



MARKET FRESH

SOUTH AUSTRALIA



INTRODUCING MARKET FRESH SA

Market Fresh SA was established in June 2013 by the South Australian Produce Market and the SA Chamber of Fruit and Vegetable Industries Inc to run fruit and vegetable-based marketing programs and promotional activities which ultimately drive sales of fresh produce sold through the SA Produce Market.

These programs are run in close collaboration with the South Australian Produce Market, the SA Chamber, growers, wholesalers and local retailers.

In addition to this core objective, Market Fresh SA also works towards the following:

- Promote fresh produce, healthy eating and a healthy lifestyle
- Promote the SA Produce Market as South Australia's "centre of fresh produce" to the industry, the media, the public and potential suppliers and buyers
- Promote the retailers who source produce through the SA Produce Market
- Promote the SA Produce Market both as a collective and its individual tenants and their products



CURRENT SPONSORS

As a sponsor you are in good company.



AUDIENCE

Reach the horticultural industry from grower to wholesaler, retailer to consumer. We have touch points from the paddock to the plate. With the introduction of the Sunday SA Farmers Market - now providing access to some 6,500+ public visitors weekly.



GROWER



RETAILER



WHOLESALER



PUBLIC

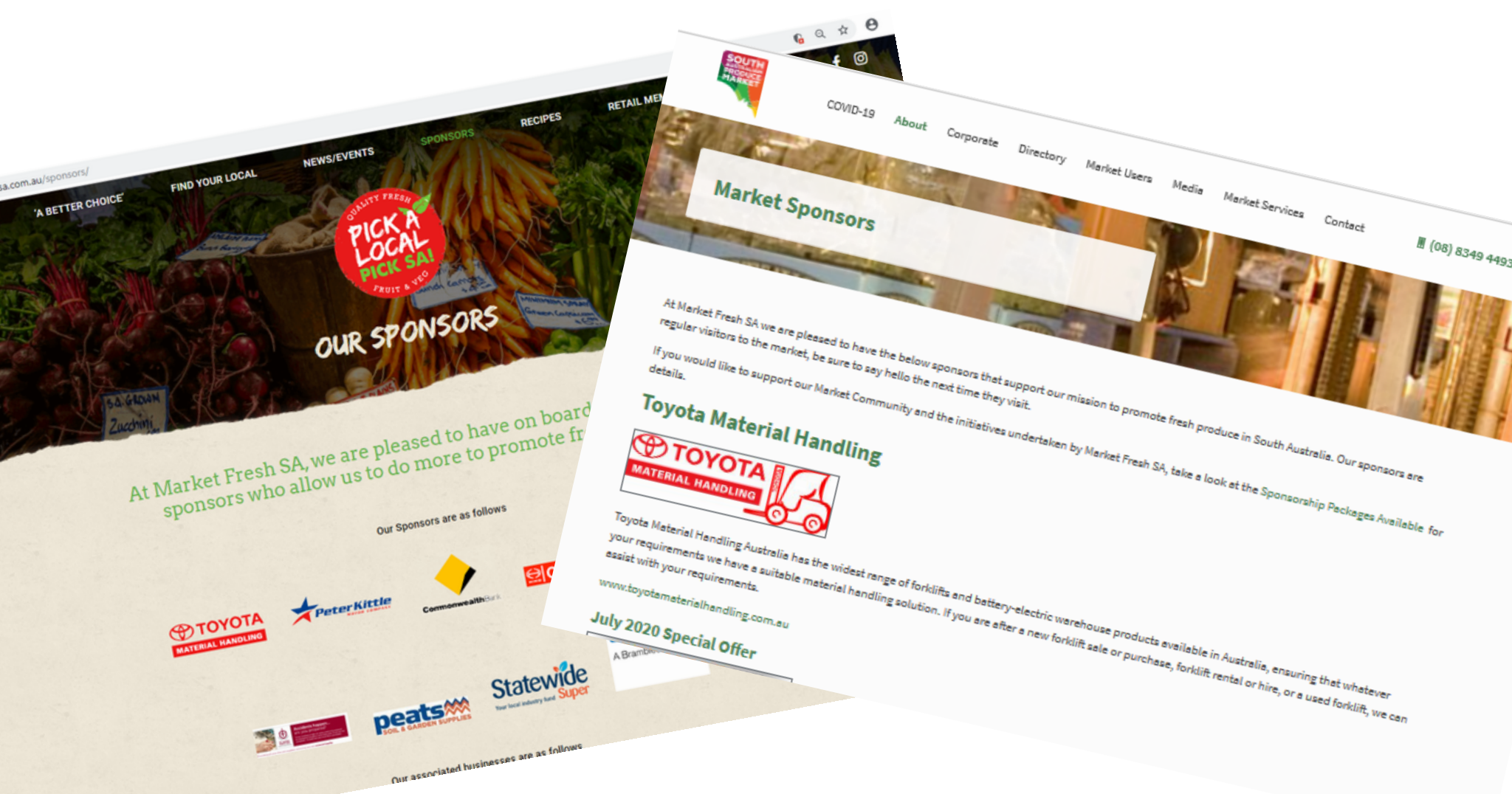
OUTDOOR BANNER

Reach up to 2,500 people per day Monday - Saturday and 6,500+ public every Sunday with a 6m x 3m outdoor banner at the South Australian Produce Market/ SA Farmers Market



