



**5-a-Day for Better Health TRUST
TIERED MEMBERSHIP (2009)**

The 5-a-Day for Better Health TRUST has a three tiered membership approach. Each tier has associated user rights that relate to the level of contribution towards the 5-a-Day for Better Health TRUST and these user rights will be strictly enforced.

The use of the 5-a-Day logo and words will always have to be in line with the 5-a-Day Corporate Identity Guidelines and will always require final sign off and approval by the 5-a-Day for Better Health TRUST.

**TIER 1 - SILVER
≤ R40 000.00 per annum**

- Generic PR as part of the 5-a-Day campaign to grow vegetable and fruit consumption and can use the logo for these activities provided all items with use of the name or logo are approved by the TRUST.
- Use of 5-a-Day logo on stationary – emails / letters / business card provided all items with use of the name or logo are approved by the TRUST. The name and logo may NOT be used on products, advertising or promotional material.
- International Fruit and Vegetable Alliance (IFAVA) representation and access to network and monthly science newsletter as well as IFAVA congress registration at members fee.
- Participation in individual projects – driven by and paid for by the user and only on approval of 5-a-Day.
- Members of the grouping can also work individually with 5-a-Day on specific projects – paid for by the member and approved by 5-a-Day.

**TIER 2 - GOLD
R40 000.00 – R79 999.00 per annum**

- Generic PR as part of the 5-a-Day campaign to grow vegetable and fruit consumption and can use the logo for these activities provided all items with use of the name or logo are approved by the TRUST.
- Use of 5-a-Day logo on stationary – emails / letters / business cards provided all items with use of the name or logo are approved by the TRUST.
- Use of 5-a-Day logo on specific and approved product packaging – sign off approval required by 5-a-Day.
- International Fruit and Vegetable Alliance (IFAVA) representation and access to network and monthly science newsletter as well as IFAVA congress registration at members fee.
- Use of the IFAVA logo on stationary – emails and letters. Sign off approval required by 5-a-Day.
- Participation in individual projects – driven by and paid for by the user and only on approval of 5-a-Day.

TIER 3 - PLATINUM >R80 000.00 per annum

- Generic PR as part of the 5-a-Day campaign to grow vegetable and fruit consumption and can use the logo for these activities provided all items with use of the name or logo are approved by the TRUST.
- Use of 5-a-Day logo on stationary – emails / letters / business cards provided all items with use of the name or logo are approved by the TRUST.
- Use of 5-a-Day logo on specific and approved product packaging – sign off approval required by 5-a-Day.
- Use of 5-a-Day logo in store / in promotions / in advertising / in PR - sign off approval required by 5-a-Day.
- International Fruit and Vegetable Alliance (IFAVA) representation and access to network and monthly science newsletter as well as IFAVA congress registration at members fee.
- Use of the IFAVA logo on stationary – emails and letters. Sign off approval required by 5-a-Day.
- At least 1 5-a-Day press release each year focussed on the users specific business.
- Sponsorship acknowledgement in all 5-a-Day materials / relevant communication.
- Jointly driven and specifically designed campaigns/projects.
- Preferential sponsorship of campaigns/projects.
- Where possible benefit from the 5-a-Day partnership with government.

/ENDS