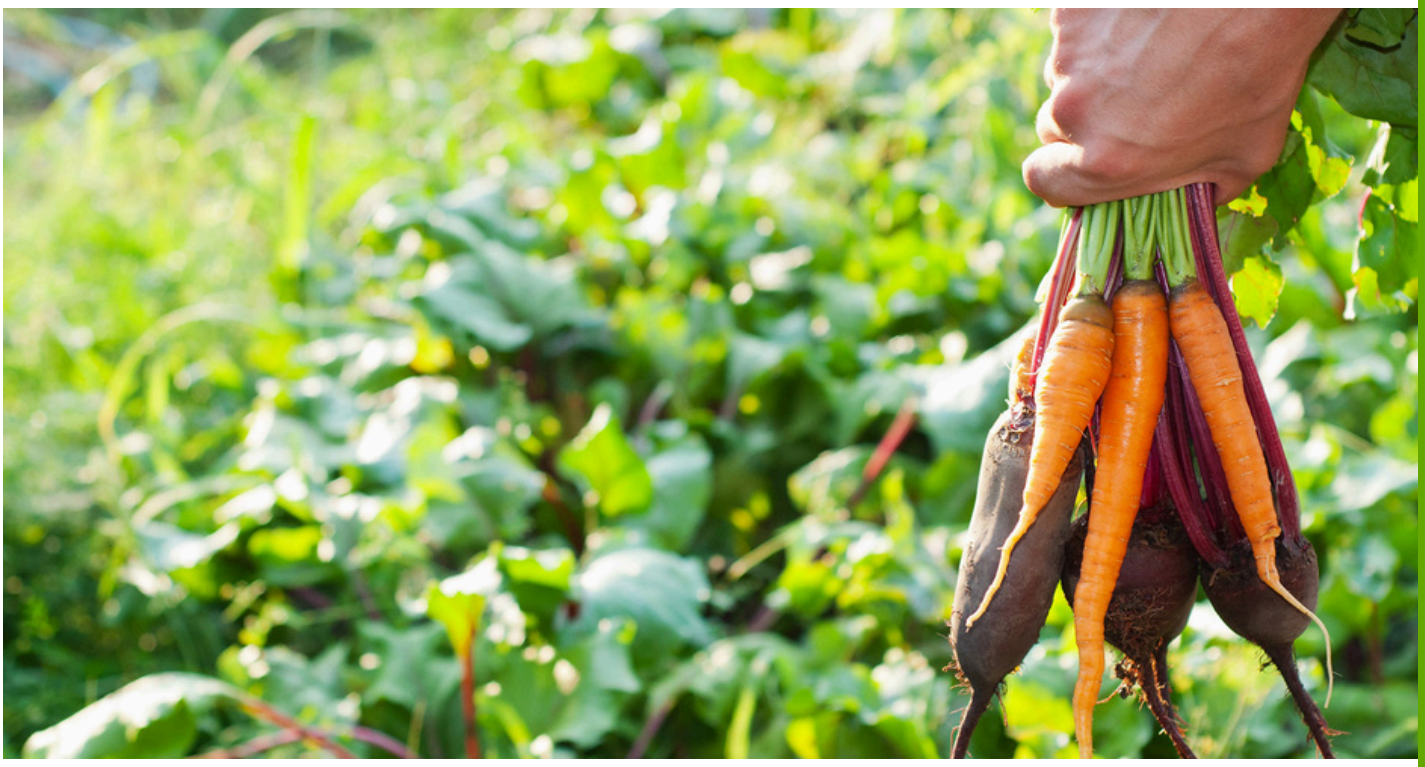
FRUIT & VEGETABLE GROWERS OF CANADA | PRODUCTEURS DE FRUITS ET LÉGUMES DU CANADA

# Sponsorship Opportunities

## Fruit and Vegetable Growers of Canada
## 2027 Conference and Annual General Meeting



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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 who produce more than 120 different commodities, including apples, tender fruit, grapes, berries, field vegetables, potatoes, and greenhouse-grown vegetables. FVGC is a not-for-profit national association, and, since 1922, has advocated for a competitive fruit and vegetable sector, promoting food security for all Canadians.

We are the voice of Canadian fruit and vegetable growers.



# About the FVGC 2027 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 four days every March, the Conference and AGM are where national priorities are set, relationships are strengthened, and collective strategies take shape.

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 2027 Conference and AGM will take place in Ottawa, March 10–12, 2027, at The Fairmont Chateau Laurier Hotel, 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.

