



2021-2022 Opportunities

Canada
Organic
trade association

Association pour le commerce
Biologique
du Canada

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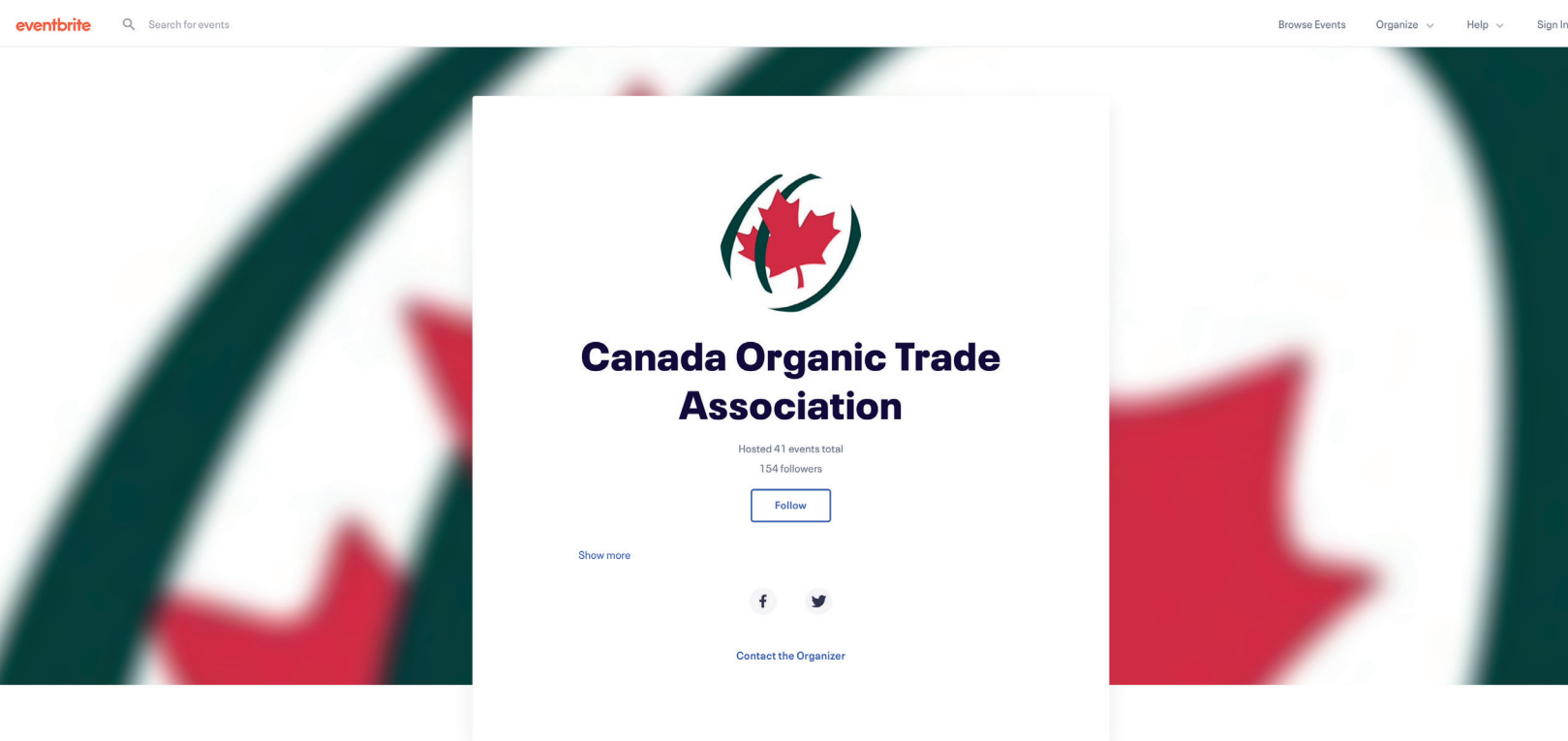
There are many ways to engage and support the organic industry through a variety of initiatives that COTA offers. This booklet provides an overview of programs, events and initiatives that we would love for you to be a part of.

