

Organic Month

The largest annual celebration of organic food, farming, and products across the country will take place **September 2024!**

Sponsors strengthen the organic sector by increasing familiarity of organic and growing public trust.

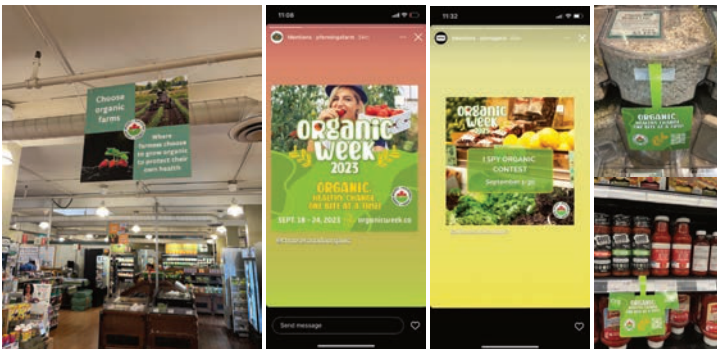
Boost your brand visibility and sales through participation.



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. Point of sale (POS) materials 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.




First annual month-long national celebration to grow public trust and familiarity of organic in Canada



Deadline: April 30, 2024

Contact:

**Kim De Lallo: kdelallo@canada-organic.ca
613 482-1717 x204**

Organic Month Sponsorship Opportunities *10% Discount for COTA Members*

National Champion PLUS \$27,500 + HST*

- Large logo recognition in Alive
- Large logo on digital marketing campaign – paid ad on social media
- Large logo recognition on all Organic Month materials and publications (print and digital)
- Large logo placement – National press release
- Exclusive quote featured in official Organic Month press releases/publications
- 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 with exclusive giveaway opportunities and speaking opportunity
- 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
- Exclusive logo on Organic Month webinar series
- Introduction to one webinar
- Ability to donate products for Organic Campus events
- Large logo on retailer organic training webinar
- 3 Sponsored routine social media recognition featuring your company
- 5 social media mention/tags
- Large logo on all retail training webinars
- Exclusive logo on official e-signature for Organic Month email. (programs@canada-organic.ca)
- Ability to donate products for Organic Month contests
- Ability to donate products for Organic Month Influencer Program
- Access to Organic Month digital marketing toolkit with access to sponsor-only exclusive content
- Large logo recognition on Organic Month Content Calendar
- 2 complimentary tickets to COTA's Organic Summit

National Champion \$14,000 + HST*

- Medium logo recognition in Alive
- Medium logo digital marketing campaign – paid ad on social media
- Medium logo recognition on all Organic Month email communication (B2B & B2C)
- Medium logo placement – National press release
- Blog feature stories (published during year) written by sponsor
- Medium logo recognition on all Organic Month materials and publications (print and digital)
- Medium logo recognition on Organic Month Website
- 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
- Large logo feature on the Organic Month webinar series
- Medium logo on retailer organic training webinar
- Ability to donate products for Organic Month contests
- Ability to donate products for Organic Month Influencer Program
- Ability to donate products for Organic Campus events
- Access to Organic Month digital marketing toolkit with access to sponsor-only exclusive content
- Complimentary ticket to COTA's Organic Summit

National Leader \$9,000 + HST*

- Medium logo recognition in Alive
- Medium logo recognition in national magazine
- Medium logo in digital marketing campaign - paid ad on social media
- 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
- 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
- Medium logo feature on the Organic Month webinar series
- Small logo recognition at official events
- Ability to donate products for Organic Month contests
- Ability to donate products for Organic Month Influencer Program
- Access to Organic Month digital marketing toolkit with access to sponsor-only exclusive content

National Guardian \$6,000 + HST*

- Small logo recognition in Alive
- Small logo in digital marketing campaign - paid ad on social media
- 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
- Small logo feature on Organic month webinar series
- Ability to donate products for Organic Month contests
- Ability to donate products for Organic Month Influencer Program
- Access to Organic Month digital marketing toolkit - with access to sponsor-only exclusive content

National Supporter \$3,000 + HST*

- 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)
- Ability to donate products for Organic Month contests
- 1 group social media mention/tags of company or brand name
- Access to Organic Month digital marketing toolkit - with access to sponsor-only exclusive content

Organic Month 2024 Sponsorship Commitment Form



Company Name: _____

Contact Person: _____ Email: _____

Title: _____ Phone: _____

Address/Postal Code: _____

Authorizing Signature (E-signature permitted): _____

Sponsorship Level (+ applicable taxes):

- \$3,000 National Supporter \$14,000 National Champion
 \$6,000 National Guardian \$27,500 National Champion Plus
 \$9,000 National Leader

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

Total: _____

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 1, 2024. I acknowledge that any materials or info such as company logo, received after May 1, 2024 may not be included in the campaign.

Method of 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. **NOTE: COTA will issue an invoice for full amount.**

- Invoice me. Upon invoice from COTA, I agree to make the following payments toward this total pledge (one full payment/other):
- VISA/Mastercard/AMEX # _____
Exp. Date: _____ CVV: _____
Cardholder Name: _____
Signature (E-signature permitted): _____

For questions, please contact **Kim De Lallo** kdelallo@canada-organic.ca 613-482-1717 Ext. 204
Canada Organic Trade Association, 4 Florence St, Suite 210, Ottawa, ON K2P 0W7

Thank you for your participation!