

2023

NGINA PARTNERSHIP









TOGETHER WE GROW

Since 1947, the Nursery & Garden Industry NSW & ACT Ltd (NGINA) has been the peak representative body for operators in the nursery and garden industry. As an industry-led, membership-based, not-for-profit organisation, our mission is to advocate for our members and provide avenues of communication so that they have the knowledge, opportunities and business tools to achieve business excellence.

Members of the NGINA range from small to medium family-based operations through to multinational corporations. All share a passion for greenlife and for the industry. Our members come from many sectors in NSW & ACT, including:

Our Reach

-  220+ Members
-  4000+ Readers
-  3000+ Trade Day
-  5300+ Social Media
-  750+ eNews
-  30,000 Web visits per month

- Production and Wholesale Nurseries
- Retailers of plants and related products
- Florists and hirers of plants
- Industry gardens, Botanic gardens, landscapers, landscape designers & garden maintenance
- Allied traders — suppliers of growing media, chemicals, containers, tools and equipment, software etc.
- Service providers including consultants, training providers, educational institutions government agencies etc

Wait until you see our partnership benefits...

CORPORATE BENEFITS	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Display NGINA partnership logo on any of your print and digital marketing collateral	●	●	●	●	●
Fulfillment report (a formal report that shows you exactly how we delivered on our promise)	●	●	●	●	●
NGINA membership	●	●	●	●	●
CEO and/or NGINA Director escorted visits to meet with NGINA members	●	●	●	●	●

MARKETING & ADVERTISING	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Logo on partner panels in N&G News (quarterly)	●	●	●	●	●
Logo on partner panel in eNews (fortnightly)	●	●	●	●	●
Logo on partner panel in NGINA corporate email signature	●	●	●	●	●
Hyperlinked logo on home page of NGINA website as well on our industry partner page with company overview	●	●	●	●	●
Print advertisements in quarterly N&G News	3 Full Page ads + 1 front cover + 4 back covers	3 Full page ads + 1 inside cover + 50% off subsequent ads	3 Half page ads + 1 full page ad + 30% off subsequent ads	3 quarter page ads + 15% off subsequent ads	10% off ads
Feature article (non advertorial) in an edition of N&G News. 500 words (approx 2 pages with images)	●	●	●	●	●
An introduction/yearly partner post to the wider NGINA community on social media (Facebook, LinkedIn, Instagram)	●	●	●	●	●
Yearly CEO mention and introduction in eNews	●	●	●	●	●
Opportunity to advertise your job vacancies through NGINA channels, e.g., website, eNews, social media plus on Jobs Board at Trade Day	●	●	●	●	●
Opportunity to distribute your promotional material in both our new and renewed members packs	●	●	●	●	●
Partner of the Week in eNews	4 FREE	2 FREE	2 FREE	1 FREE	●
Opportunity to contribute content to a blog post (non-advertorial)	●	●	●	\$100 Discount	\$100 Discount
Opportunity to speak for five minutes at one of the monthly NGINA Online Member Forum	●	●	●	●	●
Opportunity to advertise in a NGINA podcast	●	●	●	\$100 Discount	\$100 Discount

SYDNEY TRADE DAY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Logo on partner panel on Trade Day flyer	●	●	●	●	●
Opportunity to display promotional material on and around NGINA stand	●	●	●	●	●
Opportunity to hand out promotional material/showbags at Trade Day	●	●	●	●	●
FREE advertising on Trade Day flyer	●	●	●	●	●
FREE roaming stand (valued at up to \$120) or FREE exhibitor stand at Trade Day (valued at up to \$290)	●	●	●	●	●

BUT WAIT, THERES MORE...

