



PUKEKOHE
young grower
OF THE YEAR

SPONSORSHIP PROPOSAL 2024

17TH MAY 2024 - LA VALLA 131 DOMINION ROAD, TUAKAU, 2121

Pukekohe is one of New Zealand's largest vegetable growing areas. The area has some of the best soils in New Zealand and a temperate climate.

Last year's Pukekohe Young Grower Competition held in Pukekohe was a huge success. It was well supported and gave the community a reason to get together after Covid kept people apart.

The eight contestants took part in a wide range of challenges, with Taylor Leabourn taking out The Pukekohe Young Grower of the Year title for 2023.

The calibre of finalists is ever-increasing, with the contestants' speeches and performance on the leadership panel impressing the audience with their sharp wit, savvy ideas and oratory skill.

The contestants found the competition was a supportive environment for them to compete and learn, with several commenting that it was a fantastic way to network and develop new skills that will serve them well in their future.

The awards dinner was a celebratory occasion, with everyone enjoying the chance to share a meal and celebrate the success of the participants and their supporters.

New Zealand needs more young people to choose a career in horticulture. The Young Grower competition is a golden opportunity to showcase all that is positive in our growing \$7 billion industry. It is a fun and engaging way to promote horticulture and recognise the young people already in the industry.

The 2024 Pukekohe Young Grower of the Year competition will take place on Friday 17th May at La Valla, Tuakau.

The business, marketing module and practical modules will be held during the day followed by the Leadership panel and speech competition in the evening with awards and dinner.

We look forward to your involvement in this event and thank you for supporting the next generation of horticultural leaders.



from the **PRESIDENT OF PVGA**



Many sponsor benefits

The annual Pukekohe Young Grower of the Year competition is a fantastic celebration of the next generation of leaders in New Zealand's \$7 billion plus horticulture industry.

The competition is also a showcase for the industry's diversity, potential and contribution to the economies of regional New Zealand.

Being a sponsor provides you with the opportunity to reach industry and government leaders, decision makers and influencers.

The regional finals and national final provide ample opportunity for brand exposure and making direct contact with a wide cross section of the grower community.

The events are well supported by each region, have a real buzz, and enjoy good coverage by local and national media. The events also have a major presence on social media.

By becoming a Young Grower of the Year sponsor, you will become part of this unique competition as well as part of New Zealand's burgeoning horticulture industry.

You will enjoy brand exposure and the sales benefits of supporting the development of the next generation of horticulturalists across the country.

Yours sincerely,

Kirit Makan
President, Pukekohe Vegetable Association
Phone: 021 967 641
Email: pukekoheyounggrower@gmail.com



Organising Committee

Kirit Makan

Andrew Hutchinson

Kiran Hari

Sarah Butters

Sarah Dobson

Elyse Price

Daniel Sutton

about the COMPETITION



Young Grower of the Year is an annual competition funded and run by Horticulture New Zealand to select the finest young grower in the country.

Fruit and vegetable growers compete in separate regional competitions. Winners of the six regional competitions will meet at the final to compete for the National Young Grower of the Year title.

