

ORGANIC WEEK 2021

The largest annual celebration of organic food, farming, and products across the country will take place **Sept 13-19, 2021!**

Organic Week will return for its 12th year of celebration from September 13-19! 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.

**Organic Week
2021!**

SEPTEMBER 13-19

Sponsorship Deadline: May 1, 2021

★ **National Supporter: \$3,000***

- 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 name

★ **National Leader: \$8,000***

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***

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 brand
- Participation in consumer sampling program (Product for sampling must be supplied to COTA)
- Complimentary ticket to COTA's Organic Summit and Parliamentary Reception (October 2021, Ottawa, ON).

★ **National Champion PLUS: \$27,500***

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
- Sponsored educational or participatory online activity (webinar/video) with logo placement
- Instagram take over feature

10% discount for COTA Members

To become an Organic Week Sponsor, contact sfranc@canada-organic.ca

Organic Week 2021 Sponsorship Commitment Form

Basic Information:

Company Name: _____
Contact Person: _____ **Email:** _____
Address: _____ **City:** _____ **Postal Code:** _____
Phone: _____ **Website URL:** _____ -

Sponsorship Level:

\$3,000 National Supporter
\$8,000 National Leader
\$14,000 National Champion
\$27,500 National Champion PLUS

**10% discount for members of the Canada Organic Trade Association*

Terms:

I am a member of the [Canada Organic Trade Association](#).

I agree to pay my sponsorship dues within 30 days following the date of the invoice.

I understand the [Sponsorship Info Form](#) shall be submitted no later than May 1st. I acknowledge that any materials or info, such as company logo, received after May 1st may not be included in campaign materials.

Payment:

Payment can be remitted by cheque, credit card, or electronic funds transfer (EFT).
Credit card or EFT information can also be submitted over the phone at 613-482-1717 x201.

Amount: \$ _____

Full Payment Enclosed (cheque payable to Canada Organic Trade Association, Attn: Accounts Receivables,
4 Florence St, Suite 210, Ottawa, ON K2P 0W7,

VISA/Matercard/AMEX # _____ Exp. Date: _____ CVV: _____

Cardholder Name: _____ Signature: _____

Billing Address (if different from mailing): _____

For questions, please contact **Sydney Franc**, sfranc@canada-organic.ca 613-482-1717 x203

Thank you for your participation!