



ONTARIO
ORGANIC



SPONSORSHIP
OPPORTUNITIES

Ontario Organic Brands



ORGANIC COUNCIL
OF ONTARIO



ABOUT ONTARIO ORGANIC



JOIN ONTARIO ORGANIC

The Organic Council of Ontario is launching its first ever marketing campaign promoting Ontario Organic products. The campaign will build brand awareness for local organic products and grow the organic market for those products in Ontario and beyond. Consumers will finally have help identifying local organic products and where to find them. Retailers will have the opportunity to showcase their commitment to local and organic.

GOALS OF THE CAMPAIGN

The purpose of the campaign is to inspire “organic” shoppers and “local” shoppers to: recommit to Ontario Organic products. A successful campaign will see:

- Increased **consumer awareness** of the Ontario Organic brand
- Increased **retailer awareness** of Ontario Organic brands and products
- Increased **recognition** of and **demand** for Ontario Organic products
- Increased **sales** of Ontario Organic products within Ontario
- Support the **scaling up** of Ontario Organic products and brands



WHAT DOES ONTARIO ORGANIC MEAN?

Ontario Organic means a product that is produced or processed in Ontario. Foodland Ontario Organic logo agreements are also available for products that meet Foodland Ontario definitions of “local” for processed foods sourcing local, organic ingredients. The aim of this campaign is to work towards increased food sovereignty, shorter supply chains, and increased vibrancy of Ontario’s organic food businesses while recognizing that 100% Ontario Organic is not always possible. This definition will evolve over time.

CAMPAIGN REACH

- **8700+** Twitter followers
- **9000+** Facebook followers
- **2000+** Instagram followers
- **3000+** E-news subscribers
- **1300+** GOC attendees
- **575+** LinkedIn followes
- **75+** YouTube subscribers
- **5000+** Website page views per month
- **300+** Directory page views per month



CAMPAIGN ASSETS

In 2023, OCO received funding from the Ontario government to create this campaign, but only 50% of the assets we create are funded. That's why we need your support to bring Phase 1 of the project to fruition.

The campaign will include the following assets:

BRANDED WEBSITE

ontarioorganic.ca will be a one stop shop for recipes, testimonials, information and engaging content on Ontario Organic products.

Ontario Organic brands will be featured with links to online stores, places to buy, and OCO's online directory.



PAID SOCIALS AND SOCIAL MEDIA CAMPAIGN

OCO will build out the Ontario Organic brand through **social media opportunities** in conjunction with Organic Week, Local Food Week, Ontario Organic week etc.

SPONSORED BLOG OR ARTICLE

Want to help inform Ontario Organic website visitors or amplify the message of your brand?

Sponsored blog posts can be crafted and designed by you or by OCO's experienced communications staff to impress readers with the messages you want to convey. Articles can feature links to your products or other calls to action that you deem appropriate. Content must be educational and will be vetted by OCO staff. Sponsored blog posts will be featured on the website's front page for at least one month and indefinitely on content pages as long as the content is relevant and timely.

Blog posts will also be highlighted in OCO's e-news and socials as well as linked in the e-blasts.



EATER'S DIGEST (ONTARIO ORGANIC E-BLASTS)

We will build brand loyalty by building an online loyalty program featuring Ontario Organic brands. Have a new product you want to showcase? Is your brand expanding into a new retail outlet? Do you want to offer a special one-time discount?

Our **e-blasts** will reach your target audience across the province.

FARM AND BUSINESS SIGNAGE

With over 1450 organic enterprises in Ontario, why is it still difficult to find them?

The Ontario Organic campaign will help farms and businesses show their support for organic by providing **farmgate and business signage** featuring the Ontario Organic logo for all participating businesses. Help us make signage for all organic businesses, no matter their size, a reality by sponsoring 100 signs at a time. Your logo will be featured on the back of the sign.



ONTARIO ORGANIC BAGS

To get the Ontario Organic brand off the webpage and into more consumers' homes, OCO is working with sponsors and retail partners to distribute tens of thousands of Ontario Organic **branded shopping bags** to participating businesses and retailers.

Bags will feature the Ontario Organic logo on one side and participating sponsors on the other. By becoming a sponsor, you're not only promoting your brand, but you're purchasing a given number of bags to distribute.

RECIPES

Want to feature your products in a **recipe**?

Brands can be integrated into recipes showcased on the Ontario Organic website or share one of their favourites by choosing this option. Recipes can feature your brand exclusively or share the spotlight with others.



VIDEOS

The campaign website will highlight **branded videos** that can be paired with other content (i.e. a video and blog combo). Videos will be 1-2 minutes long and will tell the story of your business, why you are certified organic, what organic means to you, and why consumers should buy local organic products.

Videographers and logistics will all be managed by OCO and will come to you. Retailers can choose to sponsor a brand or farm of their choice or sponsor the series.

ONTARIO ORGANIC ADVERTISING SPONSOR

Get featured alongside the Ontario Organic brand in online and print **advertising** including major news outlets, foodie magazines and platforms and by online influencers.



CONTRIBUTION	VALUE	PRESENTING	GOLD	SILVER	BRONZE
			\$10,000	\$5,000	\$2,000
CONTRIBUTION FOR SUPPORTING MEMBERS		\$7,500	\$3,000	\$1,000	
Website - all pages	\$2,000				
Website - Primary logo placement on Ontario Organic brands page	\$500				
Website - Secondary logo placement on Ontario Organic brands page (FREE for Supporting Members)	\$250				
Website - content advertisement (300 x 500 pixels)	\$500				
Website - other advertising (sidebar)	\$250				
Directory - presenting partner logo under directory	\$500				
Directory - featured post for one year	\$250				
Featured Blog Post	\$250				
Social Media Spotlight - paid socials campaign	\$500				
Social Media Spotlight - regular OCO channels	\$250				
Enews - Enews ad in Ontario Organic enews	\$150				

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Exclusive Ontario Organic e-blast	\$500				
Ontario Organic advertising partner	\$2,000				
Farm and Business Signage – sponsor 200	\$7,000				
Farm and Business Signage – sponsor 100	\$3,500				
Farm and Business Signage – sponsor 50	\$2,000				
Ontario Organic Bags – Primary logo	\$1,000				
Ontario Organic Bags – Secondary logo	\$500				
Ontario Organic Bags – Tertiary logo	\$250				
Videos – logo on outro for 6 videos	\$1,000				
Videos – name on outro for 6 videos	\$500				
Videos – feature your brand in an exclusive video and blog post	\$2,000				
Recipes – exclusive product showcase	\$300				
Recipes – shared product showcase	\$150				

9 **Already an OCO Supporting Member? A discount on sponsorship is part of your perks! Inquire today!**



FOUNDING SPONSORS

This is the first year and launch of the Ontario Organic brand. We need your support to build support and brand recognition!

That's why we're offering first year sponsors (founding sponsors) a **special discount** on future sponsorship opportunities. By signing up this year, you'll automatically receive some additional benefits in 2024-2025 and receive special discounts in years to come. Talk to us about what to expect.



CUSTOMIZABLE SPONSORSHIP

We want your sponsorship to **work for you**. Tell us what you're looking to do and we'll work with you to find the right fit. Just want to order a few bags or a farmgate sign? We can make that happen.

SPONSORSHIP SYNERGIES

Are you an OCO Member, sponsoring the Guelph Organic Conference or Queen's Park day?

We're happy to offer you an OCO sponsorship package to make everything seamless so you can leverage your sponsorship for **greatest impact**.