We are also open to new collaborations and your ideas! Please contact [Kim De Lallo](#), Member Relations and Business Development Manager, to discuss your participation in our planned activities for the remainder of 2021 and 2022.

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Events

Follow our Eventbrite Page!



COTA is a hub for networking, learning, business development and important organic regulatory updates.

COTA hosts various flagship events: Organic Week, the Organic Summit, Parliament Day, the Members Day (which includes the Annual General Meeting), business events such as Business Builder's Breakfast and the Organic Leadership Awards.

COTA has a robust and everchanging roster of business events throughout the year!

COTA offers funding to attend trade events listed in our annual calendar. Make sure you don't miss out on our many opportunities. In the realm of market access events, COTA holds Business to Business matchmaking sessions, collaborates with trade commissioners and industry associations to cultivate opportunities for our Canadian members

in all markets. COTA delivers domestic and global market overviews and delivers the most up to date market and regulatory information in webinars and reports.

Join in for consumer facing events, and rally with the industry to advocate for organic priorities! COTA's events bring together the Canadian and global organic network, providing a forum for discussion, education and building public trust and awareness of the Canada Organic system.

COTA members enjoy preferential rates on COTA's programs and events as a membership benefit. We encourage you to follow our Eventbrite page to ensure you can be the first to know what events are around the bend and new initiatives you can be involved in!

Organic Summit

Our annual flagship event will be held virtually this year! The **Organic Summit: The Future of Food is Organic** is scheduled for January 17–21st! This year's theme addresses the current food systems need for a radical transformation and how organic helps confront many of these areas where change is needed. Join us for an informative and thought-provoking week of organic innovative thought leadership, trailblazing science, and new initiatives in organic regenerative agriculture!

The Organic Summit will be a virtual, week-long series of star-studded and industry acclaimed speakers and panel discussions. Prepare for some participatory sessions too! Our annual flagship

event is designed to provide organic supporters and the community the opportunity to further our learning collectively on how we can work together as organic leaders to shape the future of our food system. Stay tuned for our speaker line up to be announced shortly!

- Summit participants will have the opportunity to learn from inspirational Organic
- Sponsors will be provided visibility through the livestream event!
- All events will be recorded and incorporated into COTA's future social media circulation plans to a much wider audience on our YouTube channel following the close of the conference in 2022.

Sponsorship Benefits

| | \$900 + HST | \$1,500 + HST | \$2,100 + HST | \$3,000 + HST |
|---|-------------|---------------|---------------|---------------|
| Complimentary ticket(s) | 1 ticket | 2 tickets | 3 tickets | 4 tickets |
| Event itinerary recognition | Small logo | Medium Logo | Large Logo | Large Logo |
| Recognition in COTA's newsletter | Small logo | Medium Logo | Large Logo | Large Logo |
| Social media promotions | One Time | Two Times | Three Times | Four Times |
| Verbal recognition at the conference | ✓ | ✓ | ✓ | ✓ |
| On-screen recognition at the conference | Small logo | Medium Logo | Large Logo | Large Logo |
| Sustained logo visibility throughout the conference | | | | ✓ |

