



# Grow Your Organic Message

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Opportunities Kit

# Grow Your Organic Message

The Canada Organic Trade Association (COTA) is your passionate organic advocate and organic business partner!

When you invest through our powerful platform of opportunities, your organic profile grows. Plus, you know that you are doing your part to strengthen this vital sector!

You grow your organic message when you...

## Nurture Organic Roots

- Annual Fund p. 4



## Engage Organic Leaders

- Organic Month p. 6
- Organic Campus p. 8
- Organic Directory p. 10

## Gather to Advocate for Organic

- Organic Summit & Parliament Day p. 11
- Organic Gala & Leadership Awards p. 13

# Opportunities Calendar

<p>January</p>	<p>February</p>	<p>March</p>
<p>Organic Campus Sponsorship</p>		
<p>Organic Gala &amp; Leadership Awards Sponsorship</p>		
<p>Annual Fund Drive</p>	<p>Organic Month Sponsorship (10% Early Bird Member Discount – March 31)</p>	
<p>April</p> 	<p>May</p>	<p>June</p>
<p>Annual Fund Drive</p>		
<p>Organic Month Sponsorship</p>		
<p>July</p>	<p>August</p>	<p>September</p> 
<p>Organic Month Sponsorship</p>	<p>Organic Summit Sponsorship</p>	
<p>October</p>	<p>November</p> 	<p>December</p>
<p>Annual Fund Drive</p>		

# Annual Fund

**We all have a stake in the success of 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 internationally.

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.

Annual Fund dollars are directed to groundbreaking, foundation-building initiatives.

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 by donating to COTA's Annual 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 proudly registered with 1% for the Planet program if you prefer to donate funds this way.



**FOR THE PLANET**



**Deadline: June 30**

**Contact:**

Kim De Lallo: [kdelallo@canada-organic.ca](mailto:kdelallo@canada-organic.ca)

613 482-1717 x204

# Annual Fund Investor Levels

The Annual Fund supports COTA's key initiatives. Your contribution when combined with others creates meaningful impact and helps build a strong future for organic.

Investment Opportunities	\$500	\$1,000	\$4,000	\$7,000	\$12,000	\$20,000
	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 & Leadership Awards			Name	Verbal/ small logo	Verbal/ medium logo	Verbal/ large logo
Free ticket(s) to COTA's Annual Gala & Leadership Awards					1 ticket	2 tickets
Inclusion in COTA's newsletter		✓	✓	✓	✓	✓
Social media recognition and support			One time	One time	Bi-annually	Bi-annually

# Organic Month

The largest annual celebration of organic food, farming, and products across the country will take place during the full month of **September!**

**Sponsors strengthen efforts to increase familiarity of organic and grow public trust.**

Boost your brand visibility and sales through participation.



Organic Month is supported with free, fully bilingual marketing materials and programming that creates familiarity, grows public trust in organic, and drives sales.

The Digital Toolkit includes research-backed organic claims, social media graphics, social media guide, and print-ready assets. Designs assist with in-store branding. Countless opportunities for brands, retailers, and enthusiastic consumers grows the story of organic.

By becoming an **Organic Month** sponsor, you stand out as an organic leader.



**Deadline: 10% Early Bird Member Discount – March 31;  
Final Deadline – July 31**

**Contact:**  
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# Organic Month Sponsorship Opportunities \*10% Early Bird Member Discount for commitments made before March 31\*

## National Champion PLUS \$27,500\*

- Large logo recognition in national magazine
- Large logo on digital marketing campaign
- Priority participation in influencer program
- Large logo recognition on all materials and publications (print and digital)
- Large logo placement – National press release
- Large logo recognition on Organic Month Website
- Large logo recognition on all Organic Month email communications (B2B & B2C)
- Large logo onsite recognition at any official events - including sanctioned Organic Campus events
- Co-host official Organic Month industry event in Toronto with exclusive giveaway opportunities and speaking opportunity
- Exclusive quote featured in official Organic Month press releases/publications
- 2x Blog featured stories (published during year) written by sponsor
- Participation in Instagram or Facebook live educational events as exclusive sponsor
- Opportunity to host Instagram takeover of Choose Canada Organic for a day
- Invitation to participate on the Organic Month podcast.
- Brand featured on Organic Month webinar
- Ability to donate products for Organic Campus events
- Large logo on Retailer Organic Training webinar
- 5 Sponsored routine social media recognition featuring your company
- 5 social media mention/tags
- Large logo placement on all resource material toolkits
- Ability to donate products for Organic Month giveaways and events
- Access to exclusive sponsor content within the Organic Month digital marketing toolkit
- 2 complimentary tickets to COTA's Organic Summit

