

COTA 2012 ANNUAL FUND INVESTOR PLEDGE FORM

YES! We will support the Canada Organic Trade Association's **government affairs, media relations, and consumer marketing programs** in 2012 by making an investment of:

- \$25,555 Leadership Circle
- \$17,555 Major Donor
- \$11,555 Crown Benefactor
- \$7,555 Gold Benefactor
- \$5,555 Benefactor
- \$3,555 Patron
- \$2,555 Sponsor
- \$1,555 Contributor
- \$755 Champion
- \$555 Friend
- \$355 Donor
- \$ _____ Supporter



TOTAL PAYMENT: \$ _____

(All investor levels are in Canadian dollars.)

METHOD OF PAYMENT

Full Payment Enclosed

(payable to Canada Organic Trade Association, PO Box 6364, Sackville, NB, E4L 1G6, Canada)

Charge the Full Amount to my Credit Card (VISA, MasterCard, or AmEx)

Card # _____ Expiry _____

Cardholder Name _____ Billing Postal Code _____

Cardholder Signature _____

Bill Me. Upon invoice from COTA, I agree to make the following payments toward this total pledge:

- One full payment (due within 30 days)
- Other (please specify) _____

Authorized Signature _____

INVESTOR INFORMATION

Company Name: _____

Company Name (for acknowledgment): _____

Contact Person: _____

Title: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Tel: _____ Fax: _____

E-mail: _____ Website: _____

TODAY.
TOMORROW.
TOGETHER.
Organic.



**Please fax this form
by March 9 to
(506) 536-0221.**



PLEDGE ONLINE

Pledge online at:

ota.com/annualfund/investment.html



QUESTIONS?

Contact Matthew Holmes,
Executive Director, at (613) 482-1717.

Inquiries may also be made
via mholmes@ota.com



COTA 2012 investments are not
charitable contributions, but may
under Canadian law be tax deductible
as regular business expenses.



OTA 2012 Annual Fund Investor Levels and Recognition

All investors will be acknowledged at OTA's Annual Awards Gala during Member Days events at the Natural Products Expo East. Investors will also be recognized in *The Organic Report* and on OTA's website, and will receive a special logo for their own promotional use.

LEADERSHIP CIRCLE **\$25,555**

- Leadership Circle press release sent to industry trade publications and media
- Inclusion of your company's materials in OTA's annual desk-side media briefing tour
- Priority opportunities for your company in OTA consumer marketing projects throughout 2012
- Quarterly Executive Briefings
- Thank you listing with logo and link on the OTA website and prominent listing in *The Organic Report* for the remainder of the year
- Recognition with company logo published in *The Buyer's Edge*, *Certified Organic*, *Natural Foods Merchandiser*, *Organic Processing*, *Sound Consumer*, and *Taste for Life the Retail Approach*
- Acknowledgement at OTA's Annual Awards Gala
- Complimentary copy of the *2012 Organic Industry Survey* executive summary
- Recognition plaque

MAJOR DONOR **\$17,555**

- Quarterly Executive Briefings
- Thank you listing with logo and link on OTA's website
- Thank you listing with logo in *The Organic Report*
- Recognition with company logo published in *The Buyer's Edge*, *Certified Organic*, *Natural Foods Merchandiser*, *Organic Processing*, *Sound Consumer*, and *Taste for Life the Retail Approach*
- Acknowledgement at OTA's Annual Awards Gala
- Recognition plaque

CROWN BENEFACTOR **\$11,555**

- Quarterly Executive Briefings
- Thank you listing with logo and link on OTA website
- Thank you listing with logo in *The Organic Report*
- Recognition with company logo published in *The Buyer's Edge*, *Certified Organic*, *Natural Foods Merchandiser*, *Organic Processing*, *Sound Consumer*, and *Taste for Life the Retail Approach*
- Acknowledgement at OTA's Annual Awards Gala
- Recognition plaque

GOLD BENEFACTOR **\$7,555**

- Thank you listing with logo and link on OTA website
- Thank you listing with logo in *The Organic Report*
- Recognition with company logo published in *The Buyer's Edge*, *Certified Organic*, *Natural Foods Merchandiser*, *Organic Processing*, *Sound Consumer*, and *Taste for Life the Retail Approach*
- Acknowledgement at OTA's Annual Awards Gala
- Recognition plaque

BENEFACTOR **\$5,555**

- Thank you listing with link on OTA website
- Thank you listing with logo in *The Organic Report*
- Recognition published in trade publications to be determined depending on space available
- Recognition plaque

PATRON **\$3,555**

- Thank you listing in *The Organic Report* and on OTA's website
- Recognition published in trade publications to be determined depending on space available

SPONSOR **\$2,555**

CONTRIBUTOR **\$1,555**

CHAMPION **\$755**

FRIEND **\$555**

DONOR **\$355**

- Thank you listing in *The Organic Report* and on OTA's website