

# SEDA Sponsorship Proposal

## What is SEDA?

**SEDA** (*Summerfruit Export Development Alliance*) is a subcommittee of Summerfruit Australia that has been established to represent the stonefruit growers as a united group to facilitate the development and maintenance of export markets.

**SEDA'S** purpose:

- to be the first point of contact between industry and the Australian State Government and china contacts;
- invest in projects to gain access to and develop export markets in Asia to drive improvement in grower and supply chain profitability

## Why become a Sponsor?

- ◆ Growth of export demand will grow the size and profitability of the industry. This will result in a growth of sales for all suppliers to the stone fruit industry. Your business is one of those suppliers that will benefit from this growth.
- ◆ Have your organisation promoted to all stone fruit growers
- ◆ Receive the latest information from relevant government departments regarding protocols and developments in access and maintenance of export markets.

## Level of Sponsorship

### **GOLD \$10,000** *(plus GST)*

- ◆ Prominent display of your logo and electronic link to your website, promotional blurb and optional video link of your organisation included on the SEDA website and in the SEDA quarterly newsletter.
- ◆ Display of logo on all SEDA correspondence to grower members.
- ◆ Prominent display of your logo
- ◆ Your business will receive recognition in presentations and articles made about the projects undertaken
- ◆ Opportunity to display a promotional background information advertisement of your organisation in our quarterly newsletter.
- ◆ Opportunity to advertise and promote any new products or upcoming events from your organisation.
- ◆ Distribution of promotional material to grower members at reduced rates.
- ◆ Encouragement of SEDA grower member's support of Sponsor's member businesses.

### **SILVER \$5,000** *(plus GST)*

- ◆ Display of your logo and link to your website included on the SEDA website and in the quarterly newsletter.
- ◆ Opportunity to include one advertisement in the quarterly SEDA newsletter and on the SEDA website.
- ◆ Encouragement of SEDA grower member's support of Sponsor's member businesses

### **BRONZE \$ 2,500** *(plus GST)*

- ◆ Display of your logo and link to your website included in SEDA quarterly newsletter and displayed on SEDA website..
- ◆ Encouragement of SEDA grower member's support of Sponsor's member businesses