast or Lunch Menu				✓		
Logo on Banquet Dinner Menu		✓	✓			
Quarter page ad in the AGM Book			✓			
Half page ad in the AGM Book		✓				
2 seats at the Banquet Head Table		✓				
Exclusive recognition at one event with an opportunity to address delegates		✓				



Sponsorship Contract



FRUIT & VEGETABLE
GROWERS
OF CANADA | **PRODUCTEURS**
DE FRUITS ET LÉGUMES
DU CANADA

Between:

Business Name:

Contact Person:

Address:

Telephone:

Email:

X Handle:

Facebook Handle:

LinkedIn Handle:

And:

Amy Argentino
Director of Operations
Fruit and Vegetable Growers of Canada
613-226-4880 ext. 208
aargentino@fvgc.ca

The two parties listed above agree to the following terms and conditions:

1. Sponsorship Selection:

- Please select your desired partnership level from the table below by checking the appropriate box.
- Indicate the total partnership cost in the provided field.

2. Payment Terms:

- Full payment is required 45 days before the event, which begins on March 11, 2025.
- Payment options include cheque, EFT, e-transfer, or credit card.
- A detailed invoice will be provided upon confirmation of your sponsorship level.
- Failure to complete payment within the specified timeframe may result in forfeiture of your sponsorship privileges.

3. Sponsorship Benefits:

- FVGC commits to providing all visibility, recognition, and benefits corresponding to your selected sponsorship level as detailed in the Sponsorship Benefits section earlier in this document.
- The benefits will be delivered as outlined, and FVGC will work with you to ensure your sponsorship objectives are met.

4. Cancellation Policy:

- Cancellations received in writing by February 11, 2025 will receive a 50% refund.
- Cancellations after this date are non-refundable.

5. Contractual Agreement:

- By signing this contract, you agree to all the terms and conditions stated herein.
- Your sponsorship will be confirmed upon receipt of the signed contract and payment.
- This contract is binding and cannot be transferred to another entity without prior written consent from FVGC.

Please send completed forms to Bev Appleby at admin@fvgc.ca with a high-resolution image file of your logo (.jpg or .png)

Sponsorship level	Value	Selected Sponsorship
Diamond	\$7,500	
Platinum	\$5,000	
Gold	\$2,500	
Silver	\$1,000	
Bronze	\$500	

Payment Method

Payment by cheque to Fruit and Vegetable Growers of Canada.

CanadaEFT (Transit 00056, institution #001, account number 1137592)

E-transfer to accounting@fvgc.ca

Credit Card by clicking this link.

Signature:

Sponsor Representative: _____

Date:

FVGC Representative: _____

Date:

**For inquiries,
contact us.**



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