

organic[®] ALBERTA SPONSORSHIP OPPORTUNITIES





ABOUT THE CAMPAIGN

Tired of answering the same questions all the time about organics? We are looking to change that. We need your help educating consumers in order to enable them to make informed food purchasing decisions. Organic Alberta's Get the Facts Campaign will span across two years. Throughout this time we will be releasing educational videos and articles on a monthly basis, with the exception of Organic Week in September where we will release three videos and seven articles. The purpose of this campaign is to educate consumers on organic food in Alberta with a goal of enabling them to make informed and educated purchasing decisions. In addition to monthly videos and articles, we will be promoting posts on our social media channels (Facebook, Instagram, YouTube, Twitter), sending push notifications to subscribers, as well as utilizing the Facebook chat bot, Manychat, to increase overall reach and campaign awareness. Each piece of campaign material will include a call-to-action and a link to the Get the Facts landing page, housed on the Organic Alberta website.

BACKGROUND

The provincial government understands that Albertans take food seriously. With the rise of the "foodie" movement, farm-to-fork, and supporting local, Albertans are becoming more savvy, health-conscious, educated, and selective of their food purchasing. On April 1st, 2019, the Supporting Alberta's Local Food Sector Act, came into effect. This means that anyone who uses the term "organic" must be certified in accordance with the federal Organic Products Regulations which is a massive step forward in building consumer confidence.



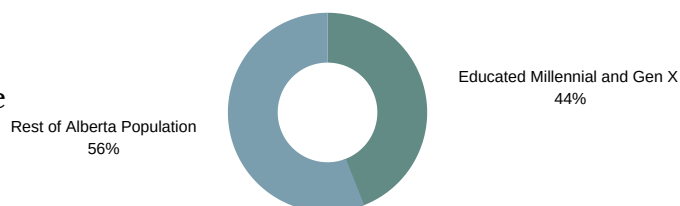
TARGET AUDIENCES

The education campaign targets consumers of two identifiable audiences

EDUCATED MILLENNIAL & GEN X

44% of Albertan Population | Health conscious
Both of these age groups have a much higher prevalence of organic food purchases than the general population.

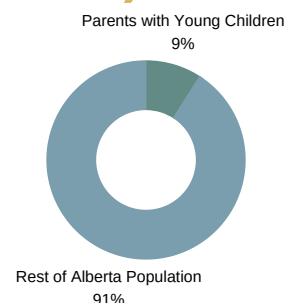
1,880,672



PARENTS WITH YOUNG CHILDREN (FIRST MOTHERS)

Research indicates new parents have a heightened concern about the connection between health and food; this is an opportune time to present facts about organic food, the organic label, and the overall benefits of a healthy diet.

396,960



ESTIMATED IMPRESSIONS?

2.5 MILLION

KEY MESSAGE IMPRESSIONS VIA SOCIAL
MEDIA POSTS, VIDEOS, PRINT & WEB

100,000

PAGE VIEWS ON THE
GET THE FACTS WEBPAGE

ABOUT THE SPONSOR OPTIONS

We have some excellent sponsorship opportunities that we believe could help you and your business reach a larger group of engaged consumers who want to learn more about organics in Alberta. We invite you to review the four sponsorship opportunities we have outlined on the following page and consider partnering with us in educating consumers.

Our sponsorship options start with our Title sponsor, an exclusive two-year commitment; Presenting sponsor, an exclusive one year commitment with first right of refusal for the subsequent year; Supporting Sponsor and Friend, which are both a one year commitment.

organic ALBERTA SPONSOR TIERS

BENEFITS:

Title
Sponsor
\$15,000/year

Presenting
Sponsor
\$10,000

Supporting
Sponsor
\$5,000

Friend
Sponsor
\$1,000

Four professionally produced videos with celebrity spokesperson, Mike Chalut, featuring your company location, and business based on relevancy to Get the Facts educational campaign



Profile article(s) relevant to Get the Facts educational campaign featuring your business and/or products

2
Profile Articles

1
Profile Article

Company logo will be placed on all Get the Facts videos (30), articles (30), e-newsletter (24)



Logo and sponsorship tier title on any Get the Facts campaign on-site promotional pieces - postcards, etc.



Company profile including company name, logo, description, link to your website, and social media links will be placed on Organic Alberta's Get the Facts landing page



Company
name, logo,
and
description
only

Social media mentions

15

12

8

4

Receipt of video files for you to show at your company location, where applicable