Sponsorship Deadline: **January 7, 2022**

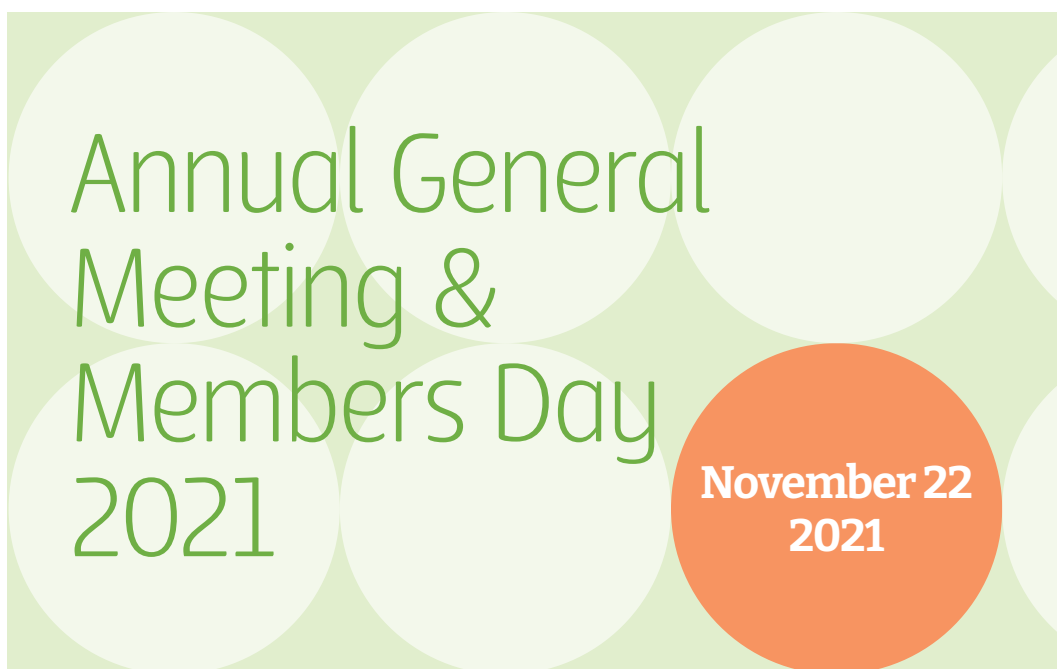
To sponsor the event, contact Kim De Lallo at kdelallo@canada-organic.ca



Members Day 2021

On November 22, from 12:30–1:45 EST, COTA will be hosting its Annual General Meeting. Mark your calendars to hear all the news from 2020–2021 and stay connected to your fellow industry leaders. Vote for your new slate of Board of Directors and get engaged with the new consumer research COTA will be presenting.

To get more information and details, please check out COTA's website under the [Events Section](#).



Sponsorship Benefits

| | \$150 + HST | \$300 + HST | \$500 + HST |
|-----------------------------|-------------|-------------|-------------|
| | Silver | Gold | Platinum |
| Verbal mention at the event | ✓ | ✓ | ✓ |
| Social media promotion | ✓ | ✓ | ✓ |
| COTA newsletter recognition | | ✓ | ✓ |
| Logo inclusion at the event | | | ✓ |

Sponsorship Deadline: **November 17, 2021**

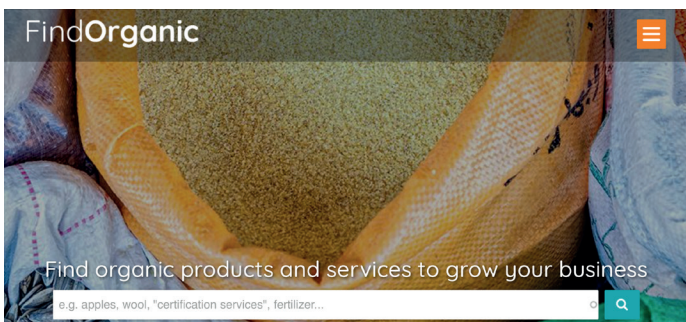
2022 Rooting for Organic

We know you are rooting for organic! We know you believe that organic can and must grow. Organic can achieve larger market share, greater influence in consumer choices, increases in organic acreage, further innovation in research, and beyond.

There remains a lot of work ahead to sustain, protect, and grow the organic market share in Canada and Canadian organic abroad.

When you become an Annual Fund Investor, you are demonstrating your commitment, leadership, and collective spirit. The return on this investment is that you gain not only increased visibility for your organization in the organic market space, you also know that you are cultivating deeper roots for organic to branch out and thrive.

This year, we plan to invest Annual Fund dollars into the creation of a **Canadian Organic Directory** and the creation of an **Organic Campus Program**.



The **Organic Directory** will cultivate stronger business networks, increase organic integrity and transparency for consumers and businesses with the creation of the first national organic directory. **Help us achieve this!**

ROOT FOR ORGANIC TODAY!

The **Organic Campus Program** will cultivate a national grassroots network of organic advocates while driving demand for organic in the food service world and establishing procurement policies at post-secondary institutions. **Help us achieve this!**

Organic is at an exciting place!