REPRESENTATION AT OTHER NGINA EVENTS

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Logo on pull-up partner banner displayed at all NGINA hosted events (banner created at the start of each calendar year)	●	●	●	●	●
Logo on awards night and gala dinner promotional material	●	●	●	●	●
Complimentary tickets to other NGINA networking events	10 FREE	4 FREE	3 FREE	2 FREE	●
Complimentary tickets to our annual awards night and gala dinner	10 FREE	4 FREE	3 FREE	2 FREE	●
Presentation of an award at our annual awards night and gala dinner	●	●	●	●	●
Major key partner recognition at our annual awards night and gala dinner	●	●	●	●	●
Opportunity to speak at our annual awards night and gala dinner	●	●	●	●	●
Opportunity to talk at regional events	4 TALKS	2 TALKS	1 TALK	●	●
	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
ALL THIS VALUED AT:	\$62,881.00*	\$45,549.00*	\$26,772.00*	\$20,433.00*	\$12,925.00*

*Savings may vary year to year and are calculated by the average non-member potential savings.

Our partnership packages have a huge savings of ↘

DIAMOND \$20,000*	PLATINUM \$15,000*	GOLD \$10,000*	SILVER \$5,000*	BRONZE \$2,500*
ALL THE TRIMMINGS WITH ALL THE SUPPORT. TAKE FULL ADVANTAGE OF ALL THE WAYS WE CAN SUPPORT YOU	COMBINING THE TOP EXPOSURE, BENEFITS AND CONNECTIONS TO HELP YOU GROW	PERFECT FOR INCREASED VISIBILITY, AS WELL AS MARKETING AND ADVERTISING CAMPAIGNS	BUILD YOUR BRAND AWARENESS AND CONNECT WITH OUR MEMBERS	A COST EFFECTIVE WAY TO GET EXPOSURE AND THE BENEFITS ON A BUDGET
12 MONTH PLAN	12 MONTH PLAN	12 MONTH PLAN	12 MONTH PLAN	12 MONTH PLAN

*Pricing does not include GST

CUSTOMISE YOUR PARTNERSHIP

We offer various partnership packages, all of which offer year-round access and exposure to NGINA members through events, print and digital media, and exclusive networking opportunities. The benefits you see above are our standard inclusions for each partnership level. However, in the event our off-the-shelf packages don't provide exactly what you're looking for, NGINA's flexible approach means that together we can tailor a customised package that meets your needs and requirements.

EXAMPLES OF PARTNERSHIP MARKETING AND ADVERTISING OPPORTUNITIES

N&G NEWS MAGAZINE

Covers:



Features:



NON ADVERTORIAL FEATURE ARTICLE

INSIDE FRONT COVER - PARTNER BANNER

LAST PAGE - PARTNER BANNER

YEARLY LISTING IN MAGAZINE

PARTNER INTRODUCTION QUARTERLY MAGAZINE

Ads:



1/2 PAGE AD



FULL PAGE AD



1/3 PAGE AD



1/4 PAGE AD



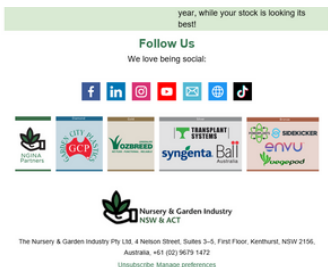
Don't miss out on this exclusive offer: Purchase Spectric Herbicide at \$8. This remarkable solution is designed to combat over 30 different annual grasses and broadleaf weeds, revolutionizing your weed control game. For long-lasting protection of up to 8 months, make sure to apply it before seed germination. What's more, it's the perfect companion for post-emergent herbicides such as Roundup, Bifenox, and Sulfentrazone.



