

# Organic Week 2020

September 7 - 13, 2020



# Reasons to be involved for brands:

Increase sales  
of your products during  
the largest organic  
promotion in  
Canada

Build customer  
loyalty by  
showcasing your  
commitment to  
organic

Increase  
consumer trust  
and familiarity  
of organic in Canada

# Sponsorship Kit Now Available!

## ★ **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.

[View Complete  
Sponsorship Kit Here](#)



i CHOOSE  
**organic.**

MY TRUSTED FOOD SOURCE



**NO CHEMICAL FERTILIZERS**  
**REGENERATIVE**  
NO ROUTINE ANTIBIOTIC USE **NO CHEMICAL PESTICIDES**  
**SAFE AND CLEAN WATER SOURCES**  
NO CHEMICAL PESTICIDES **FREE RANGE**  
**CLEAN WATER SOURCES** **BIODIVERSITY**  
**REGENERATIVE** **SOIL HEALTH**  
**NO SEWAGE SLUDGE**  
**BIODIVERSITY** NO HORMONE INJECTIONS  
NO ROUTINE ANTIBIOTIC USE **FREE**  
**NO IRRADIATION** **RANGE**  
NO HORMONE INJECTIONS  
**SAFE AND CLEAN WATER SOURCES**  
**BIODIVERSITY** NON GMO  
NO IRRADIATION **POLLINATORS**  
NON GMO  
**NO ROUTINE ANTIBIOTIC USE**  
**NO HORMONE INJECTIONS**  
**FREE RANGE** NO SEWAGE SLUDGE  
REGENERATIVE  
**NON GMO** **REGENERATIVE**  
NO SEWAGE SLUDGE  
**NO CHEMICAL FERTILIZERS**  
**REGENERATIVE**  
NO ROUTINE ANTIBIOTIC USE **NO CHEMICAL PESTICIDES**  
**SAFE AND CLEAN WATER SOURCES**



  
CANADA'S NATIONAL  
**ORGANIC**  
**WEEK**

SEPTEMBER 7 - 13, 2020



**ORGANIC**  
**WEEK**  
**2020**



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# CHOOSE ORGANIC



MY TRUSTED FOOD SOURCE.