The pioneers of our movement have established our roots, and now it is our collective responsibility to cultivate and nourish healthy growth for the future.

We invite you to invest in the future of organic through donating to COTA's Annual Fund!

Annual Fund donation deadline: **June 30, 2022**

To contribute to Annual Fund, please contact Kim De Lallo: kdelallo@canada-organic.ca



Annual Fund Investor Levels

The Annual Fund supports COTA's key initiatives. Your contribution will assist in funding this work and ensure we reach our goal of \$200,000 for 2022. Most importantly, it will help build a strong future for organic. See details below on Annual Fund levels and get engaged in supporting!

Sponsorship Opportunities

| | \$100 + HST | \$1,000 + HST | \$4,000 + HST | \$7,000 + HST | \$12,000 + HST | \$20,000 + HST |
|---|----------------|------------------|------------------|-----------------------|------------------------|-----------------------|
| | Grassroots | Collaborator | Preservationist | Conservationist | Innovator | Philanthropist |
| Donor recognition certificate | ✓ | ✓ | ✓ | | | |
| Donor recognition plaque | | | | ✓ | ✓ | ✓ |
| Recognition in COTA's Annual Report | Name | Name | Large name | Small logo | Medium logo | Large logo |
| Quarterly executive briefings | | | | | ✓ | ✓ |
| Customized presentations to your organization on the latest trends in organic and up-to-date organic statistics | | | | ✓ | ✓ | ✓ |
| Acknowledgement and featured logo at COTA's Annual Gala and Leadership Awards | | | Name | Verbal/ small logo | Verbal/ medium logo | Verbal/ large logo |
| Free ticket(s) to COTA's Annual Gala and Leadership Awards | | | | | 1 ticket | 2 tickets |
| Inclusion in COTA's newsletter | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Social media recognition and support | | | One time | One time | Bi-annually | Bi-annually |

Sponsorship Deadline: **June 30, 2022**

To become an Annual Fund sponsor, contact Kim De Lallo at kdelallo@canada-organic.ca

Support Organic Change Fund

Get involved in the Support Organic Change Fund, which we developed to address specific supply chain challenges that hinder the ability of Canadian organic farmers to grow organically. Launched in 2019, the Fund has two programs currently running, the **Organic Conversion Support Program** and the **Organic Education Program**.

The **Organic Conversion Support Program** funded 53 Canadian producers in 2021 helping to convert 2,313 acres from non-organic to certified organic by providing \$1,000 subsidies.

Since the programs launch in 2019, the program has funded 95 producers and 8,483 acres from non-organic to certified organic in 2 years. In order to keep the program running annually, we rely on donations from stakeholders to expand the program and continue to invest in farmers success. Invest in our farmers today by contributing to the fund.

support
organic
change
fund



The Fund can also be customized to meet your interests. Feel free to reach out to us with your projects and ideas. COTA is also proudly registered with 1% for the Planet program if you prefer to donate funds this way.



Thank you to our 2021 Sponsors:



Sponsorship Deadline: **December 17, 2021**

To sponsor the program, contact Tia Loftsgard at tloftsgard@canada-organic.ca

Organic Celebration & Leadership Awards

Contributing to COTA's Organic Celebration and Leadership Awards is a great way to gain exposure for your company while helping to shape an unforgettable evening that honours organic industry leaders and celebrates our sector's biggest accomplishments! Brand recognition, promotion through e-blasts, social media promos and event signage will ensure your organization is prominently positioned for exposure to the organic business leaders in attendance.

2022 Organic Award Categories

- Organic Champion of the Year
- Organic Farming Award
- Organic Innovator of the Year
- Organic Supplier of the Year
- Organic Retailer of the Year
- Outstanding Leadership in Organic Science
- Eco-Scholar Youth Awards

Nomination applications must be submitted by **March 1, 2022**.