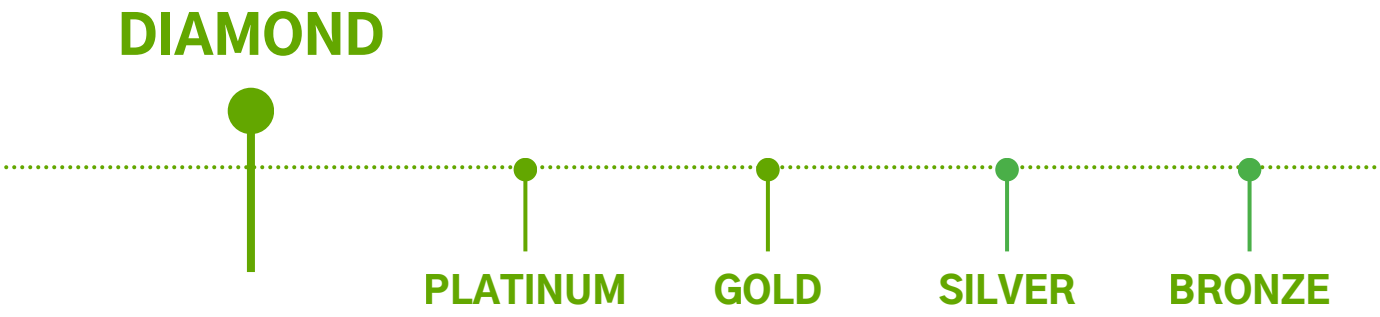








# Sponsorship Opportunities

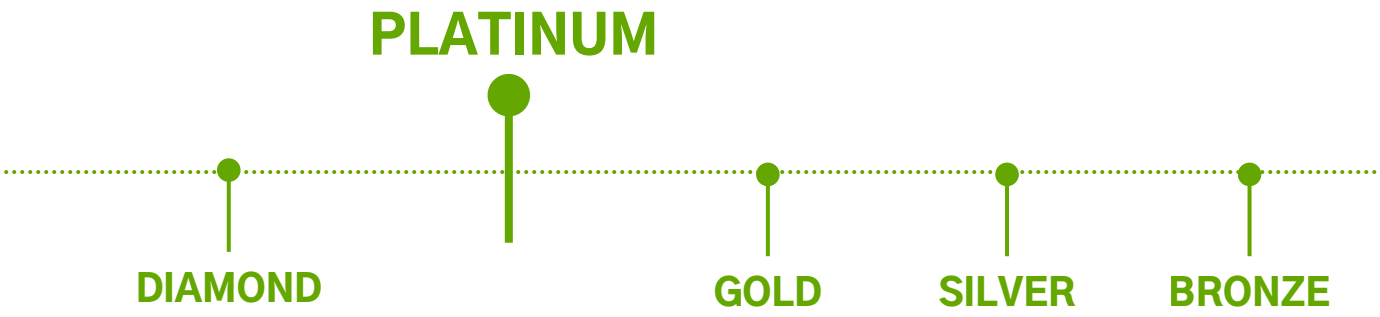



# DIAMOND

***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 newsletter article, with a graphic, a specific thank you, and link to your website.

# Sponsorship Opportunities

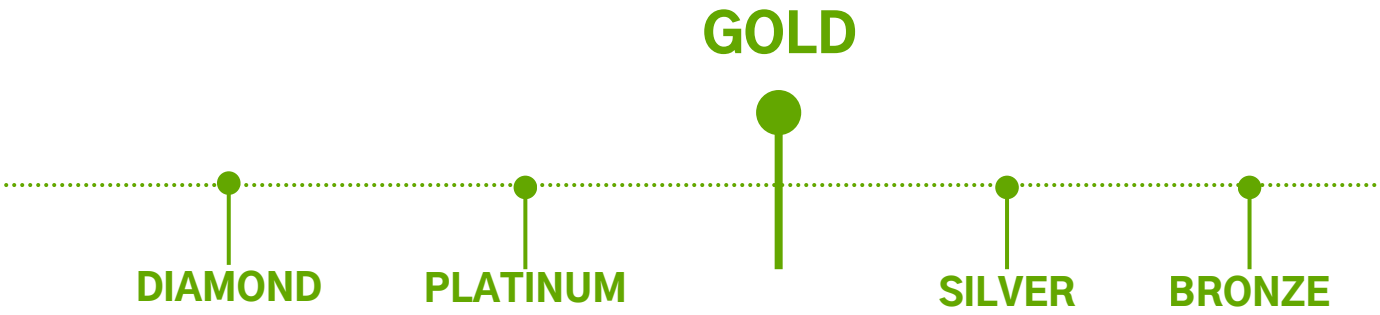



# PLATINUM

***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 newsletter article, with a dedicated graphic, a specific thank you, and links to your website.