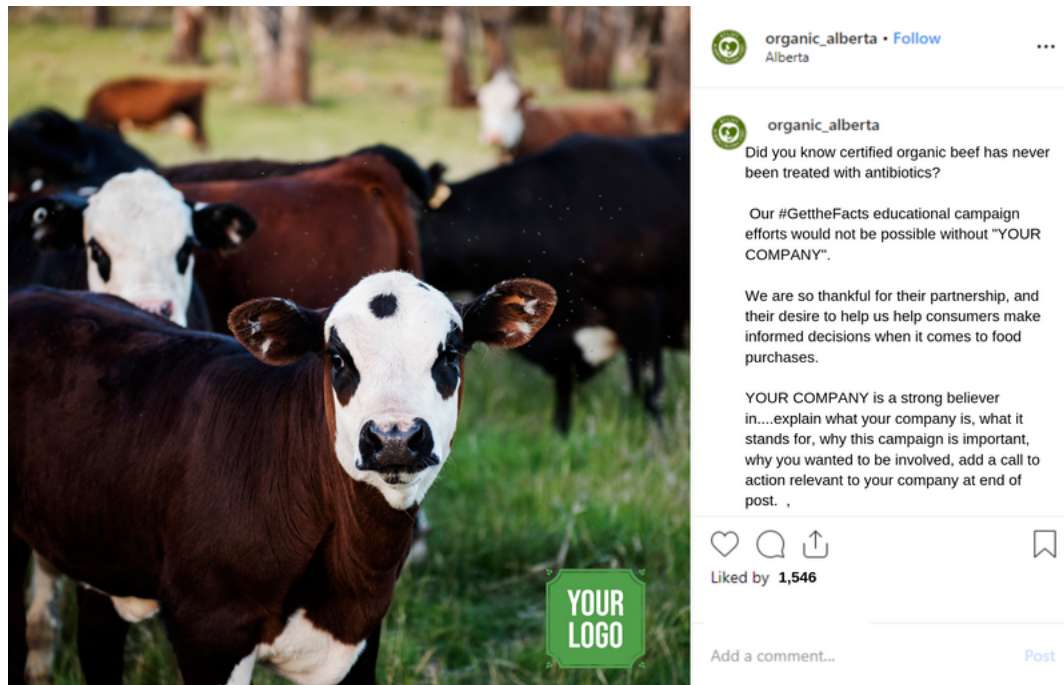


Receipt of print material for company distribution

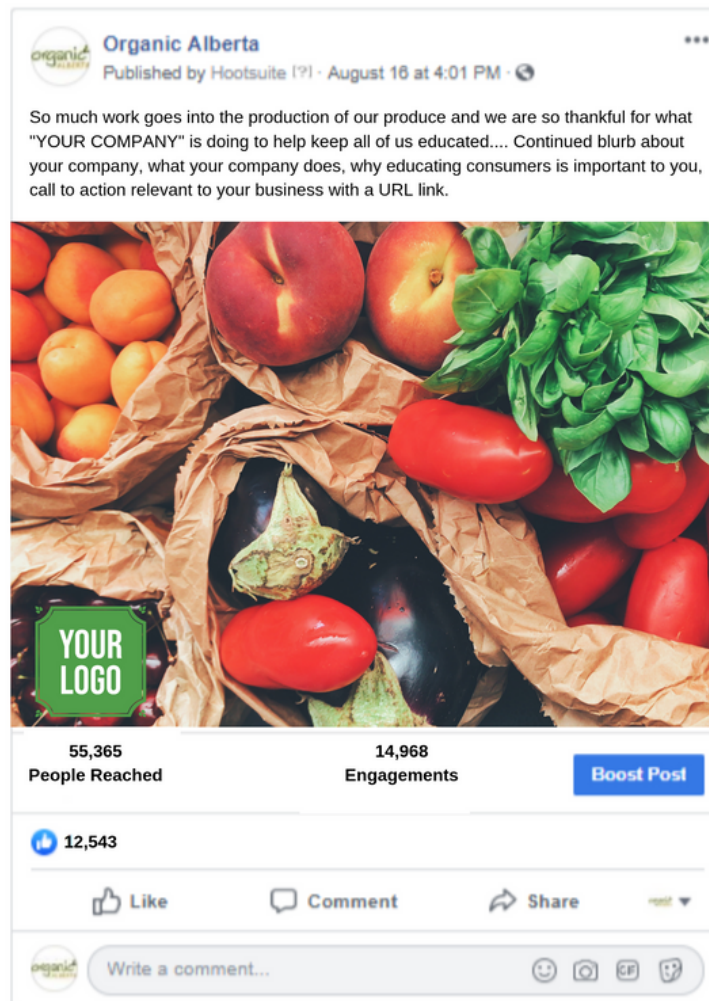


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Instagram Sample:



Facebook Sample:



organic^{ALBERTA} LOGO PLACEMENT

Video Sample:



Article Sample:

organic farmers, conventional farmers have to follow rules that guide farming practices and monitor food quality. Once you have the facts about how your food was grown, it's up to you to decide what's right for you.