ENEWS



PARTNER OF THE WEEK - FORTNIGHTLY E-NEWS



PARTNER BANNER NGINA EMAIL SIGNATURE



CEO MENTION ENEWS

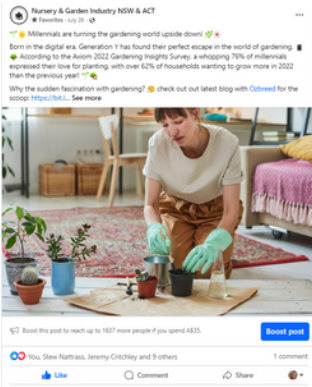


ADVERTISING IN SYDNEY TRADE DAY EMAIL

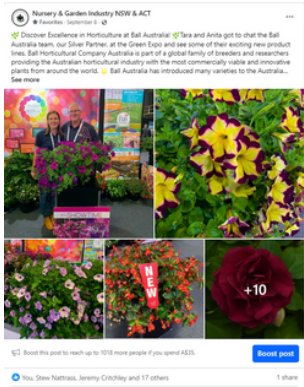
EXAMPLES OF PARTNERSHIP MARKETING AND ADVERTISING OPPORTUNITIES CONTINUED...

SOCIAL MEDIA

Facebook, Instagram, LinkedIn, Tiktok, Youtube



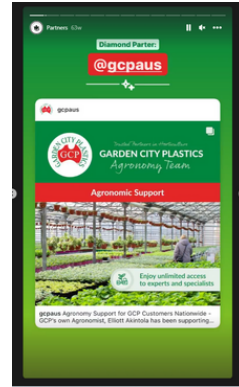
SOCIAL MEDIA POST ABOUT PARTNER MEMBER BLOG



PARTNER VISIT SOCIAL MEDIA POST

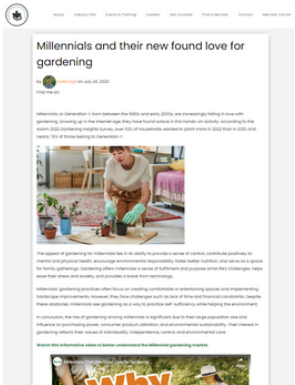


PARTNER INTRODUCTION SOCIAL MEDIA POST

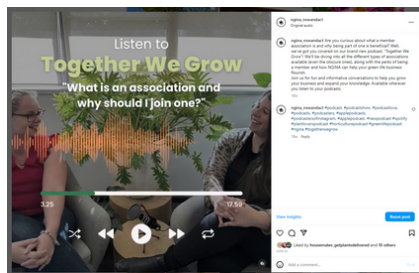


PARTNER RECOGNITION ON SOCIAL MEDIA

Blog & Podcast



NGINA INDUSTRY BLOG - PARTNER CONTENT



OPPORTUNITY TO ADVERTISE IN NGINA PODCAST

WEBSITE



PARTNER BANNER AT THE TOP OF OUR HOME PAGE



ROLLING PARTNER BANNER ON OUR HOME PAGE WITH DIRECT LINK TO PARTNER WEBSITE



PARTNER PAGE WITH DIRECT LINKS TO PARTNER WEBSITE



PARTNER BANNER ON "BECOME A PARTNER" PAGE

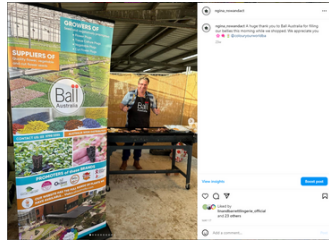
EXAMPLES OF PARTNERSHIP MARKETING AND ADVERTISING OPPORTUNITIES CONTINUED...

EVENTS

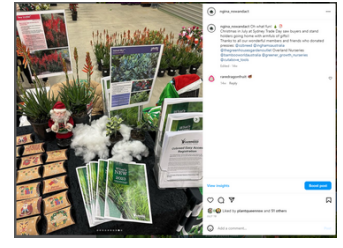
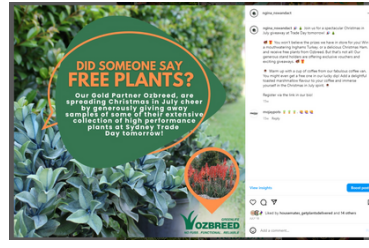
Trade Day