## National Champion \$14,000\*

- Medium logo recognition in national magazine
- Medium logo digital marketing campaign
- Invitation to participate in influencer program
- Medium logo recognition on all Organic Month email communication (B2B & B2C)
- Medium logo placement – National press release
- 1x Blog feature story (published during year) written by sponsor
- Medium logo recognition on all materials and publications (print and digital)
- Medium logo recognition on Organic Month Website – various pages
- Medium logo onsite recognition at any official events – includes any Organic Campus sanctioned events during Organic Month
- 2 sponsored unique social media posts featuring your company or brand
- 4 social media mention/tags
- Medium logo placement on all resource material toolkits
- Invitation to participate on the Organic Month podcast.
- Brand featured on Organic Month webinar
- Medium logo on Retailer Organic Training webinar
- Ability to donate products for Organic Month giveaways and events
- Ability to donate products for Organic Campus events
- Access to exclusive sponsor content within the Organic Month digital marketing toolkit
- Complimentary ticket to COTA's Organic Summit

## National Leader \$9,000\*

- Medium logo recognition in national magazine
- Medium logo in digital marketing campaign
- Invitation to participate in influencer program
- Small logo inclusion on official Organic Month marketing material
- Small logo recognition on Organic Month website
- Small logo recognition on all Organic Month email communication (B2B & B2C)
- Small logo placement National press release
- Small logo recognition on Organic Month blog post
- Option for 1x Blog feature story (published during year) written by sponsor
- 1 sponsored unique social media posts featuring your company or brand
- 3 social media mention/tags of company or brand name
- Brand featured on Organic Month webinar
- Small logo onsite recognition at official events
- Ability to donate products for Organic Month giveaways and events
- Access to exclusive sponsor content within the Organic Month digital marketing toolkit

## National Guardian \$6,000\*

- Small logo in digital marketing campaign
- Small logo inclusion on official Organic Month marketing material
- Small logo recognition on Organic Month website
- Company Name recognition on all Organic Month email communication (B2B & B2C)
- Company Name recognition on National press release
- Company Name recognition on Organic Month blog post
- 2 group social media mention/ tags of company or brand name
- Webinar sponsorship option
- Ability to donate products for Organic Month giveaways and events
- Access to exclusive sponsor content within the Organic Month digital marketing toolkit

## National Supporter \$3,000\*

- Company Name (no logo) recognition on official Organic Month marketing material
- Company Name (no logo) recognition on Organic Month website
- Company Name (no logo) recognition on all Organic Month email communication (B2B & B2C)
- 1 group social media mention/ tags of company or brand name
- Ability to donate products for Organic Month giveaways and events
- Access to exclusive sponsor content within the Organic Month digital marketing toolkit

\*and all applicable taxes

# Organic Campus

The **Organic Campus Program** cultivates a national grassroots network of organic advocates while driving demand for organic in food service by establishing procurement policies at post-secondary institutions.

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

Baseline requirements must be met in order to attain the Organic Campus status. Further designation levels, Silver and Gold status, are achievable with increased commitment to organic on campus.

Sponsorship dollars will be directed to development costs, outreach activities and establishing resources and materials. Sponsor logos will be prominently displayed on all digital content including website and social media.



**Deadline: March 31**

**Contact:**

**Kim De Lallo: [kdelallo@canada-organic.ca](mailto:kdelallo@canada-organic.ca)**

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# Organic Campus Sponsorship Opportunities

## Generator \$15,000\*

- Recognition as the lead sponsor in all related communications including pitch decks.
- Prominent logo placement at the top of all marketing and communications materials including banners, website, signage and promotional content.
- Largest logo size on event banners.
- Opportunity to send a representative to a trade show booth to demo product and to distribute samples and merchandize.
- Opportunity to join as a guest speaker in Organic Campus training sessions.
- A designated social media post plus social media mentions.
- Inclusion of quote and logo in press release.
- Opportunity for product donations (with permission from school).
- Opportunity to join COTA in at least one meeting with school officials.
- Exclusive introductions to food procurement staff.
- Custom marketing opportunities designed in collaboration with sponsor's goals.
- Option for multi-year sponsorship at Generator level. Additional 10% off for 3 year commitment.

## Promoter \$9,500\*

- Prominent logo placement, below Generator sponsor level, on all marketing and communications materials including banners, website, signage and promotional content.
- Opportunity have products included at trade show booths.
- Social media mentions.
- Inclusion of logo in press release.
- Opportunity for introduction to school officials.
- Option for multi-year sponsorship at Promoter level. Additional 10% off for 3 year commitment.

