

## SPONSORSHIP PACKAGE

### Organic Council of Ontario 2020 AGM & Organic Day

March 11, 2020 | YMCA Central & Queen's Park | Toronto, ON



### About the Event

Organic Day at Queen's Park allows OCO's members, staff, and board to foster a healthy rapport with MPPs and government to encourage legislative action and policy development on issues that impact Ontario's organic industry. Last year, our members engaged with twenty MPPs from all four parties, including Ernie Hardeman, Minister of Agriculture.

As a result of connections made at the event, the Organic Products Act was re-introduced in November 2018, as a private member's bill sponsored by MPP Jim McDonnell (PC). The bill passed 2nd reading in November 2018 and is now at committee. We are excited to use this year's event to continue our advocacy for organic regulation in Ontario and for continued support to grow the organic sector.

This year's event will be held on **March 11, 2020** in Toronto, with OCO's Annual General Meeting in the morning at the YMCA Central and Organic Day at Queen's Park in the afternoon.

## Sponsorship Levels & Recognition

Sponsorship Levels	Flourish	Grow	Seed
Food donations welcome in lieu of some or all of the sponsorship value	<b>\$1000 +</b> (Plus tax)	<b>\$500</b> (Plus tax)	<b>\$200</b> (Plus tax)
<b>Pre- and Post-Event Benefits &amp; Recognition</b>			
Recognition on Website	✓ Top logo placement	✓ Secondary logo placement	✓ Tertiary logo placement
Recognition on Social Media <i>(1200+ Twitter followers, 1450+ Facebook followers, 350+ Instagram followers)</i>	✓	✓	
Recognition in OCO's E-News <i>(sent to 2000+ organic supporters)</i>	✓	Company name only	
Featured Listing in the <b>Ontario Organic Directory</b>	✓		
<b>On-Site Benefits &amp; Recognition</b>			
Verbal Recognition at Event	✓	✓	✓
Complimentary Event Passes	2 registrations	1 registration	1 registration
Recognition in Event Program	✓	✓	Company name only
Booth in Sponsor Showcase	✓	✓	✓
Your marketing materials or samples in MPP event kit	✓		
Opportunity to address attendees at lunch	✓		
Opportunity to introduce or moderate a break-out session	✓		

## Food & Beverage Donations

Our goal is to serve dishes that include local organic ingredients to celebrate and promote the bounty of Ontario organic farms and businesses. In order to achieve this goal, we're asking for food donations for breakfast, lunch and the evening reception. In lieu of monetary donations, sponsors can provide some or all of their sponsorship in the form of food donations for Organic Day.

## Ontario Organic Day Tasting Reception

We are also seeking food and beverage contributions for our Ontario Organic Day Tasting Reception, which will take place following the day's events.

Businesses that would like to showcase their food products can participate in our Local Organic Tasting Reception as a food station vendor. Vendors are expected to offer prepared food or beverage samples to serve 70-100 guests.

We also welcome local chefs, caterers, or food service professionals who wish to prepare food samples, and we can assist with the sourcing of organic product.

## Key Benefits of Sponsorship



## About the Organic Council of Ontario

OCO is a membership-based non-profit that represents over 1300 organic farms and businesses in Ontario. We are the only trade association working on behalf of the entire organic industry, from field to plate. As a sponsor, you will be supporting our efforts to advocate for programs and actions that support Ontario's diverse organic businesses.

## Contact

Are you interested in any of the above sponsorship opportunities, or do you have other ideas for how we can collaborate? Please contact Meg at [meg@organiccouncil.ca](mailto:meg@organiccouncil.ca) and indicate which sponsorship level you are interested in.