



Growing Resources
Cultivating Success

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2021 Sponsorship Package

The Colorado Fruit & Vegetable Growers Association continues to address the issues facing Colorado produce growers, with the added complication of the coronavirus pandemic and seeks support from companies, organizations, growers and individuals committed to the betterment of all sectors of the Colorado produce industry. Contained in this sponsorship package is information on CFVGA and sponsorship benefits.

About the Colorado Fruit & Vegetable Growers Association

Who are we?

Colorado Fruit & Vegetable Growers Association or CFVGA was founded in 2014 as a 501c6 non-profit trade association in Colorado, focused on supporting commercial fruit and vegetable growers of all scales, organic and conventional, plus direct and wholesale markets. No other organization like it exists in Colorado.

What do we do?

CFVGA is the go-to resource for Colorado fresh fruit and vegetable farmers. We connect growers with industry, government, academia and consumers to strengthen and expand Colorado fresh fruit and vegetable production.

Why do we need you to partner with us?

CFVGA needs your support—both technical and financial. Your sponsorship promotes and highlights your business or organization to CFVGA members. We hope you will include CFVGA sponsorship as part of your annual marketing plan.

2021 Annual Sponsorship Overview:

- All sponsor logos are prominently displayed on the CFVGA website <https://coloradoproduce.org>
- Platinum, Gold and Silver Sponsors are recognized at CFVGA events, including the annual conference in February, and their logos are included in outreach materials.
- All sponsorships include a CFVGA membership, giving each sponsor a listing in the online member directory, a subscription to the CFVGA electronic newsletter, and access to all member-only website content, notices and news. Grower and Allied members also receive a complimentary membership to Western Growers www.wga.com, which includes access to WG services, news and online resources. For a full list of member benefits see <https://coloradoproduce.org>
- Sponsorships are on a calendar year basis but accepted yearlong and can be paid prior to the calendar year for which they are applied. Those committing to sponsorship prior to the February annual CFVGA conference are afforded conference related benefits.
- Sponsors who joined in 2014 or 2015 and maintained their sponsorship annually enjoy the special status of both charter member and charter sponsor.
- Multi-year sponsorship, which includes additional benefits, is available for Platinum and Gold sponsorships.

2021 Annual Sponsorship Packages & Benefits:

Platinum: \$5000+

- top tier logo at largest size on CFVGA website sponsor page, outreach materials and sponsor slides at events
- link to video and company website from logo on CFVGA website, emails and electronic newsletter
- company listed in CFVGA Allied Member Directory
- recognized as 2021 top level conference sponsor
- free registration for 4 people and free booth at annual CFVGA conference
- two full-page free ads in the newsletter per year
- recognized at all CFVGA events, in newsletters and during the many CFVGA webinars, which remain as recordings on the CFVGA website
- opportunity for additional benefits through a multi-year CFVGA sponsorship

Gold: \$3000

- second tier logo at large size on CFVGA website sponsor page and outreach materials and sponsor slides at events
- link to video and company website from logo on CFVGA website, emails and electronic newsletter
- company listed in CFVGA Allied Member Directory
- recognized as 2021 conference sponsor
- free registration for 3 people and free booth at annual conference
- one full-page free ad in newsletter per year
- recognized at all CFVGA events, in newsletters and during the many CFVGA webinars, which remain as recordings on the CFVGA website
- opportunity for additional benefits through a multi-year CFVGA sponsorship

Silver: \$1250

- third tier logo at medium size on CFVGA website sponsor page and outreach materials and sponsor slides at events
- link to company website from logo on CFVGA website, emails and electronic newsletter
- company listed in CFVGA Allied Member Directory
- free registration for 2 people and 59% discount on booth at annual conference (\$175, rather than \$425)
- discounted newsletter advertising
- recognized at all CFVGA events, in newsletters and during the many CFVGA webinars, which remain as recordings on the CFVGA website

Bronze: \$750

- fourth tier logo at small size on CFVGA website sponsor page
- link to company website from logo on CFVGA website
- company listed in CFVGA Allied Member Directory
- free registration for 1 person and 18% discount on booth at annual conference (\$350, rather than \$425)
- discounted newsletter advertising

2021 Sponsor Application

Please complete this form and mail it back with your check OR go to <https://cfvga.memberclicks.net/sponsor-application> and complete the application and payment electronically.

Type or print clearly and list asterisked items as you would like to have them published:

Date: _____ Name of primary member: _____

*Company: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Office Phone: _____ *Link to video (Gold & Platinum Sponsors): _____

*Website: _____ *Email of primary member: _____

Annual Sponsorship level (check one)

Platinum Gold Silver Bronze

TOTAL amount paid: \$ _____

Which membership category fits you best? (Check one)

Grower (commercial grower of produce in Colorado)

Allied (financial interest in Colorado produce but not a grower)

Partner (employee of CSU Extension, research, teaching and/or other higher education institution or an employee of any government entity – non-voting)

General Interest (Any individual with no financial interest in Colorado produce that does not qualify for any of the above membership categories, who has a personal interest in the industry; must be approved by the CFVGA Board of Directors for inclusion into this category – non-voting)

Please list up to three additional individuals in your organization and their emails to receive CFVGA emails:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Please email to CFVGA your logo, both high and low-resolution files, if you have them. Make checks payable to CFVGA and mail to PO Box 208 Eaton, CO 80615. Questions? Contact CFVGA Executive Director Marilyn Bay Drake at admin@coloradoproduce.org or 303-594-3827.