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Special Thanks to all of our #GettheFeeds Campaign Sponsors:

Title Sponsor:



Presenting Sponsor:



Supporting Sponsor:



MORE ARTICLES

Jun 18 | 1 Article

Ontario Farm Draws On Trust, Vision And Teamwork To Raise Organic Hogs And Crops

"If we stay together as a unit and focus on that common vision of where we can get to, we will eventually get there," says Brett Israel, here wi

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Jun 18 | 1 Article

UK Seed Vault Banks On Wild Crops To Feed A Warming World

Visitors to the Millennium Seed Bank walk through an educational exhibition to learn more about the stored plant species in West Sussex, England, Ma

> READ MORE

Jun 5 | 1 Article

Soil Is The Key To Our Planet's History (And Future)

Originally published May 20, 2019 on The Conversation By Derek Lynch The English language is full of phrases -- from "logged down"

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ABOUT ORGANICS

Organic Dairy

Eat Organic

Grow Organics

RESOURCES

Grow Organics

Organic Resources

Get Connected

RECENT POSTS

Soil is the Key to Our Planet's History (And Future)

Share Your Inspiration/Inspire!

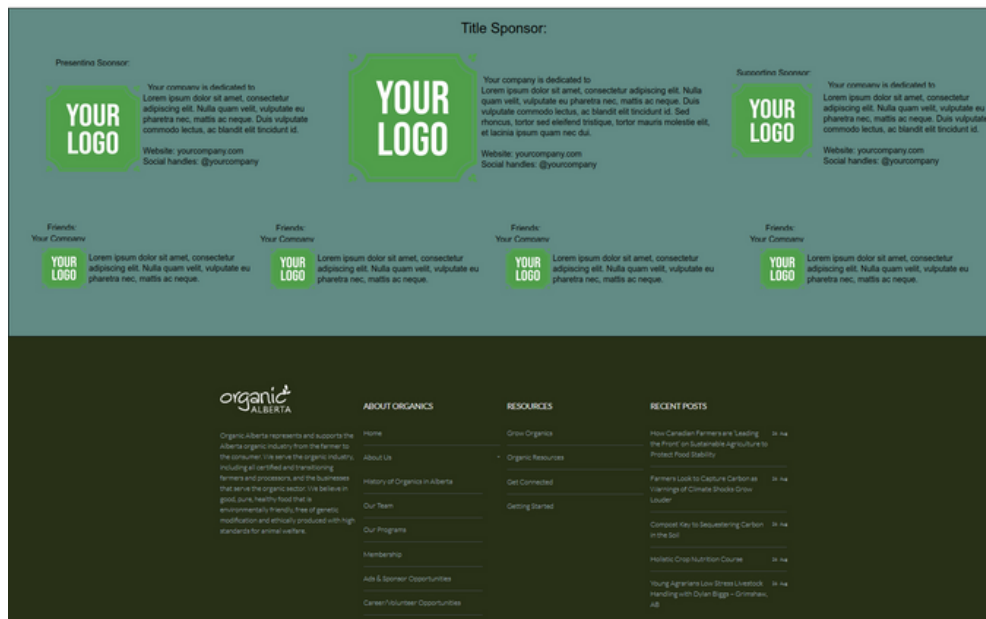
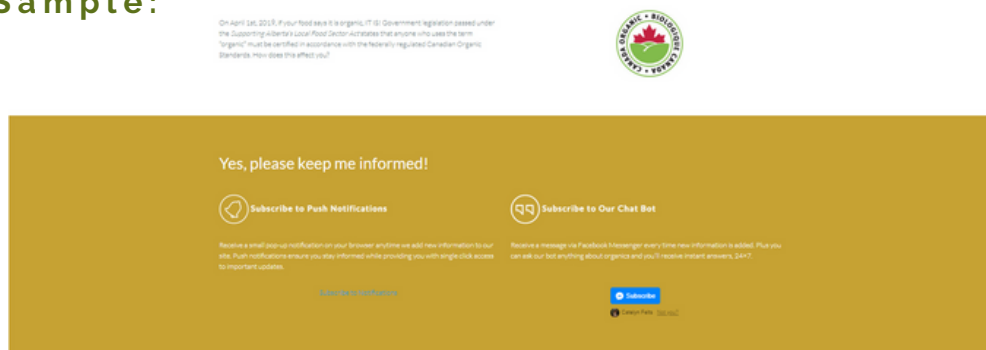
Organic Alberta represents and supports the Alberta organic industry from the farmer to the consumer. We serve the organic industry, including all certified and transitioning farmers and processors, and the businesses that serve the organic sector. We believe in

organic ALBERTA LOGO PLACEMENT

Post Card Sample:



Website Sample:





WILL YOU PARTNER WITH US?

Please let us know how you would like to support Organic Alberta's Get the Facts consumer education campaign and if you have any questions at all. We appreciate your time and interest, and we look forward to discussing sponsorship possibilities with you.

GET IN CONTACT WITH US:

We would love to further discuss sponsorship options with you. Please reach out to our communications coordinator, Cari Hartt at:

t: 780-990-9994 | cari.hartt@organicalberta.org

LEARN MORE ABOUT THE CAMPAIGN

You can learn more about our efforts and the Get the Facts campaign on our website or reach out to our office at:

t: 587-521-2400 | <https://organicalberta.org/getthefacts/>