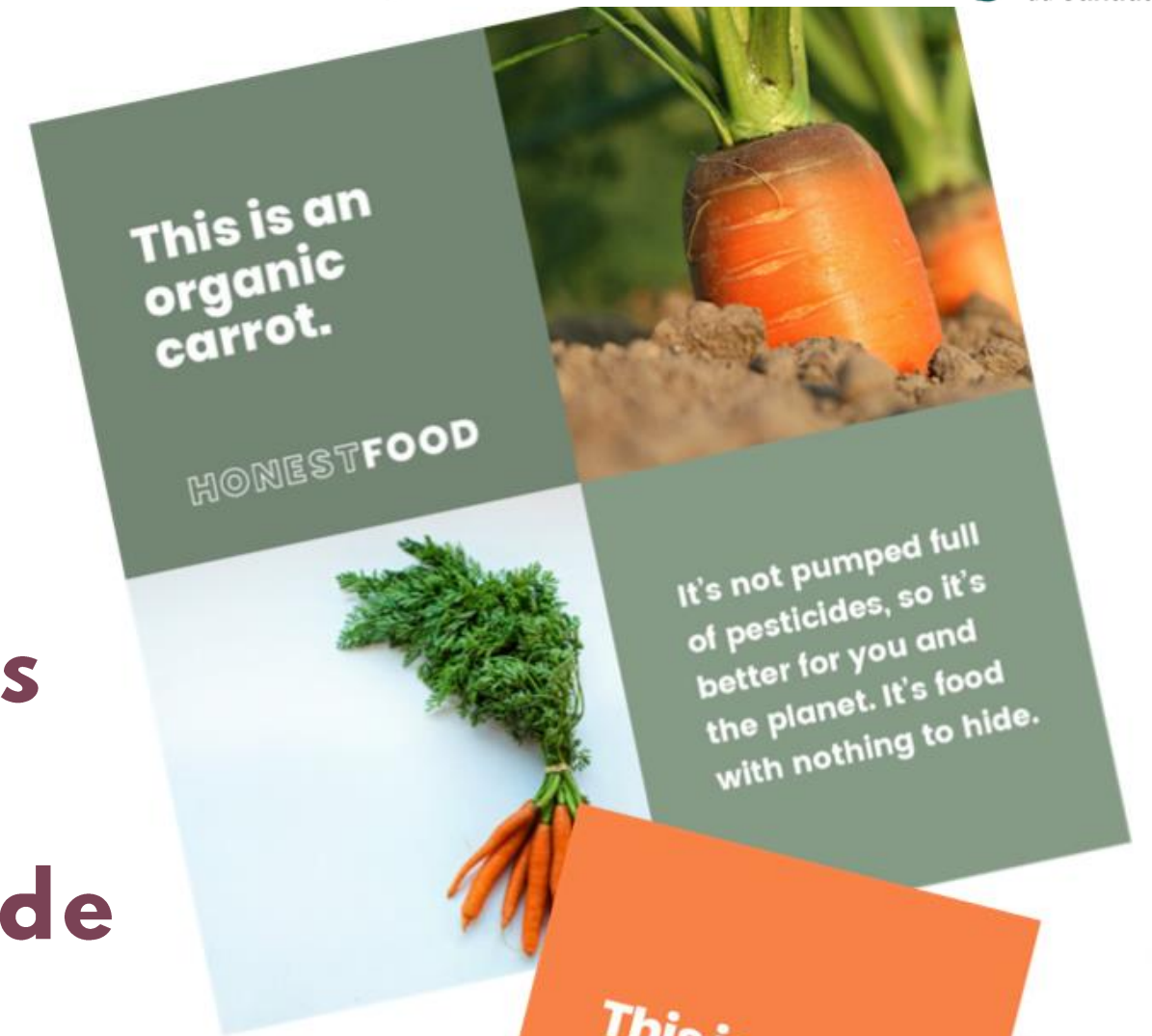


Canada *Organic* trade association  *Biologique* Association pour le commerce du Canada

NO CHEMICAL PESTICIDES FREE RANGE  
CLEAN WATER SOURCES BIODIVERSITY  
REGENERATIVE SOIL HEALTH  
NO SEWAGE SLUDGE  
BIODIVERSITY NO HORMONE INJECTIONS  
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SAFE AND CLEAN WATER SOURCES

# 2020 PROGRAM MATERIALS:

- Posters
- Brochures
- Shelf Talkers
- Organic Logo Pins
- Produce POS
- Social Media Guide
- and MORE!



**ORGANIC WEEK**  
September 9-15  
**2019**  
WHAT'S IN THE KIT:

**ORDER YOUR ORGANIC WEEK POS KIT TODAY!**



Educational Trifolds



Hang Signs

Shelf Dangers

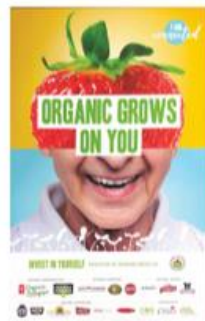
Produce sticks



Choose Canada Organic Octagons



Choose Organic Pins



Wall Posters

Store Name / Contact: \_\_\_\_\_

Store Address & Phone: \_\_\_\_\_

Delivery Date: \_\_\_\_\_



**last year's contents**

# DIGITAL ASSETS:

All participating retailers and sponsors will receive a variety of digital assets for use in advertisements, merchandizing, both in-store and online.



You can download custom e-signatures, banner ads, posters, social media graphics and MORE!

[download info](#)



# FEATURED VIDEOS

Featuring your growers or manufacturers to connect with consumers across various social media platforms



# SAMPLING PROGRAM:

easy as 1 - 2 - 3

For top level sponsors, COTA is coordinating a sampling program that will send your products direct into organic consumers hands through our sampling program.

\*Samples must be provided to COTA

# What's in it for your brand at retail?

Free POS Kits (with YOUR LOGO) and access to digital assets to help organize your own in-store promotion with committed organic brands

Retail location listed on the [www.organicweek.ca](http://www.organicweek.ca) interactive retailer map

Engage with consumers through Organic Week contests and promotions online and at store level