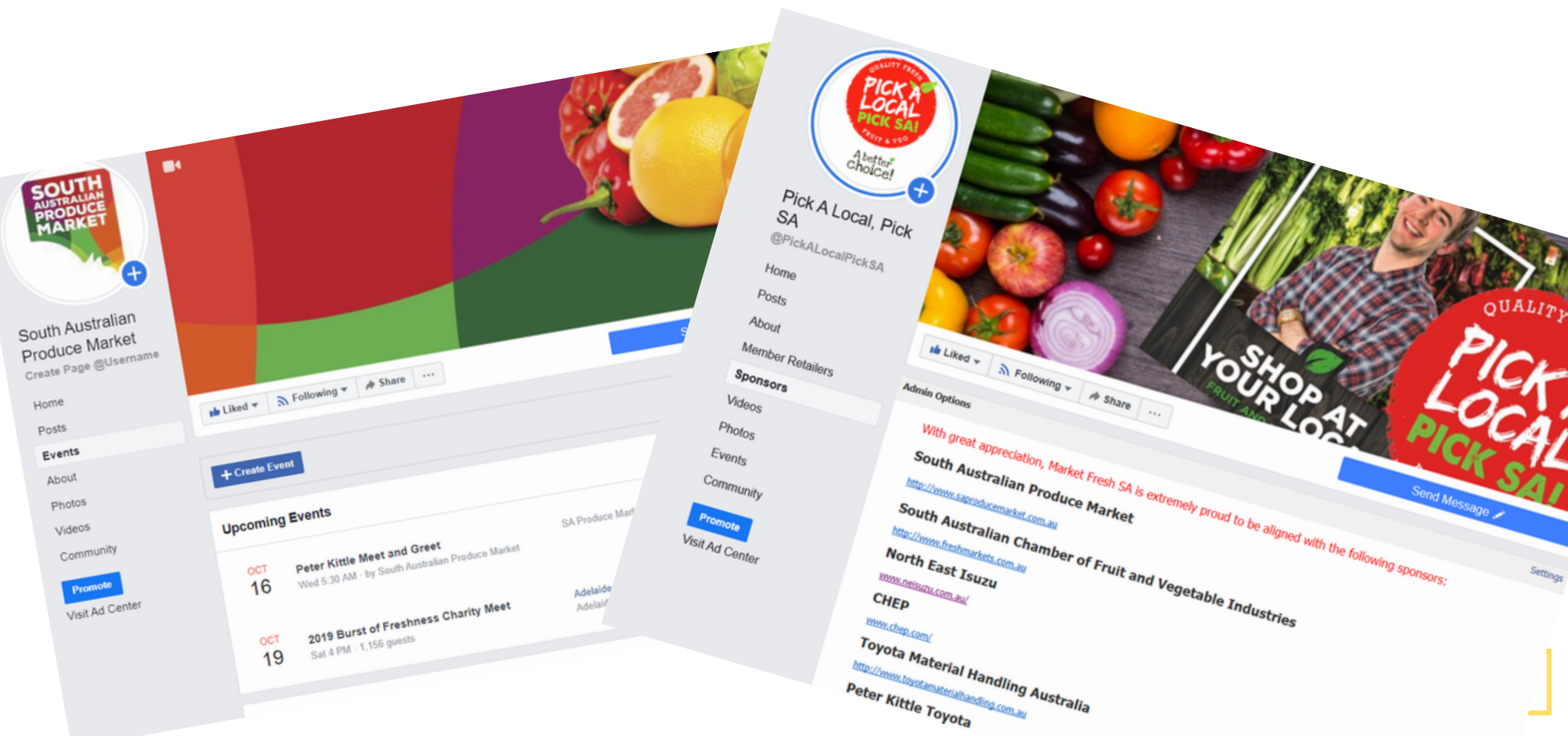
WEB LISTING

Your logo, with link to your website, on the SA Produce Market Website
AND Pick a Local Pick SA Website.



SOCIAL MEDIA

Listing as a sponsor on Pick A Local Pick SA! Facebook Page (25,000+ Page Followers), opportunity to post to SA Produce Market Facebook Page (4,200 + Page Followers)



SAPM MARKET DIRECTORY

Be seen by wholesalers, growers, retailers as well as all visitors to the market with a presence in the printed annual pocket sized Market Directory + online listing at SA Produce Market website.



MARKET TOURS AND HOSTED EVENTS

Build relationships with the tenants and retailers through hosted market tours and tailored events. Christmas BBQs, Breakfast Events, Meet and Greet and invitations to join events such as the Cherry Auction.





EVENTS

If we are holding an event, we love to recognise our sponsors.

Leverage on Pick a Local, Pick SA! and SA Produce Market events through sponsorship recognition and involvement.

Large Annual Events Include:
Royal Adelaide Show
Seasonal Launches
Cherry Auction





Market Cafe News

Have you been to the Market Cafe recently? The network has now gone on the walls - we hope you like it!



Royal Adelaide Show

A big thank you to everyone that was involved in the 2019 Royal Adelaide Show. Some 18,000 banners were handed out over the 10 days and many suppliers got involved in supplying produce for the stand.



Spring Kubota Catalogue Out

Be sure to check your mailbox for the latest Spring 2019 Kubota catalogue out now. If you have not received your copy, let us know or speak to the team from KubiPower.



Want to Promote Your Produce?

If you have a product that you would like to see sampled in retail stores, speak to the Pick a Local Pick SA team to find out how you can feature.