Event Highlights

- The event will take place at a lovely organic venue in Vancouver, BC on April 20, 2022.
- With a delicious organic meal, an inspirational program recognizing outstanding individuals in the organic industry through the leadership awards will unfold amongst your industry peers.
- Attendance and signage for the event is prominently displayed.
- A press release will be sent out following the event with your logo on it to the media.



Sponsorship Benefits

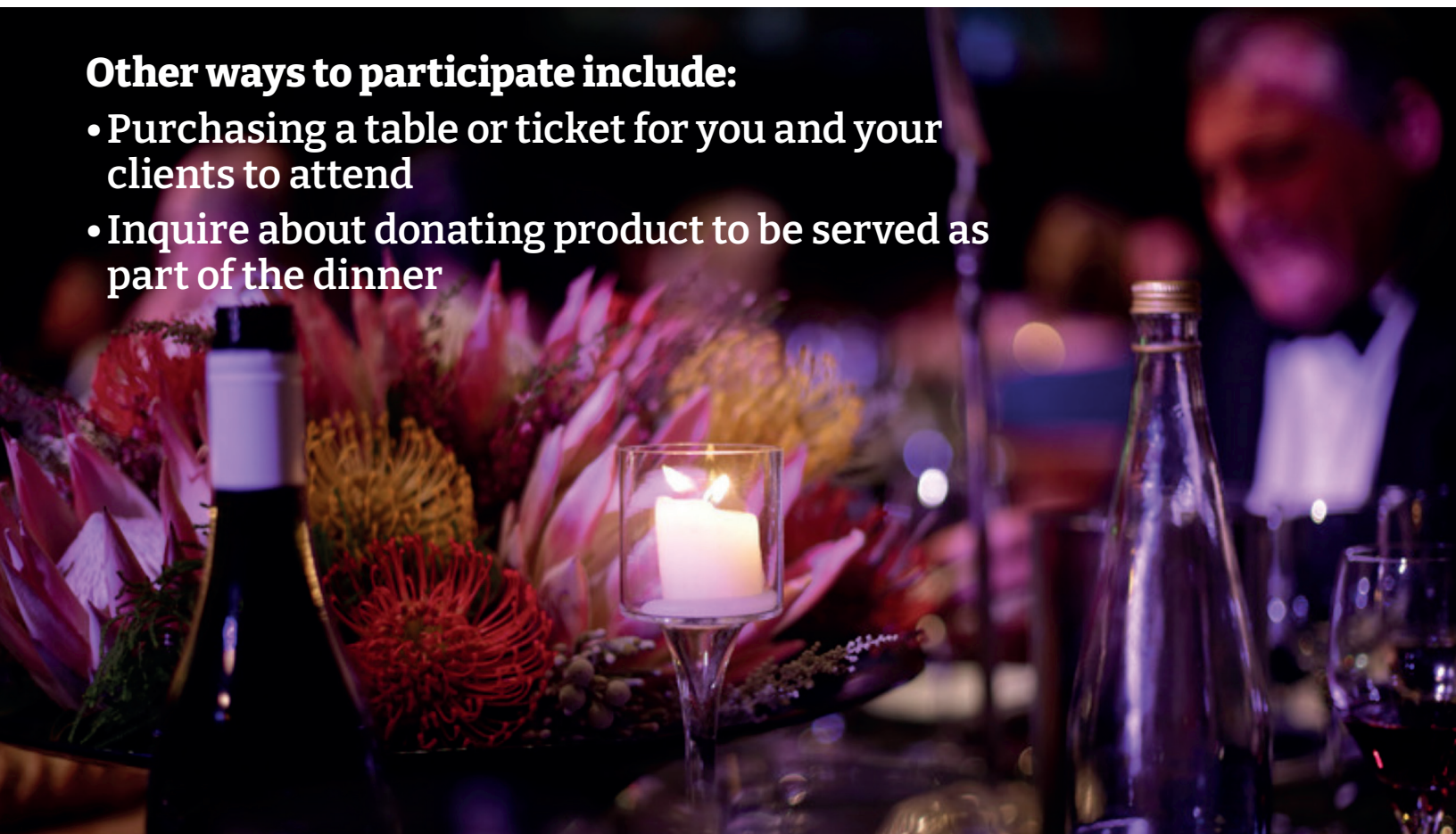
| Member | \$1,500 + HST | \$2,500 + HST | \$3,500 + HST |
|--|---------------|-------------------|-----------------|
| Non-Member | \$2,500 + HST | \$3,500 + HST | \$4,500 + HST |
| | Silver | Gold | Platinum |
| Logo on event signage, screens and web listing | Small logo | Medium logo | Large logo |
| COTA newsletter recognition | ✓ | ✓ | ✓ |
| Emcee announcement | | ✓ | ✓ |
| Social media promotion | | Once | Twice |
| Presentation of one of the awards to award recipient | 2 | 4 (1/2 VIP Table) | 8 (1 VIP Table) |
| Complimentary tickets | | | |
| Sponsor recognition on the menu | | | ✓ |