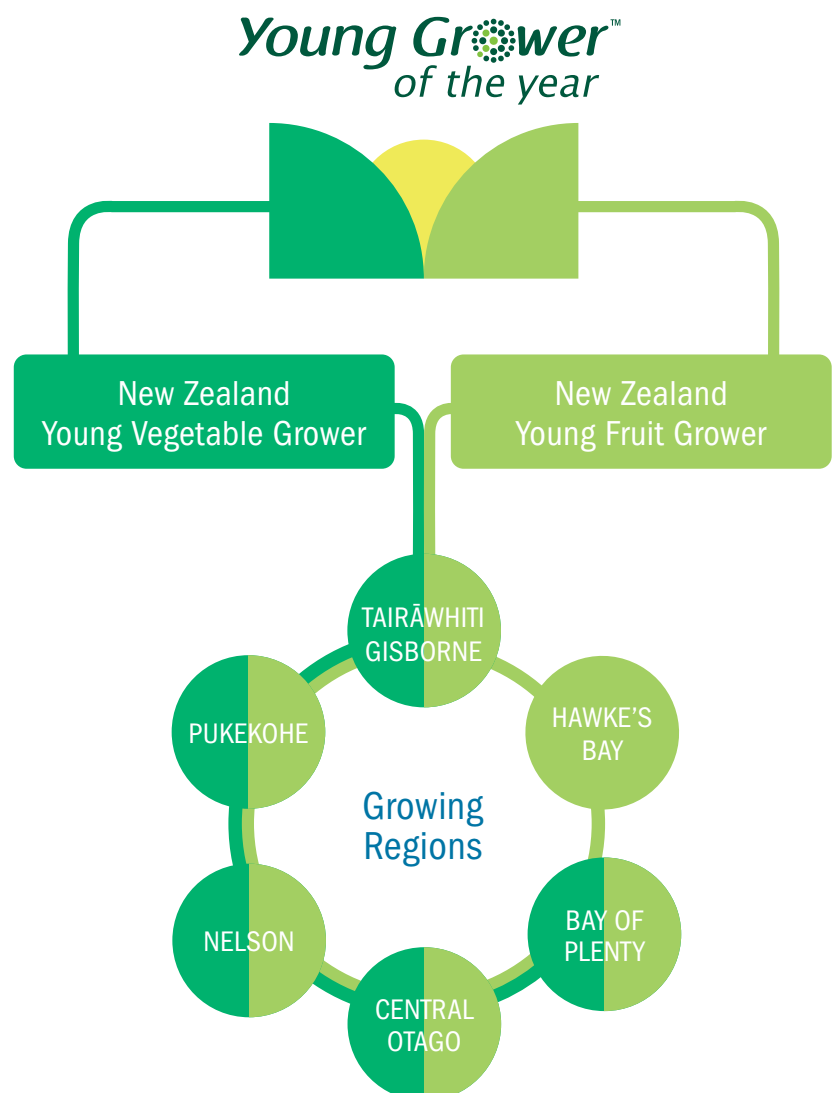
The winner of the National Young Grower of the Year goes on to compete at the Young Horticulturist of the Year, run by the Royal New Zealand Institute of Horticulture Education Trust.

Please note that the six regional competitions are run independently of the national event. Separate sponsorship packages are available directly with the regions and are not managed by Horticulture New Zealand.

COMPETITION STRUCTURE

The regional competitions are open to eligible fruit and vegetable growers, with the exception of Hawkes Bay, which is a fruit grower competition only.

The winner from each region goes to compete at the National Final for the New Zealand Young Vegetable and Fruit Grower title as well as the national title.



PRIZE PACKAGES



Pukekohe Young Grower of the Year \$3,000

Including The Pukekohe Young Grower of the Year trophy and prizes.

Entry to compete at the New Zealand Young Grower of the Year competition and represent the Pukekohe fruit and vegetable industry.

Pukekohe Young Grower Runner up \$1,250

Pukekohe Young Grower Third place \$750

Best Practical \$300

The finalist who received the best score in the practical section.

Best Business \$300

The finalist who received the best score in the business section.



Best Speech \$300

The finalist who received the best score in the speech section.

Best Theory \$300

The finalist who received the best score in the theory section.

Sponsorship PACKAGES



These sponsorship packages are for sponsorship of the 2024 event.

Being part of Young Grower of the Year positions you as committed to an exciting and progressive industry.

Your sponsorship of this event illustrates your connection and support in the most positive way: by encouraging our young people, future leaders and their achievements.

As a sponsor you will enjoy a unique opportunity to position your brand alongside the Young Grower of the Year brand and access growers and industry leaders on a national level in the horticulture industry.

Benefits at a glance

Exposure to growers and industry employees nationwide

Access to Pukekohe Young Grower Competition professional photographs

Use of Young Grower of the Year logo

Online exposure through Young Grower of the Year website and social media

Sponsor logo on competition promotional material

Sponsor logo on competition programmes

Sponsor representation at events

Opportunity to partner in event features in the NZGrower magazines reaching a potential industry audience of 6,000

Sponsor exposure will commence from March 2024 and run through until November 2024 when the winner of Young Grower of the Year attends the Young Horticulturist of the Year competition.

Platinum PACKAGE



1 ONLY
\$15,000^{+GST}

- Top level dual branding with PVGA on Pukekohe Young Grower of the Year competition collateral including media releases, magazine advertising features, website and social media, banners, contestant apparel, dinner programmes, certificates, and audio visual at the event
- Opportunity for a banner or flag to be present during day time competition activities, pre-dinner drinks, and the awards dinner.
- Branding on competition material including promotional flyers, sponsorship documents and certificates.
- Opportunities to contribute your own content to Young Grower of the Year social media in the three months leading up to the competition.
- Use of the Young Grower of the Year Sponsors' logo on your own printed promotional material and website for this year.
- Prime brand advertising on live stream.
- Sponsor's names will be displayed on information relating to the event including the flyer/application form and menu.
- Opportunity to run an activity/module.
- Two complimentary front row dinner tables (seats 20) at the Pukekohe Young Grower of the Year awards dinner.
- Opportunity to present the Pukekohe Young Grower of the Year Award to the winner and speak at the awards dinner.
- Two complimentary dinner tickets to the Young Horticulturist of the Year awards dinner in November 2023.
- First option for the following years Platinum Sponsorship.
- For our Platinum Sponsor there are also excellent opportunities to gain exposure at national level through participation at the regional competitions and prize giving dinners.