TRADE DAY FLYER



SYDNEY TRADE DAY BBQ SPONSORSHIP



Awards Night



NGINA ANNUAL AWARDS MEDIA WALL



PARTNER BANNER



PARTNER BANNER ON PRESENTATION SLIDES



RECOGNITION IN PROGRAM AND MENU



FREE TICKETS TO NGINA EVENTS

Other Events (Intl Women's Day, NextGen, Sydney Group Events, Northern Rivers events etc



FREE TICKETS TO NGINA EVENTS



PARTNER BANNER AT NGINA EVENTS



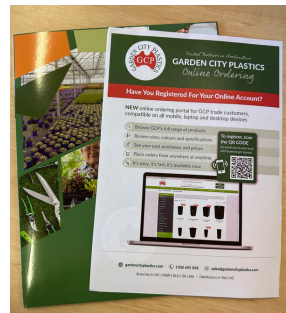
OPPORTUNITY TO SPEAK AT EVENTS



MEMBER PACKS



WELCOME/RENEWAL MEMBER PACK ADVERTISING



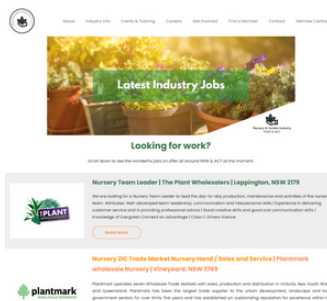
ADD BROCHURE OR FLYER INTO EVERY SINGLE MEMBER PACK



PARTNER BANNER ON WALL CALENDAR WITH OPPORTUNITIES TO ADVERTISE AS WELL

EXAMPLES OF PARTNERSHIP MARKETING AND ADVERTISING OPPORTUNITIES CONTINUED...

JOBS



FREE ADVERTISEMENT OF JOBS ON OUR WEBSITE



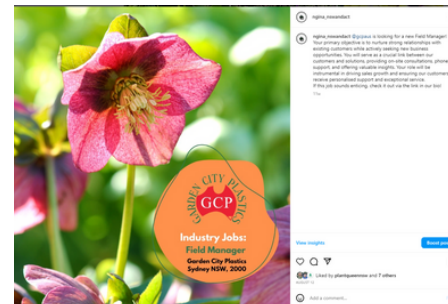
FREE ADVERTISEMENT OF JOBS ON JOBS BOARD AT TRADE DAY



FREE ADVERTISEMENT OF JOBS ON JOBS BOARD IN N&G NEWS MAGAZINE



FREE ADVERTISEMENT OF JOBS ON LINKEDIN, FACEBOOK AND INSTAGRAM



ABOUT OUR INDUSTRY

The industry nationally generates in excess of \$5.5 billion annually and employs over 45,000 people. The industry is the key communication point for consumers and gardeners who 'manage the greenlife' on over 50% of the urban land in Australia, that is the land that supports over 80% of the Australian population (NGIA Quarantine & Biosecurity Review April 2008).

We are absolutely committed to creating opportunities to enable NGINA members to be profitable, professional and secure in their businesses. Membership provides a strategic and competitive advantage through access to the very best information, representation, education and networking opportunities designed for the nursery and garden industry.

VISION

To have a growing, united and sustainable nursery and garden industry that promotes its contribution to the health and well-being of the NSW/ACT economy, its environments and people.

MISSION

We are committed to the successful growth of the nursery and garden industry and the profitability and professionalism of our members through promotion, representation, education and communication.





At NGINA, we are committed to forging enduring partnerships that foster development, creativity, and shared prosperity. By becoming a partner, you can take advantage of a multitude of opportunities, a dedicated support system, and a platform for working together to jointly develop innovative solutions for your industry.

Contact us to find out more about the countless chances for growth and success that are waiting for you!

CONTACT US TO BECOME A PARTNER

Phone : 02 9679 1472

Website : www.ngina.com.au

Email : info@ngina.com.au

Address: Suites 3-5, First Floor,
4 Nelson Street, Kenthurst, NSW 2156

