



Canadian Organic Growers  
Cultivons Biologique Canada



Canadian Organic Growers

Canada Organic Trade Association

Atlantic Canadian Organic Regional Network

Certified Organic Associations of British Columbia

Équiterre

Manitoba Organic Alliance

Saskatchewan Organic Directorate

Organic Alberta

Organic Connections

Organic Council of Ontario

COG Organic Food Council of Manitoba

COG Island Natural Growers

COG Toronto

COG Ottawa

COG Perth-Wellington-Waterloo

**Re: National Organic Week October 9 – 16, 2010**

Dear Friend of the Canadian organic business community,

Join us in being a part of the first National Organic Week beginning on the Thanksgiving weekend running until World Food Day on October 16<sup>th</sup>. Your organization can be a part of this great event which will raise the profile of the organic industry in Canada and also be a part of a celebration of another successful year in organic growth. Organic Week is a collaborative campaign organized by the Canada Organic Trade Association, Canadian Organic Growers and other key organic stakeholders throughout the country.

In addition to the numerous community-level events throughout the country, Organic Week will also include a special report in *The Globe and Mail* and an organic reception at Parliament Hill on October 18<sup>th</sup>. We're offering a limited number of sponsorships at the national level, a great opportunity to promote your organization and organic products at all of our national events.

The special report on organic offers a great opportunity to advertise in Canada's highly respected national newspaper, *The Globe and Mail* whose average daily circulation exceeded 315,000 in 2009. Sponsorship could also include your logo on promotional material in Ottawa's *The Hill Times*, as well as trade publications like *The Canadian Organic Grower Magazine* and *The Organic Report*.

As an Organic Week sponsor you will have the opportunity to contribute to Organic Week messaging as well as receiving preferred space on promotional materials for the week and at the Organic Reception at Parliament Hill. National Supporters will receive one guest pass to the event while National Champions will receive four passes.

There will also be an opportunity to attend the events at Parliament Hill on the day of the reception including Question Period, the Standing Committee on Agriculture, and opportunities to meet with Members of Parliament and Senators.

On behalf of this national collaboration, I hope you can make National Organic Week an important part of your year. The benefits of becoming either a National Champion or a National Supporter are attached to this letter. The deadline for sponsorship commitments is August 30, 2010 at 4pm EST. Please feel free to contact me at (613) 482-1717 with any questions you have.

Sincerely,

Matthew Holmes, Executive Director  
Canada Organic Trade Association

ORGANICWEEK



October 9 -16, 2010

# ORGANIC WEEK

**HELP SUPPORT THE NATIONAL ORGANIC WEEK  
AND THE ORGANIC RECEPTION AT PARLIAMENT HILL**

## **NATIONAL CHAMPION: \$5,010**

- LOGO ON NATIONAL ORGANIC WEEK POSTERS AND RELATED MATERIALS (10,000 IMPRESSIONS);
- INPUT TO NATIONAL ORGANIC WEEK CAMPAIGN MESSAGES;
- GLOBE AND MAIL SPECIAL ORGANIC REPORT RECOGNITION AD;
- FOUR (4) INVITES TO ORGANIC RECEPTION AT PARLIAMENT HILL;
- PRIVILEGED LOGO PLACEMENT ON MATERIALS FOR ORGANIC RECEPTION AT PARLIAMENT HILL;
- INPUT TO ORGANIC RECEPTION AT PARLIAMENT HILL PLANNING COMMITTEE;
- LOGO IN HILL TIMES ORGANIC RECEPTION/ THANK YOU TIE-IN;
- PREFERENTIAL RETAILER TIE-INS WHEN POSSIBLE;
- LOGO AND WEB-LINK FEATURED IN ROTATION ON [WWW.ORGANICBIOLOGIQUE.CA](http://WWW.ORGANICBIOLOGIQUE.CA).
- RECOGNITION IN TRADE PUBLICATIONS (COG MAGAZINE AND THE ORGANIC REPORT)

## **NATIONAL SUPPORTER: \$1,510**

- LOGO ON NATIONAL ORGANIC WEEK POSTERS AND RELATED MATERIALS (10,000 IMPRESSIONS);
- INPUT TO NATIONAL ORGANIC WEEK CAMPAIGN MESSAGES;
- ONE (1) INVITE TO ORGANIC RECEPTION AT PARLIAMENT HILL;
- LOGO ON MATERIALS FOR ORGANIC RECEPTION AT PARLIAMENT HILL;
- RETAILER TIE-INS WHEN POSSIBLE.
- RECOGNITION IN TRADE PUBLICATIONS (COG MAGAZINE AND THE ORGANIC REPORT)

**DEADLINE:  
AUGUST 30,  
2010.**

**BECOME A SPONSOR!** CONTACT MATTHEW HOLMES AT (613)482-1717 OR [MHOLMES@OTA.COM](mailto:MHOLMES@OTA.COM)

**NATIONAL ORGANIC WEEK ORGANIZED IN PARTNERSHIP WITH:**

*Canada*  
**Organic**  
*trade association*  
**Biologique**  
*Association pour le commerce des produits biologiques*

**Canadian Organic Growers**  
**Cultivons Biologique Canada**

### **REGIONAL PARTNERSHIPS THROUGHOUT CANADA INCLUDE:**

ATLANTIC CANADIAN ORGANIC REGIONAL NETWORK  
CERTIFIED ORGANIC ASSOCIATIONS OF BRITISH COLUMBIA  
ÉQUITERRE  
MANITOBA ORGANIC ALLIANCE  
ORGANIC ALBERTA

ORGANIC CONNECTIONS  
ORGANIC COUNCIL OF ONTARIO  
ORGANIC FOOD COUNCIL OF MANITOBA  
SASKATCHEWAN ORGANIC DIRECTORATE

CONTACT YOUR REGIONAL PARTNER FOR INFORMATION ABOUT LOCAL OR REGIONAL SPONSORSHIP OPPORTUNITIES