Sponsorship Deadline: **April 1, 2022**

To sponsor the program, visit canada-organic.ca or contact Kim De Lallo at kdelallo@canada-organic.ca

Other ways to participate include:

- Purchasing a table or ticket for you and your clients to attend
- Inquire about donating product to be served as part of the dinner



21 Days to Organic

Interested in our Consumer Sampling Program?

Frequently we hear that organic is too expensive or that consumers didn't know you could get such product variety. We aim to address these critiques of organic to ensure that consumers do not shy away from trying new organic products by delivering products directly into the hands of consumers at a very affordable price.

After a successful launch of this program last year, the organic sampling program called "21 Days to Organic" will continue through 2022 with 12 monthly themes.



How the Program Works

You donate 50 samples of your product (or gift cards) along with your brochure.

We package it up into cute packs under our chosen themes with 4-6 other brands on a monthly basis. Consumers will be offered the packs for the insanely low price of \$15+tax (which includes shipping) to allow them to sample all your goodies, read educational info about organic benefits and become converted to your delicious products!

Your participation fee will cover the costs of the program.

Participation Fees

Member: \$350+HST | Non-Member \$550+HST

Getting your products direct to consumers mouths! Your company and products being promoted via our consumer social media and industry channels, COTA's newsletters, our Shopify site and website. Supporting an industry initiative to make organic accessible and convert more consumers to adopt healthy organic habits in 21 days!

Sponsorship deadline is one month in advance of the Monthly Kit launch.

To become an 21 Days to Organic sponsor, contact marketing@canada-organic.ca

2022 MONTHLY 21 DAY KIT THEMES



JANUARY

**New Year, New Habits,
New Products**

APRIL

Earth-Friendly

FEBRUARY

Sweet Treats

MAY

Breakfast

MARCH

Pantry Basics

JUNE

Meat Lovers

JULY

Made in Canada

OCTOBER

Culinary Delights

AUGUST

Grab and Go

NOVEMBER

Vegetarian

SEPTEMBER

Back-to-School

DECEMBER

Baking Essentials

Organic Week

The largest annual celebration of organic food, farming, and products across the country will take place **September 12-18, 2022!**

Organic Week will return for its 14th year of celebration from September 12-18, 2022! Sponsors of the campaign will join hundreds of others in strengthening the organic sector and supporting a cause that helps the environment and promotes healthy living among Canadians. By becoming an Organic Week sponsor, not only do you stand out as an organic leader, but it's a great platform to showcase your brand's support for organics directly to Canadian consumers and engage with community events and retailer promotions nationally.



13th Annual National Organic Initiative to garner public trust and familiarity in Canada

Organic Week Sponsorship Opportunities

National Supporter

\$3,000 + HST*

- Logo recognition in minimum 1 regional or minor publication
- Name inclusion on official Organic Week Poster
- Access to all print and design materials
- Name recognition on Organic Week website
- National press release mention of name
- 1 social media mention of company or brand name

National Leader

\$8,000 + HST*

Includes all benefits of National Supporter level, PLUS:

- Small logo recognition in minimum 2 additional regional or minor publications
- Small logo inclusion on official Organic Week poster
- Small logo recognition on Organic Week website
- Sponsored Unique social media mentions
- Small logo Google banner advertisements
- Small logo onsite recognition at official events
- National press release small logo placement
- Product or service featured in Organic Week social media contest(s)