## Booster \$5,000\*

- Medium logo placement, below Promoter sponsor level, on marketing and communications materials including banners, website, signage and promotional content.
- Opportunity to provide samples to COTA for inclusion in Organic Campus celebrations.
- Social media mentions.
- Inclusion of name in press release.
- Option for multi-year sponsorship at Booster level. Additional 10% off for 3 year commitment.

## Friend \$3,500\*

- Small logo placement, below Booster sponsor level, on marketing and communications materials including banners, website, signage and promotional content.
- Social media mentions.
- Opportunity to provide samples to COTA for inclusion in Organic Campus celebrations.
- Option for multi-year sponsorship at Friend level. Additional 10% off for 3 year commitment.

## Benefits for All Sponsorship Levels

- Online Organic Campus event: engagement and exposure commensurate with sponsor level.
- Brand exposure to a targeted audience.
- Recognition for supporting the program's mission and goals.
- Opportunities for collaborations and partnerships with other sponsors.

\*and all applicable taxes

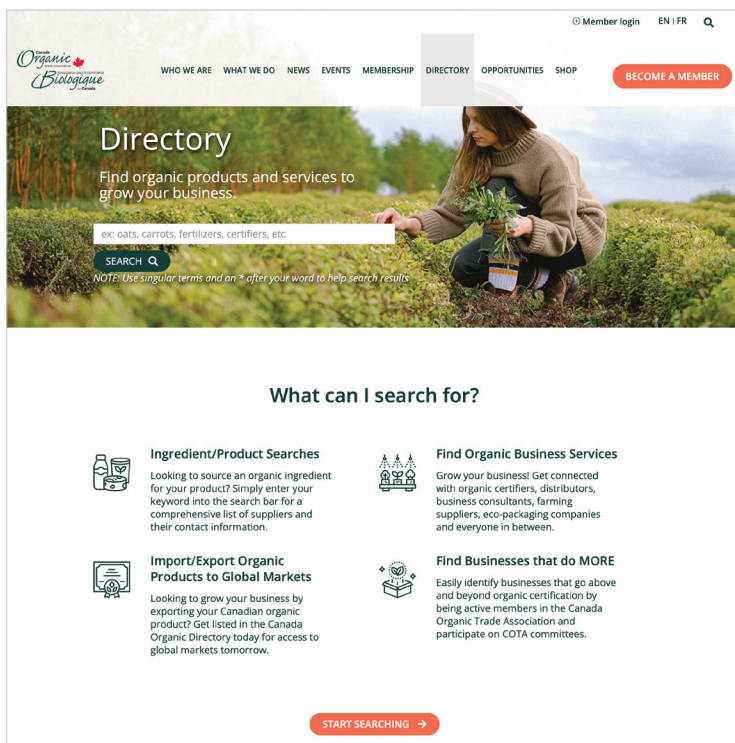
# Organic Directory

**O**rganic Directory is a business-to-business directory which drills down into products and services to help the industry continue to grow and connect.

Become a sponsor of the Organic Directory to raise your brand's profile as an organic leader.

Make it easy for clients to find you. As an Organic Directory sponsor, you'll be supporting the growth of organic in Canada and Canadian organic internationally.

Learn more about the benefits of sponsoring the Organic Directory and how to gain increased visibility for your products and services.



## Organic Directory Sponsorship Opportunities

- Prominent placement of sponsor logo on Organic Directory website page.
- 4 logo spaces available per month.
- Logo placement runs for full month
- \$1,000 x per logo per month
- Bulk rates available for multiple bookings.

Learn more about sponsoring the Organic Directory



Deadline: Logo and sponsorship due by the 20<sup>th</sup> of each month.

Contact:

Kim De Lallo: [kdelallo@canada-organic.ca](mailto:kdelallo@canada-organic.ca)

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# Organic Summit & Parliament Day

Our annual flagship event is held in Ottawa in November.

Two days of networking, learning, and advocating ties together three distinct events:

- Organic Summit (online & in person)
- Organic Parliamentary Reception
- Organic Parliament Day

Sponsorship is available for the Organic Summit portion of the two day event.

Organic Summit sponsors empower the exchange of ideas from leading organic experts which advances the sector across the country.



Deadline: September 30

Contact:

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**Organic Parliament Day** is when the organic sector speaks with a common voice to shape the future decisions affecting our unique value chain. From domestic matters to international trade, critical organic issues must be prioritized on the government's agenda.

A members-only benefit to participate and by-invitation-only to non-members.

