



FRUIT & VEGETABLE  
**GROWERS**  
OF CANADA

PRODUCTEURS  
DE FRUITS ET LÉGUMES  
**DU CANADA**

# Sponsorship Opportunities

Fruit and Vegetable Growers of Canada  
2026 Conference and Annual General Meeting



@FVGC\_PFLC



@Fruit and Vegetable  
Growers of Canada



@Fruit and Vegetable  
Growers of Canada

[www.fvgc.ca](http://www.fvgc.ca)

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# 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 \$8 billion. 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 2026 Conference and Annual General Meeting

FVGC's Conference and Annual General Meeting (AGM) is a cornerstone event for Canada's fruit and vegetable sector, bringing together growers, industry leaders and government partners from across the country. Held over three days every March, the Conference and AGM are where national priorities are set, relationships are strengthened, and collective strategies take shape.

The 2026 Conference and AGM, *Owning Our Future*, will mark a critical moment for FVGC as the organization completes a comprehensive strategic review, a more contemporary vision, and better aligned with the needs and expectations of its members and the sector it represents.

Conference sponsors join a community of growers, members, and partners working collectively to strengthen the voice of Canada's fruit and vegetable sector. The event offers valuable opportunities for connection and collaboration, from networking sessions to informal discussions that help build lasting relationships across the industry.

Aligning your brand with FVGC at this key moment showcases your commitment to grow the resiliency and success of Canada's fruit and vegetable sector.

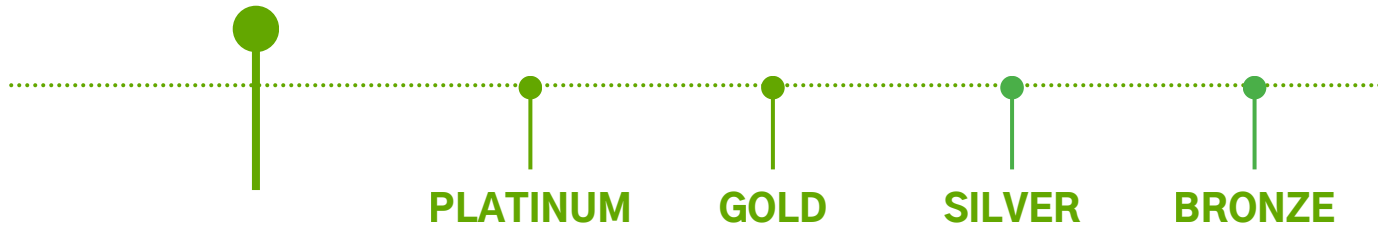
The 2026 Conference and AGM will take place in Ottawa, March 9–12, 2026, at The Westin Ottawa, in the heart of Canada's capital. As a sponsor, you'll place your brand at the centre of the conversations and connections defining the future of the fruit and vegetable sector.