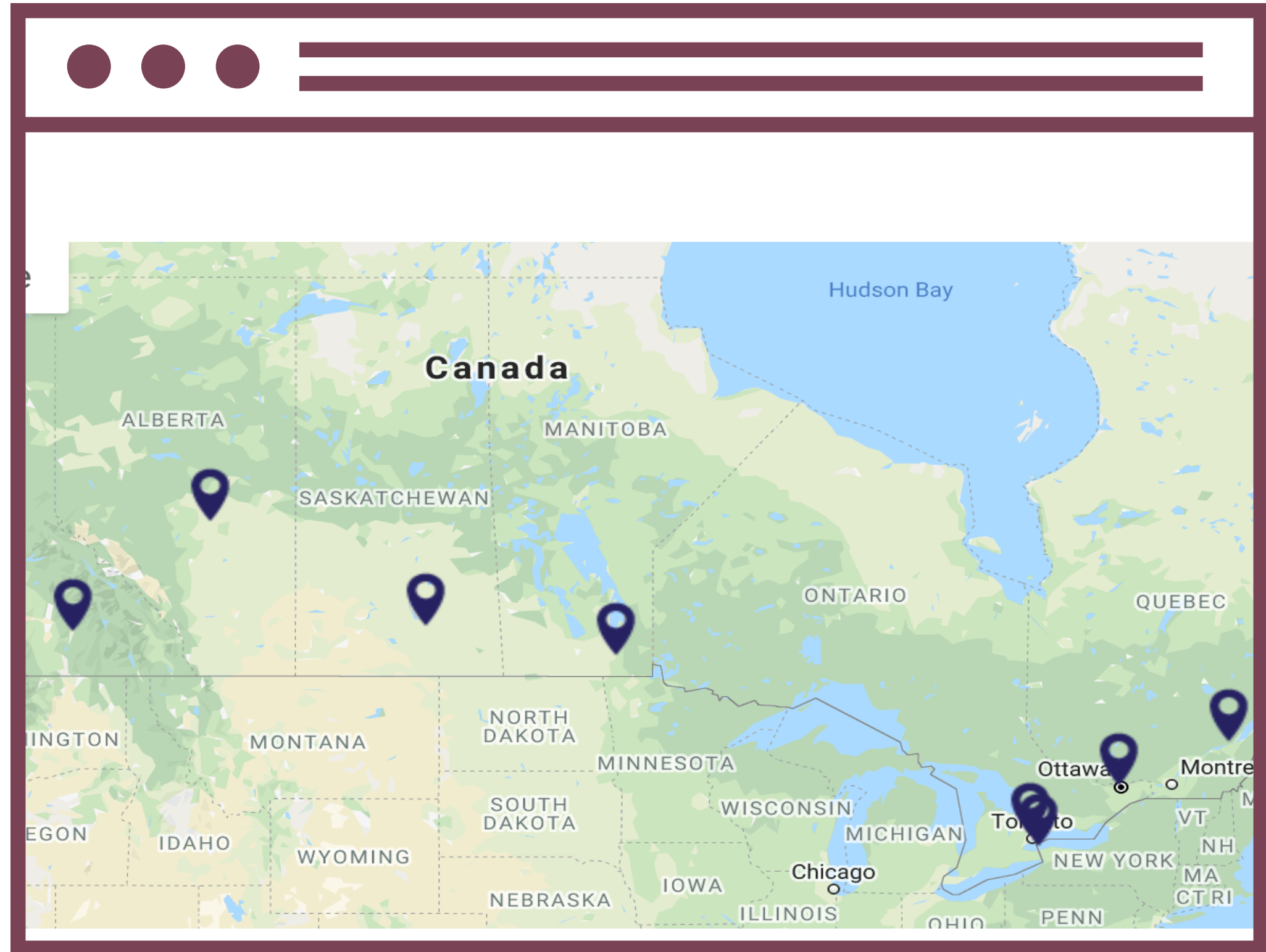
# ORGANIC WEEK

## 2020 Retail Directory

We will promote retail locations that are featuring your brands!

Participating stores will be featured on the Organic Week website

<http://organicweek.ca>



Promote in-store organic product offerings with:

FLYER ADS



WEBSITE FEATURES



# Your Organic Brand will be featured in giveaways, video clips and in-store



**Fergal**  
Galway, Ireland

# CUSTOMER EDUCATION and demos!



Reach the widest possible audience!

# GET INVOLVED!

## CONSUMER CONTESTS



Engage directly with your consumers!

- Promote the Organic Recipe Challenge
- “Spot Canada Organic Contest” encourages consumers to snap a photo to share on social media and tag #organicweek
- Challenge consumers to test their organic IQ!



