

# A strong melon industry makes good business sense

## 2017 Sponsorship of the Australian Melon Industry



The Australian Melon Association is seeking your support as an industry partner through sponsorship in 2017. Your support is greatly appreciated and has enabled the Australian Melon Association to continue to represent growers and further their interests in a range of areas.

### The Industry



The Australian Melon Industry consists of approximately 250 growers producing approximately 217,000 tonnes of melons on 8,500 hectares. The major fruit types grown are watermelons, rockmelons and honeydew melons. Melons are grown in most areas of Australia but predominantly in Queensland, Western Australia, Northern Territory and New South Wales.

### The Association

The AMA is led by an Executive Committee of 7 growers from diverse growing regions and melon crops. Other committees are formed for various projects. An industry Development Manager conducts the day to day activities of the industry and is the contact point for communications.

Projects include:

- ❖ Introduction of research & development and biosecurity levies in 2017
- ❖ Management of biosecurity issues – CGGMV, Melon Necrotic Spot Virus, Asian Honey Bee,
- ❖ Management of food safety issues including a Melon Food Safety Best Practice Guide
- ❖ Development of the Melon Industry Biosecurity Plan
- ❖ Development of a workplace, health & safety course for melon workers
- ❖ Completion of the Strategic Review of Registered Pesticides
- ❖ Further development of permits for minor use permits
- ❖ Project management of research in biochar in conjunction with NSW DPI
- ❖ Delivery of the 2016 Australian Melon Industry Conference & Field Days

### Communications program

- 🍉 Social media campaign (Facebook, Instagram, Pinterest & Twitter)
- 🍉 Quarterly Melon News – printed 12 page full colour – distribution 220
- 🍉 Monthly Melon E-news – short pieces of information linked to websites
- 🍉 Melon industry website [www.melonsaustralia.org.au](http://www.melonsaustralia.org.au) with information for growers & consumers
- 🍉 Direct emails – to a list of 1000 including most growers in Australia

## Sponsorship Packages for 2017

### GOLD Sponsorship

\$6,000 + GST

- 🍉 **Two full page advertisements** including advertorial in Melon News – worth \$1800
- 🍉 **Two half page advertisements in Melon News** – worth \$1000
- 🍉 **Acknowledged as a Gold level supporter** of the melon industry in 4 Melon News.
- 🍉 **Product information sent directly** to growers once per year via Melon News insert – worth \$600
- 🍉 **Direct invitation to industry meetings**; company information can be displayed
- 🍉 **Complimentary membership** of Australian Melon Association - worth \$400
- 🍉 **Logo** on the Melon Industry website as a Gold sponsor with a link to your company website
- 🍉 Acknowledgment as Gold Sponsor in **Melon E-news** (12) distributed monthly

### SILVER Sponsorship

\$4,500 + GST

- 🍉 **Two half page advertisements** in Melon News (max half page ad) - \$1000
- 🍉 **Two quarter page advertisements** in Melon News – worth \$600
- 🍉 **Complimentary membership** of Australian Melon Association – worth \$400
- 🍉 **Acknowledged as a Silver level supporter** of the melon industry in Melon News.
- 🍉 **Logo** on the Melon Industry website as a Silver sponsor with a link to your company website
- 🍉 Acknowledgment as Silver Sponsor in **Melon E-news** (12) distributed monthly

### BRONZE Sponsorship

\$3,000 + GST

- 🍉 **Four quarter page advertisements** in Melon News – worth \$1200
- 🍉 **Complimentary membership** of Australian Melon Association – worth \$400
- 🍉 **Acknowledged as a Bronze level supporter** of the melon industry in Melon News.
- 🍉 **Logo** on the Melon Industry website as a Bronze sponsor with a link to your company website
- 🍉 Acknowledgment as Bronze Sponsor in **Melon E-news** (12) distributed monthly

**We are happy to work with you to achieve the best outcomes for your sponsorship and tailor a package to your requirements.**

To register for a sponsorship package to commence in 2017, reply by 7<sup>th</sup> December, 2016.

### Contact

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