Gold PACKAGE

\$7,500 ^{+GST}

- Branding on Pukekohe Young Grower of the Year competition collateral including media releases, magazine advertising features, website and social media, dinner programmes and audio visual at the event.
- Opportunity for a small banner or flag to be present during day time competition activities, pre-dinner drinks, and the awards dinner, to be placed at the discretion of the organisers.
- Opportunities to contribute your own content to Pukekohe Young Grower of the Year social media in the three months leading up to the competition.
- Use of the Young Grower of the Year Sponsors' logo on your own printed promotional material and website for this year.
- The sponsor's contribution will be publicly acknowledged during the event.
- Prime brand advertising on live stream.
- Sponsor's names will be displayed on information relating to the event including the flyer/application form and menu.
- One complimentary dinner table (seats 10) at the Pukekohe Young Grower of the Year awards dinner.

Silver PACKAGE

\$3,500 ^{+GST}

- Branding on Pukekohe Young Grower of the Year competition collateral including media releases, magazine advertising features, website and social media, dinner programmes and audio visual at the event.
- Opportunity for a small banner or flag to be present during day time competition activities, to be placed at the discretion of the organisers.
- Opportunities to contribute your own content to Pukekohe Young Grower of the Year social media in the three months leading up to the competition.
- Use of the Young Grower of the Year Sponsors' logo on your own printed promotional material and website for this year.
- Prime brand advertising on live stream.
- Sponsor's names will be displayed on information relating to the event including the flyer/application form and menu.
- One complimentary dinner table (seats 10) at the Pukekohe Young Grower of the Year awards dinner.

Bronze

PACKAGE

\$2,500 ^{+GST}

- Branding on Pukekohe Young Grower of the Year competition collateral including magazine advertising features, website and social media, dinner programmes, and audio visual at the event.
- Opportunity for a banner or flag to be present during day time competition.
- Use of the Young Grower of the Year Sponsors' logo on your own printed promotional material and website for this year.
- One complimentary dinner table (seats 10) at the Pukekohe Young Grower of the Year awards dinner.
- First option for the following years Bronze sponsorship.

Kirit Makan Phone: 021 967 641 | Email: pukekoheyounggrower@gmail.com

OTHER OPPORTUNITIES

There are several other opportunities to show your support of the competition through the provision of lunch during competition activities, pre-dinner drinks or wine at the awards dinner.

A limited number of dinner table sponsorships are also available at \$2,000 + gst per table. This includes a table of ten at the awards dinner, naming rights for the table purchased, and the unique opportunity to connect with growers, contestants and industry leaders.

Tickets to the award dinner will be issued in late April 2024. To maximise your sponsorship, we recommend you have two sponsor representatives and eight growers at your table.

Please contact us if you would like help filling your table with industry guests.

All sponsorships are subject to GST.

Sponsorship ACCEPTANCE FORM



COMPANY NAME

ADDRESS

CONTACT NAME

JOB TITLE

MOBILE

EMAIL

ACCOUNTS EMAIL

ACCOUNTS PHONE NUMBER

SPONSORSHIP

Type of sponsorship requested (please tick)

Platinum Sponsor	\$15,000 +GST
Gold Sponsor	\$7,500 +GST
Silver Sponsor	\$3,500 +GST
Bronze Sponsor	\$2,500 +GST
Table of Ten	\$2,000 +GST
Other	\$

Please state what you are offering

On signing this form, your company commits to being a sponsor at Pukekohe Young Grower of the Year 2024.

Payment: PVGA will invoice and a letter of confirmation once the Sponsorship Acceptance Form has been completed.

You are required to pay the invoice on the 20th of the following month.

Cancellation Policy: Cancellations received in writing (email, fax or letter) up to 29 March 2024 will forfeit 50% of the total amount invoiced. No refund can be given for cancellations received after 29 March 2024.

Signed

Dated

Attention: Kirit Makan
President, Pukekohe Vegetable
Association
Phone: 021 967 641
Email:
pukekoheyonggrower@gmail.com

To confirm booking please email
pukekoheyonggrower@gmail.com