



# NGIV Partnership Opportunities



Nursery & Garden Industry  
Victoria



By forming a strategic partnership, NGIV and its 'Partners' aim to grow the industry and their respective businesses, through leadership, industry innovation, sustainability, and best practice.

**Nursery & Garden Industry Victoria 2017 CALENDAR**

**Left Side Panels:**

- City of Melbourne GCP:** Greater City Partnership logo.
- AGS:** Australian Garden Society logo.
- Botanix:** Botanix logo with a woman's portrait.
- Monash University:** Monash University logo.
- Primesuper:** Primesuper logo with a woman's portrait.

**Right Side Panels:**

- Quality plants start with quality plugs & tubes:** Text with a plant image.
- GARDENING? IT'S EASY:** Text with a plant image.
- seeds tissue culture plugs cut flowers vegetative grower trials:** Text with a plant image.
- NORTON GLEDHILL:** Norton Gledhill logo.
- 50th Anniversary:** 50th Anniversary logo.
- garden RETAILERS:** Garden Retailers logo.
- nexus:** Nexus logo.
- industry & gardeners association victoria:** Industry & Gardeners Association Victoria logo.

**Bottom Section:**

- garden RETAILERS:** Garden Retailers logo.
- nexus:** Nexus logo.
- industry & gardeners association victoria:** Industry & Gardeners Association Victoria logo.
- contact information:** Phone: 03 9575 0299, Fax: 03 9575 0333, Email: info@ngiv.vic.gov.au, Website: www.ngiv.vic.gov.au

## 1. Key Opportunities

- As an 'NGIV Partner' there are many opportunities to promote your business, your product and or services to our members and interested external parties, in addition to engaging as part of the NGIV community.
- 'NGIV Partners' will have the first opportunity to book the front cover of our monthly magazine Groundswell.
- 'NGIV Partner' logos are displayed on all marketing collateral, our monthly Trade Day newsletter and calendar, [ngiv.com.au](http://ngiv.com.au), Yearly Wall Planner, all general communications, promotion of events, including the NGIV component of the Melbourne International Flower & Garden Show and Trials Week.
- Various opportunities to speak and or engage at networking events.



## 2. Investment

- Major Corporate Sponsor Partner Package – By negotiation
- Platinum Partner Package – By negotiation
- Gold Partner Package start from \$15,000
- Silver Partner Package start from \$10,000
- Bronze Partner Package start from \$5,000



### 3. Benefits

#### MAJOR CORPORATE SPONSOR Partnership Package

All the benefits of PLATINUM + more.  
By negotiation.

#### PLATINUM Partnership Package

All the benefits of GOLD + more.  
By negotiation.

#### GOLD Partnership Package

Groundswell Magazine

- Prominent logo on the 'Partner Panel'
- One full page advertisement
- Six 1/2 page advertisements
- Five 1/3 page advertisements

#### NGIV Trade Day

- Coffee Cart Sponsor
- Full page advertisement in the Trade Day print + e-newsletter
- Logo on Trade Day newsletter
- Logo on Trade Day calendar



#### Melb International Flower & Garden Show

- Branding on all MIFGS/NGIV Material
- 10 general entry tickets
- Opportunity to engage with members and display promotional flyers in Members Marquee

#### NGIV Golf Day

- Sponsor of two holes

#### NGIV Yearly Wall Planner

- Large advertisement

#### NGIV Awards & Gala Dinner

- 4 x tickets to the Awards + Gala Dinner

#### Digital Media

- Hyperlinked logo on [ngiv.com.au](http://ngiv.com.au)
- Logo on all e-Newsletters including weekly news
- Logo on all workshop and event flyers
- 10 x 1/8 page advertisements in the e-Newsletter

#### Other

- Exclusive invite to 'Appreciation Dinner'
- Framed 'Partnership Certificate'
- Logo on retractable 'Partner Banner' at all NGIV Events



## 4. Increase staff knowledge

### SILVER Partnership Package

As a Silver Partner you can expect to receive:

#### Groundswell Magazine

- Prominent logo on the Partner Panel
- Six 1/2 page advertisements; or
- Twelve 1/4 page advertisements

