

OTA 2012 ANNUAL FUND INVESTOR PLEDGE FORM

YES! We will support the 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: \$ _____



METHOD OF PAYMENT

- Full Payment Enclosed

(payable to Organic Trade Association, 28 Vernon Street, Suite 413, Brattleboro, VT 05301)

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

Card # _____ Exp. Date _____

Cardholder Name _____ Billing Zip Code _____

Cardholder Signature _____

- Bill Me.** Upon invoice from OTA, 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: _____ State: _____ Zip Code: _____

Tel: _____ Fax: _____

E-mail: _____ Website: _____

TODAY.
TOMORROW.
TOGETHER.
Organic.



**Please fax this form
by March 9 to
802-275-3801.**



PLEDGE ONLINE

Pledge online at:

ota.com/annualfund/investment.html

QUESTIONS?

Contact:



**Amy Bovaird, Associate Director,
Member Relations and Fundraising**
802-275-3812



abovaird@ota.com

OTA 2012 investments are not charitable contributions, but may under U.S. law be tax deductible as regular business expenses. Trade associations must report the portion of their income spent on lobbying, as those funds are not tax deductible. For OTA, that is 10%.

Organic
SINCE 1985
trade association



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 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