National Champion

\$14,000 + HST*

Includes all benefits of National Leader level, PLUS:

- Medium logo recognition in minimum 1 additional regional or minor publications
- Medium logo recognition in one national publication
- Medium logo recognition on all materials and publications
- Medium logo Google banner advertisements
- National press release medium logo placement
- Medium logo recognition on Organic Week Website
- 30-second customized story telling video
- Sponsored routine social media recognition featuring your company or brand
- Complimentary ticket to COTA's Organic Summit (January 17-21, 2022)

National Champion PLUS

\$27,500 + HST*

Includes all benefits of National Champion level, PLUS:

- Large logo recognition in a second national publication
- Large logo Google banner advertisements
- Customized 45-second story telling video
- National press release large logo placement
- Co-host official Organic Week event with speaking opportunity
- Quote in official Organic Week press release
- Opportunity to host a Facebook live educational event on Organic Week social media channels
- Instagram take over host

10% Discount for COTA Members

Sponsorship Deadline: **May 1, 2022**

To become an Organic Week sponsor, contact Kim De Lallo at kdelallo@canada-organic.ca

Organic Film Club

Want to educate more consumers with thought provoking films about organic? The Organic Film Club will educate and engage consumers on the merits of organic and the need to revamp our food system to be more sustainable! Each month, COTA will provide an inspiring and educational organic film, available for free viewing throughout the month.

Sponsor the upcoming film for \$500 and have your logo appear in the opening credits of the film as we recognize that this film viewing was made possible by your generous donation. Sponsorship commitment is due by the 25th of the month before the screening airs on the first of each month.

ORGANIC FILM CLUB

Register for
your free
viewing on our
eventbrite to
view October's
inspiring film!

Available October 1-31

FROM SEED TO SEED
A Documentary Film by Katharina Stieffenhofer

| OCTOBER 2021 | NOVEMBER 2021 | DECEMBER 2021 |
|------------------------------|--------------------------------|------------------|
| From Seed to Seed | Biggest Little Farm | GMO OMG |

| JANUARY 2022 | FEBRUARY 2022 | MARCH 2022 | APRIL 2022 | MAY 2022 | JUNE 2022 |
|----------------------------------|--------------------------------------|-------------------------------|-------------------|---|---|
| The True Cost of Food | The Promise of Biomimicry | Gardens of Destiny | Our Planet | Breaking Boundaries: The Science of Our Planet | Fools & Dreamers: Regenerating A Native Forest |

| JULY 2022 | AUGUST 2022 | SEPTEMBER 2022 | OCTOBER 2022 | NOVEMBER 2022 | DECEMBER 2022 |
|----------------------------|---|-----------------------------|----------------------------------|----------------------------|-------------------------------|
| Kiss the Ground | The Anthropocene Project | Red Chef Revival | Deconstructing Supper | Dirt! The Movie | The Future of Food |

Sponsorship deadline is one month in advance of the film launch.

To become an Organic Film Club sponsor, contact marketing@canada-organic.ca

Organic Campus Program

As a new consumer awareness and business opportunity, COTA is creating an Organic Campus Program to influence the food service sector through procurement policies, solidify and strengthen the grassroots network and build further awareness at campuses nationally of the benefits of organic. This program is an opportunity to engage today's youth to become organic advocates and for organic brands to be promoted on campus to Canada's key demographic.

Becoming an Organic Campus distinguishes educational institutions as leaders in environmental and social justice. Through educational opportunities and by incorporating organic products into purchasing policies, campuses have a unique opportunity to engage students and faculty members in the organic movement.

Baseline requirements must be met in order to attain the Organic Campus status, with further designation levels (Silver and Gold status) to achieve in consequent years.

Sponsorship of this program will be put into development costs, outreach activities and establishing resources and materials to be used on Campuses.

Sponsorship Deadline: **June 30, 2022**

To inquire about sponsorship, contact marketing@canada-organic.ca





*Through our association,
we work together to create
new organic opportunities.*



canada-organic.ca

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