# Sponsorship Opportunities

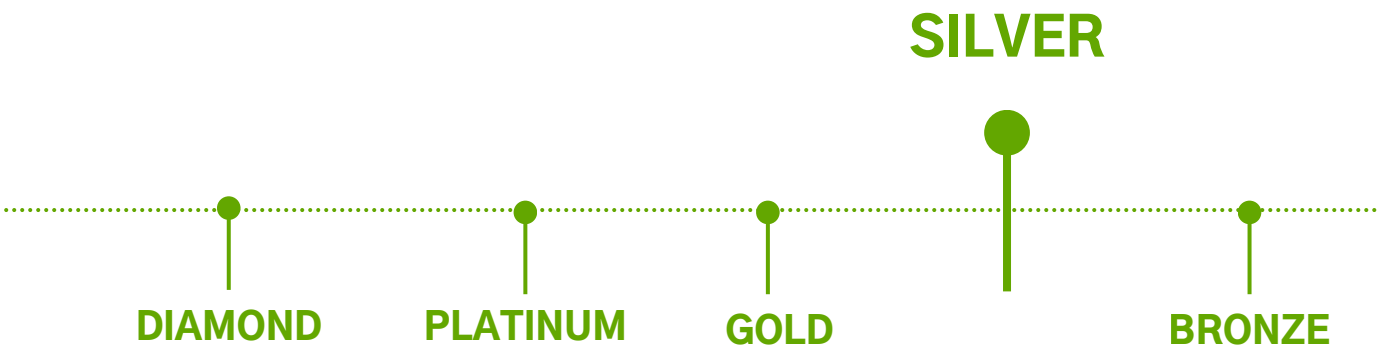



## GOLD

***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 newsletter article, with a dedicated graphic, a specific thank you, and links to your website.

# Sponsorship Opportunities

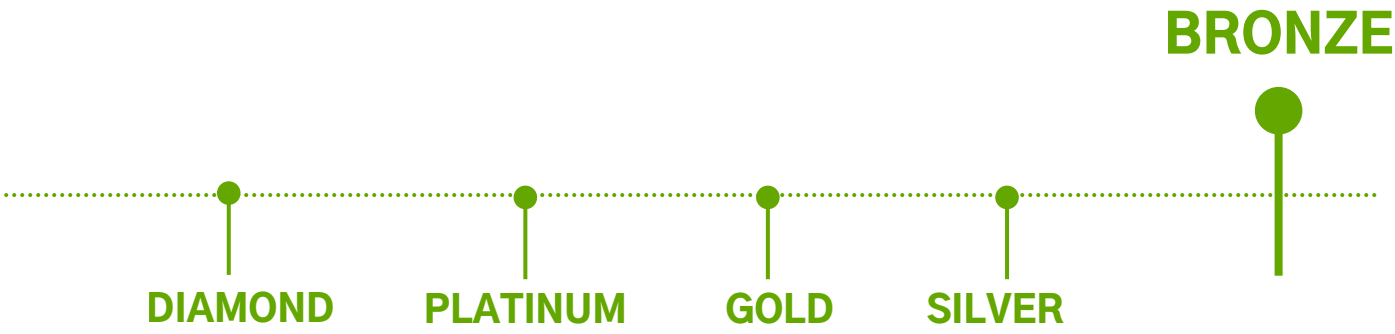



## SILVER

***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 newsletter article, with a dedicated graphic, a specific thank you, and links to your website.

# Sponsorship Opportunities




# 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 newsletter article, with a dedicated graphic, a specific thank you, and links to your website.

| Visibility | Partnership Level | | | | |
|---|---|---|---|---|---|
| | Diamond | Platinum | Gold | Silver | Bronze |
| Recognition in FVGC newsletter | ✓ | ✓ | ✓ | ✓ | ✓ |
| 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

**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
ahutchinson@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 10, 2027.
   - 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, 2027 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 Amy Hutchinson at ahutchinson@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.

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

www.fvgc.ca
ahutchinson@fvgc.ca
613-226-4880

