

Sponsorship Kit Now Available!

Organic Week will return for its 11th year September 7-13, 2020!

Sponsors of the campaign will join hundred 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 will you stand out as an organic leader, it's also a great platform to showcase your brand/organization's support for organics. Sponsorship facilitates direct engagement with consumers through advertisements, community events, retailer promotions, and more!

Sponsorship Deadline: May 1st, 2020



★ **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
- Recognition on Organic Week website
- Recognition in COTA Newsletter
- National press release mention
- 1 social media mention
- Name recognition on Organic Week banner display at official events

★ **National Leader: \$8,000***

Includes all benefits of National Supporter level, PLUS:

- Small logo inclusion on official Organic Week poster
- Small logo recognition in minimum 3 additional regional or minor publications
- Unique social media mentions
- Logo recognition on Organic Week banner display at official events
- Product or service feature through Organic Week social media contest(s)

★ **National Champion: \$14,000***

Includes all benefits of National Leader level, PLUS:

- 30-second customized story telling video
- Large logo recognition on all materials and publications
- Homepage logo recognition on Organic Week Website
- Recognition on COTA website
- Routine social media recognition featuring your brand's products
- 3x complimentary tickets to Official Organic Week celebration event (Wednesday, Sept. 9th - Mill Street Brewery, Distillery District)
- Participation in consumer sampling program (Product for sampling must be supplied to COTA)
- Complimentary ticket to COTA's Organic Summit and Parliamentary Reception (October 2020, Ottawa, ON).

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

Includes all benefits of National Champion level, PLUS:

- Customized 45-second story telling video
- Co-host official Organic Week event with a speech to attendees (Wednesday, Sept. 9th - Mill Street Brewery, Distillery District)
- Exclusive feature of brand products at Organic Week celebration event (giveaway bags)
- Twitter Chat/Twitter Takeover feature (Tuesday, Sept. 8th - 2:00pm EST)
- Participation at Organic Week press conference
- Quote in official Organic Week press release.

10% discount for COTA members

To become an Organic Week sponsor, contact intern@canada-organic.ca by May 1st, 2020