Your produce can be sampled at retail level through the Pick a Local Pick SA independent retailers.

For details please speak to Penny on penny@saproducemarket.com.au

ELECTRONIC DIRECT MAIL

Your message delivered to the inbox of the market community through targeted electronic direct mails.

Your company logo on all electronic direct mail communication to our community of 4,000+

Option to include content in quarterly Electronic Newsletter.



MAIL DROPS

Have a new offer or brochure?

Have your printed offers dropped directly to tenants mail boxes.



NOTICE BOARDS

Utilise the on-site notice board at the SA Produce Market with posters up to A3 size to capture foot traffic near the common areas.

AREA heavily populated on Sundays at the SA Farmers Market with public accessing ATM.

*** NEW in 2023 - Option for Signage in this area***

GOLD LEVEL

As a Gold Level Sponsor you will receive:

- Two 6 x 3 Metre Outdoor Banner within the Market Complex
- Double page advertisement in annual SAPM Directory
- Advertising space (up to A3 Size) on Notice Board
- Monthly mail box drop to SAPM wholesalers & growers
- 4 x opportunities to feature in a regular EDM to market tenants.
- Sponsorship recognition in all Retail Development Program (Pick a Local Pick SA! - A Better Choice) value propositions
- Sponsorship recognition and opportunity to activate at major events
- Access to build relationships with the SAPM tenants through hosted market events and product displays
- Gold sponsorship recognition with back links on SAPM facebook and website
- Gold sponsorship recognition with back link on Pick a Local, Pick SA facebook and website.
- **EXCLUSIVITY** within your category.