Organic Parliament Day Contact:

My-Lien Bosch,

Government Relations & Regulatory Affairs Manager: [mbosch@canada-organic.ca](mailto:mbosch@canada-organic.ca)

# Organic Summit Sponsorship Opportunities

## Platinum Level (Lead Sponsor) \$5,000\*

- Recognition as a lead sponsor in all event-related communications.
- Prominent logo placement at the top of all conference materials including banners, website, signage and promotional content.
- Option to be acknowledged as keynote speaker sponsor.
- Largest logo size on event banners and conference backdrop.
- Prominent placement on the cover of the program.
- Opportunity to deliver a speech at Organic Summit or introduce a speaker.
- A designated social media post and social media mentions.
- Full-page advertisement in conference program.
- Inclusion of quote and logo in press release.
- Premium seating at the event with VIP access for 3 participants.
- Recognition on name badge at the event for all participants.

## Gold Sponsor \$3,000\*

- Prominent logo placement, below Title Sponsor, on all conference materials including banners, website, signage and promotional content.
- Option to be acknowledged as conference session sponsor (choose from selection)
- Prominent logo size on event banners and conference backdrop.
- Prominent placement within the conference program on the back cover.
- Opportunity to introduce an Organic Summit speaker.
- Half-page advertisement in the conference program.
- Social media mentions.
- Inclusion of logo in press release.
- Designated seating at the event with VIP access for 2 participants.

## Silver Sponsor \$2,000\*

- Medium logo placement, below Gold Sponsor, on conference materials including banners, website, signage and promotional content.
- Logo placement within the conference program.
- Quarter-page advertisement in the conference program.
- Social media mentions.
- Inclusion of name in press release.
- Designated seating at the event with VIP access for 1 participant.

## Bronze Sponsor \$1,000\*

- Small logo placement, below Silver Sponsor, on conference materials including banners, website, signage and promotional content.
- Name recognition in the conference program.
- Social media mentions.

## Supporting Sponsor \$500\*

- Name mention on conference program and website.

## Benefits for All Sponsorship Levels

- Networking opportunities with industry leaders, speakers, and attendees.
- Brand exposure to a targeted audience.
- Recognition for supporting the event's mission and goals.
- Opportunity to distribute promotional materials or merchandise.
- Opportunities for collaborations and partnerships with other sponsors.

\*and all applicable taxes

# Organic Gala & Leadership Awards

**Organic Gala & Leadership Awards** sponsorship is a meaningful way to gain exposure for your company while helping to shape an extraordinary evening that honours organic industry leaders and celebrates our sector's biggest accomplishments!

Sponsors gain visibility through active promotion on COTA's social media, e-news, in media releases, and at the event.

## Organic Award Categories

- Organic Champion of the Year
- Organic Farming Award
- Organic Supplier of the Year
- Organic Retailer of the Year
- Organic Innovator of the Year
- Outstanding Leadership in Organic Science
- Distinguished Organic Supporter of the Year
- Organic Justice, Equity, Diversity, and Inclusion (JEDI) Leader of the Year

Nomination application deadline:  
**February 26.**



Share an evening of great organic food.

Join your industry peers in celebrating outstanding individuals and enterprises who are leading change in our organic sector.

Purchase a table or ticket for you and your clients to join in celebrating our sector's leaders.



**Deadline: March 27**

**Contact:**

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# Organic Gala & Leadership Awards Sponsorship Opportunities

## Ambassador \$4,750\*

- Recognition as a lead sponsor in all event-related communications.
- Prominent logo placement at the top of all materials including banners, website, signage and promotional content.
- Largest logo size on event signage.
- Prominent placement on tables.
- Opportunity to present an award (choose from selection).
- A designated social media post and social media mentions.
- Inclusion of quote and logo in press release.
- Premium seating at the event with VIP access for 3 participants.
- Recognition on event name badge.

## Networker \$3,750\*

- Prominent logo placement, below Ambassador sponsor level, on all marketing and communications materials including banners, website, signage and promotional content.
- Prominent logo size on event signage.
- Prominent placement on table.
- Social media mentions.
- Inclusion of logo in press release.
- Designated seating at the event with VIP access for 2 participants.

## Builder \$2,750\*

- Medium logo placement, below Networker sponsor level, on marketing and communications materials including banners, website, signage and promotional content.
- Logo placement on table.
- Social media mentions.
- Inclusion of name in press release.
- Designated seating at the event with VIP access for 1 participant.

## Supporter \$1,750\*

- Small logo placement, below the Builder sponsor level, on marketing and communications materials including banners, website, signage and promotional content.
- Name recognition on table.
- Social media mentions.

## Benefits for All Sponsorship Levels

- Networking opportunities.
- Brand exposure to a targeted audience.
- Recognition for supporting the event's mission and goals.
- Opportunities for collaborations and partnerships with other sponsors.

\*and all applicable taxes



Let's work together  
to amplify  
your organic voice.

For all sponsorship and  
membership inquiries, contact:

Kim De Lallo  
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Development Manager  
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