#### NGIV Trade Day

- Coffee Cart Sponsor
- Full page advertisement in the Trade Day print and e-newsletter
- Logo on Trade Day newsletter
- Logo on Trade Day calendar

#### Melb International Flower & Garden Show

- Branding on all MIFGS/NGIV Material
- 6 general entry tickets
- Opportunity to place product flyers in Members Marquee

#### NGIV Golf Day

- Sponsor of a hole

#### NGIV Yearly Wall Planner

- Small advertisement

#### NGIV Awards & Gala Dinner

- 2 x tickets to the Awards + Gala Dinner

#### Digital Media

- Hyperlinked logo on [ngiv.com.au](http://ngiv.com.au)
- Logo on all e-Newsletters including weekly news
- Logo on all workshop and event flyers
- 6 x 1/8 page advertisements in the e-Newsletter

#### Other

- Exclusive invite to 'Appreciation Dinner'
- Framed 'Partnership Certificate'
- Logo on retractable 'Partner Banner' at all NGIV Events





## 5. Save time and money

### **BRONZE Partnership Package** **As a Bronze Partner you can expect to receive:**

#### Groundswell Magazine

- Logo in prime position of the Partner Panel
- Four 1/3 page advertisements; or
- Six 1/4 page advertisements

#### NGIV Trade Day

- Logo on Trade Day newsletter
- Logo on Trade Day calendar

#### Melb International Flower & Garden Show

- Branding on all MIFGS/NGIV Material
- 4 general entry tickets
- Opportunity to place product flyers in Members Marquee

#### NGIV Golf Day

- Sponsor of a hole

#### NGIV Yearly Wall Planner

- Small advertisement

#### NGIV Awards & Gala Dinner

- 2 x tickets to the Awards + Gala Dinner

#### Digital Media

- Hyperlinked logo on [ngiv.com.au](http://ngiv.com.au)
- Logo on all e-Newsletters including weekly news
- Logo on all workshop and event flyers
- 2 x 1/8 page advertisements in the e-Newsletter

#### Other

- Exclusive invite to 'Appreciation Dinner'
- Framed 'Partnership Certificate'
- Logo on retractable 'Partner Banner' at all NGIV Events

All Partnership Packages are tailored to the specific needs of your business and the above is a sample of the additional opportunities that we provide.

## 6. Extract of other opportunities

- Targeted digital mail-outs – reaching out to over 3,500 subscribers
- Trade Day Newsletter insert – reaching close to 500 buyers
- Groundswell Magazine insert
- Training event to be held at your site
- Delivery of training event at your site
- Opportunity to present at Tree & Shrub Growers Meeting
- Feature article in Groundswell Magazine
- 'Revealed' advertising in Groundswell Magazine



**2017 TRADE DAY CALENDAR**

The calendar displays the months from January to December. Each month's calendar has a header with the month name and a grid of days. Specific dates are highlighted with blue or red boxes, indicating trade events. For example, in January, the 10th and 11th are highlighted. In February, the 10th and 11th are highlighted. In March, the 10th and 11th are highlighted. In April, the 10th and 11th are highlighted. In May, the 10th and 11th are highlighted. In June, the 10th and 11th are highlighted. In July, the 10th and 11th are highlighted. In August, the 10th and 11th are highlighted. In September, the 10th and 11th are highlighted. In October, the 10th and 11th are highlighted. In November, the 10th and 11th are highlighted. In December, the 10th and 11th are highlighted.

**INDUSTRY PARTNERS**

**MAJOR CORPORATE**

**PLATINUM**

**GOLD**

**SILVER**

**BRONZE**

**Ph: 03 9576 0599**  
**Fax: 03 9576 0431**  
**E: [ngiv@ngiv.com.au](mailto:ngiv@ngiv.com.au)**  
**[www.ngiv.com.au](http://www.ngiv.com.au)**



Nursery & Garden Industry  
Victoria

Nursery & Garden Industry Victoria  
3/307 Wattletree Road, East Malvern VIC 3145

T: 03 9576 0599 | E: [ngiv@ngiv.com.au](mailto:ngiv@ngiv.com.au)

**[www.ngiv.com.au](http://www.ngiv.com.au)**