\$15K PER ANNUM



A better choice!



South Australian
Chamber of Fruit
& Vegetables



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SILVER LEVEL

As a Silver Level Sponsor you will receive:

- One 6 x 3 Metre Outdoor Banner within the SAPM
- Single page advertisement in printed SAPM Directory
- Advertising space (up to A3 Size) on Market Notice Board
- Bi-Monthly mail box distribution to SAPM wholesalers and growers
- 4 x opportunities per annum to feature in a regular EDM to market tenants.
- Sponsorship recognition in all Retail Development Program (Pick a Local Pick SA! - A Better Choice) value propositions
- Access to build relationships with the SAPM tenants through hosted market events and product displays.
- Silver sponsorship recognition with back links on SAPM facebook and website
- Sponsorships recognition at major events
- Silver sponsorship recognition with back link on Pick a Local, Pick SA! facebook and website
- **EXCLUSIVITY** within your category.

\$10K PER ANNUM



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BRONZE LEVEL

As a Bronze Level Sponsor you will receive:

- Single page advertisement in printed SAPM Directory
- Advertising space (up to A3 Size) on Market Notice Board
- Bi-Annual mail box distribution to SAPM wholesalers and growers
- 2 x opportunities per annum to feature in a regular EDM to market tenants.
- Sponsorship recognition in all Retail Development Program (Pick a Local Pick SA! - A Better Choice) value propositions
- Access to build relationships with the SAPM tenants through hosted market events and product displays.
- Bronze sponsorship recognition with back links on SAPM facebook and website
- Bronze sponsorship recognition with back link on Pick a Local Pick SA facebook and website

\$5K PER ANNUM



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DIGITAL LEVEL

As a Digital Level Sponsor you will receive:

- Single page advertisement in printed SAPM Directory!
- 1 x opportunity per annum to feature in a dedicated Electronic Direct Mail to market tenants.
- 4 x opportunities per annum to contribute content to SAPM Electronic Newsletter.
- Sponsorship recognition in all Retail Development Program (Pick a Local Pick SA! - A Better Choice) value propositions
- Sponsorship recognition with back links on SAPM facebook and website
- Sponsorship recognition with back link on Pick a Local Pick SA facebook and website
- Sponsorship recognition in regular retailer Electronic Newsletters through Pick a Local Pick SA!

\$2.5K PER ANNUM



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BOLLARD ADVERTISING

NEW IN 2023

Take advantage of the heavy foot traffic on location: 2,500 people on site daily Mon- Sat and 6,500+ every Sunday at the SA Farmers Market.

Prices Start from \$2,500 for 20 Bollards \$4,000 for 50 Bollards per month.

*Artwork to be supplied

OUTDOOR BILLBOARDS



each up to 2,500 people per day Monday - Saturday and 6,500+ public every Sunday with an outdoor banner at the South Australian Produce Market/ SA Farmers Market.

There are many options for placement - to be negotiated at time of purchase.

Price is for hire of space - artwork, production and installation at cost.



**6M X 3M BILLBOARD
\$5,000 PER ANNUM**

**2M X 3M BILLBOARD
\$3,000 PER ANNUM**



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MARKET DIRECTORY - PRINT ADVERTISEMENT

The SA Produce Market produces an annual printed directory listing all key contacts of the markets including Market Stores, Warehouses and Growers.

Printed annually the directory is distributed to all Market tenants and buyers and is made available to all visitors. It has a 12-month shelf life.

The handy pocket sized booklet is published in full colour in the first quarter of each year.

SINGLE PAGE - \$800

DOUBLE PAGE - \$1400



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WORKING IN PARTNERSHIP WITH YOU



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