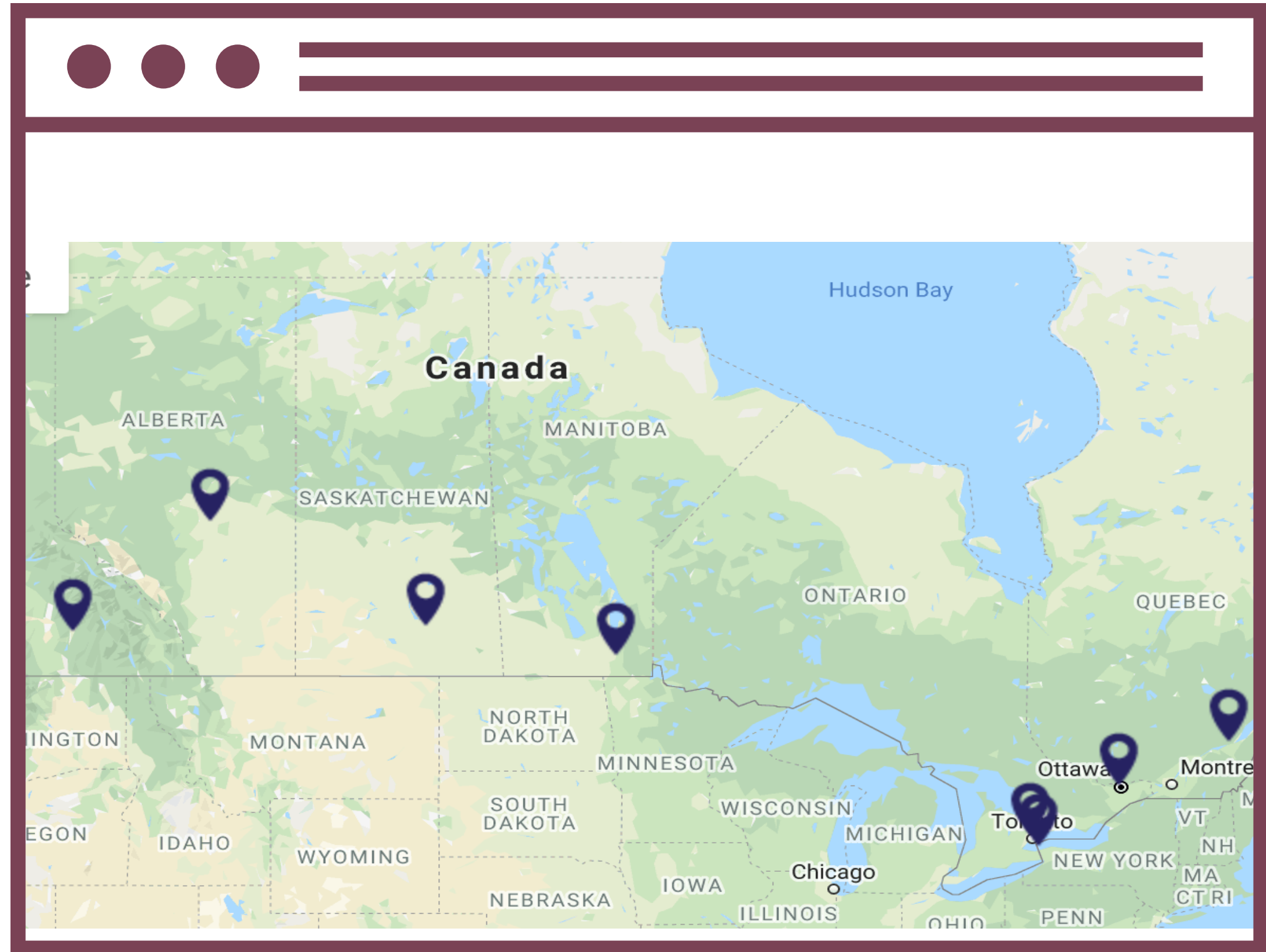


# ORGANIC WEEK

## 2020 Event Map

Hosting an event or an in-store demo?  
Let us know and we will help promote  
your event by uploading the details  
online to our event Directory!

register your events here:  
<http://organicweek.ca>



# INTERACTIVE WEBINAR

Join the conversation with  
organic leaders which will be  
broadcast on social media  
channels

@OrganicWeek will host its  
#OrganicChat @ 2:00 pm EST on Tuesday,  
September 8, 2020



# ORGANIC WEEK

## 2020 Training Webinar

This webinar is designed to help our companies, brands, retailers plan and promote their in-store Organic Week activities.

Wednesday, August 12<sup>th</sup> at 2pm EDT



# 2020

## Media Training Webinar

Tuesday, August 11<sup>th</sup> 2pm EDT



This webinar is designed to help you create and deliver a successful media relations campaign in support of your Organic Week activities!

You will also have access to the free Organic Week Do-It-Yourself Media Kit, outlining the campaign's key messages along with tips, tricks, pre-crafted tweets and more to help you spread the word about Organic Week!



# QUESTIONS?



[www.organicweek.ca](http://www.organicweek.ca)



[info@canada-organic.ca](mailto:info@canada-organic.ca)



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