



## Organic Promotion Fund 2024

### APPLICATION FORM

Please complete the application below detailing your promotional activities. In addition, please provide supporting documents to outline the activities you propose to be funded that have supported your company's domestic sales growth.

The activities and invoicing must have occurred between **June 17, 2023 – March 31, 2024**. Review the **Claim Form** for the reimbursement process.

**Nature of Activities:** The fund is open to a wide array of activities, ranging from innovative marketing campaigns, sales presentations (including trade show attendance) to customer loyalty initiatives that enhance the organic growth of domestic sales. Activities must directly relate to growing organic sales and a survey to track increased domestic sales is mandatory to receive funding.

**Eligibility:** All members are invited to submit proposals outlining their ideas for organic promotion activities in Canada. We encourage cross-functional collaboration and welcome diverse perspectives. Examples of activities that qualify for funding:

- Instore activations to promote organic throughout the year via signage, advertising, demos and giveaways, educational trainings.
- Presentation and attendance at key food service and industry events to drive business for organic, presenting research and data that supports the business rationale to source and purchase organic and the flow through process to appeal to consumer demand for organic.
- Eligible costs may include: travel costs, room rentals, shipping, development and printing of promotional material and contracted services. Travel costs have a maximum claim of \$800 a trip and 2 days travel *per diems* of \$400 to cover food, hotel and internal transport such as taxis, etc. 50% of the travel is reimbursable (eg: \$800 flight is 50% refundable, \$400 is the amount eligible for reimbursement).

Please send your completed Application Form to: Kim De Lallo. [kdelallo@canada-organic.ca](mailto:kdelallo@canada-organic.ca). Reach out by telephone to 613-482-1717 ext. 204.

<b>Date of Application</b>	
<b>Company</b>	
<b>Address</b>	
<b>Contact Name</b>	
<b>Contact Title</b>	
<b>Tel</b>	
<b>Email</b>	

**Description\*** *(brief overview – maximum 500 words)*

Title:

Timeframe:

Location(s):

Objective:

Program Details:

Persons involved (number of staff, names, titles):

Measurement (quantify actions -> # meetings; #persons heard presentations; anticipated financial gains and impacts):

If attending a Canadian trade show, describe activities (i.e., exhibitor booth, pitches, presentations, etc.):

*\*Supporting documentation is appreciated. Please attach graphics: logos, tables, illustrations, photographs*