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# Sponsorship Opportunities

## DIAMOND



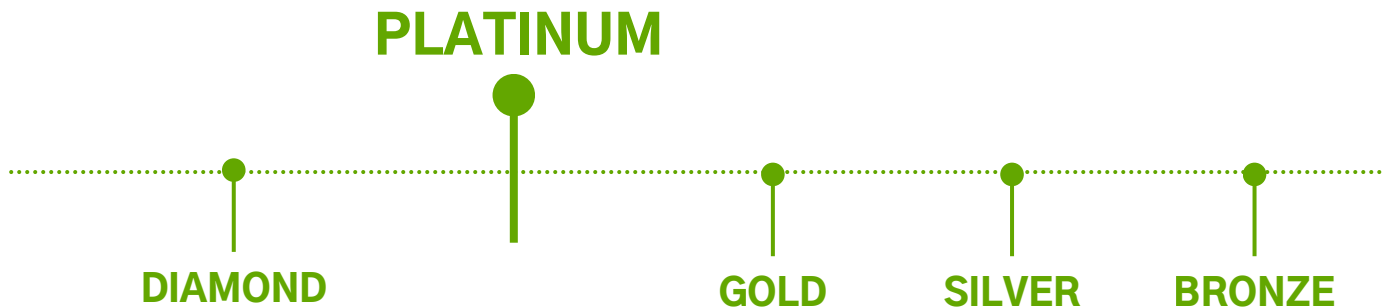
## DIAMOND

***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.

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# Sponsorship Opportunities



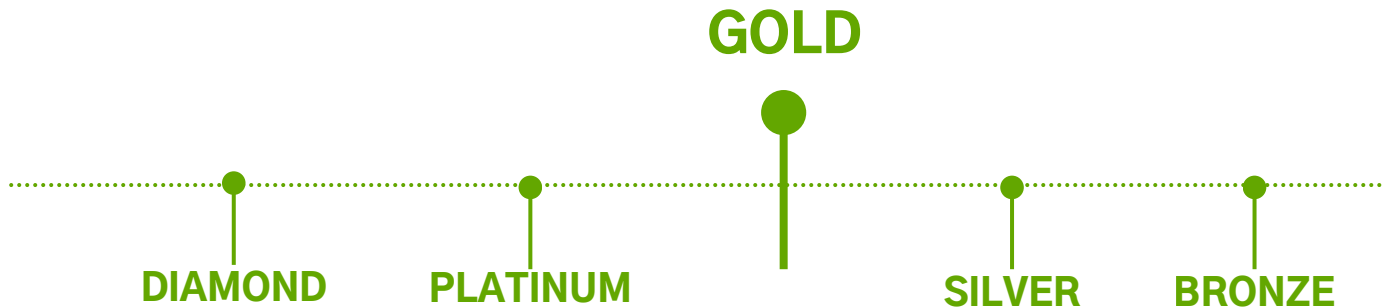
## PLATINUM

***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.

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# Sponsorship Opportunities



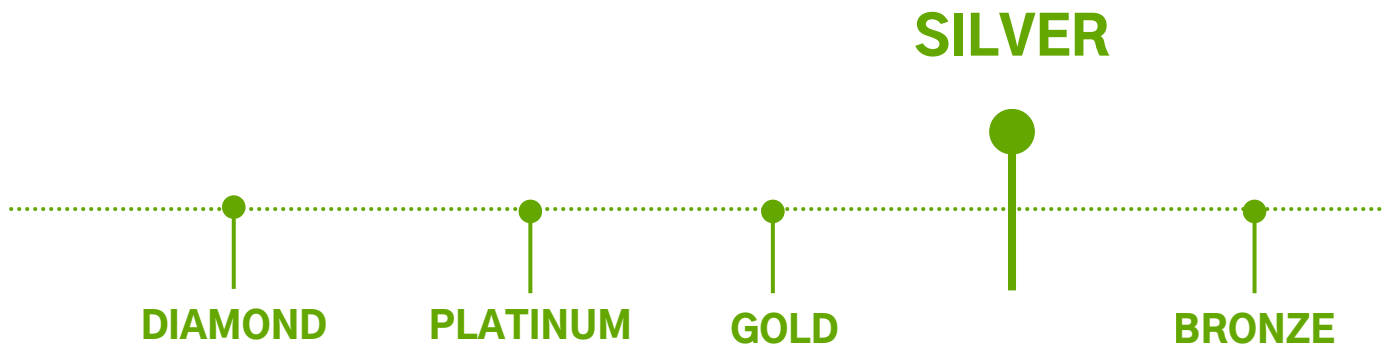
## GOLD

***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.

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# 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:***

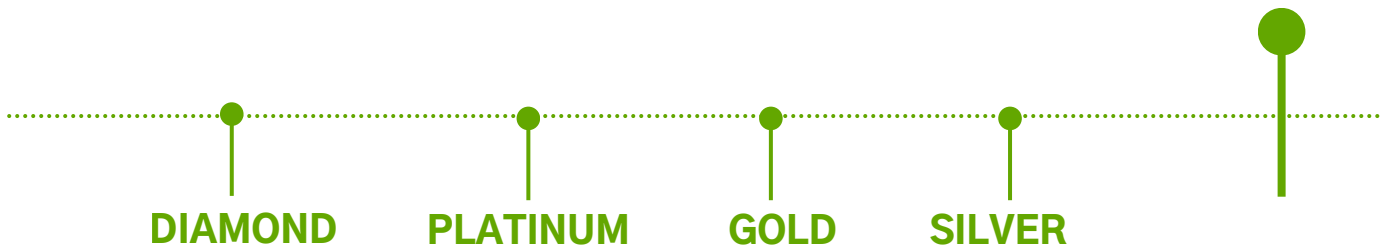
- One social media Sponsorship Spotlight within 30 days leading up to the event.
- Logo displayed on the AGM website, both before and after the event, with long-term visibility under Previous AGMs.
- Your logo showcased on sponsor slides throughout the AGM meetings, including before, after, and during 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.



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# 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 Hutchinson  
Senior 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 9, 2026**.
- 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 9, 2026 will receive a 50% refund.**
- **Cancellations received after this date are not eligible for refund.**

### 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](mailto: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](mailto:accounting@fvgc.ca)

Credit Card by clicking this link.

## Signature:

Sponsor Representative: \_\_\_\_\_

Date:

FVGC Representative: \_\_\_\_\_

Date:



# For inquiries, contact us.



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