



**NATIONAL  
ORGANIC  
WEEK**

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ORGANIC  
WEEK**

**NOW**  
AUSTRALIA

**SPONSORSHIP KIT  
2017**

# WHAT IS NATIONAL ORGANIC WEEK (NOW)?



National Organic Week (NOW) is the largest annual celebration of organic food, products and systems hosted nationwide exclusively by the Centre for Organic Research & Education (CORE) to raise awareness about its benefits and positive impact on environmental, social and economic sustainability. CORE also has plans to expand the NOW program to China and Singapore in the near future.

Investing in the annual National Organic Week is an investment in the future of sustainability.

Your involvement in NOW reinforces your organisation's commitment to sustainability and enhances your corporate status with your customers and the wider community.

## WHY SPONSOR?

### **Be known as a Socially Responsible Business**

Your organisation's association with NOW will showcase your dedication to a sustainable environment and future in the community, thus raising your company's corporate profile, improving your company's culture and generating significant community goodwill.

### **Brand recognition and promotion**

Your investment will result in brand presence and mentions through the NOW website, email campaigns, event calendar, social media, product placement opportunities and event signage.

### **Exposure to potential customers**

NOW has established a reputation in the past 12 years across Australia for supporting and promoting sustainability, organic products and sustainable agriculture systems. We have a targeted base of supporters who choose to use eco-friendly and organic products, they want products that are made/produced in a sustainable manner.

### **Great networking opportunities**

NOW events bring together organic product & service providers and community, government and industry interest groups. Each event will provide valuable opportunities to further your business ventures and discover potential business partners.



# 2017 SPONSORSHIP PACKAGES

Sponsorship Category	Gold Sponsor	Silver Sponsor	Bronze Sponsor
<b>Annual Contribution (GST not applicable)</b>	<b>\$3,000</b>	<b>\$2,000</b>	<b>\$1,000</b>
<b>Benefits</b>			
Logo placement on NOW website for one year linking to your website: <ul style="list-style-type: none"> <li>- On the sponsors page and/or</li> <li>- On the logo slider showing at the bottom of every page</li> </ul>	<i>LARGE size logo throughout website</i>	<i>MEDIUM size logo throughout website</i>	<i>SMALL logo on sponsors page <u>only</u></i>
Free license* to use the NOW logo for one year - <b>Promote your affiliation to NOW via your organisation's marketing communication channels.</b>	✓	✓	✓
Highlight your events/promotions on the calendar page of the NOW website throughout the year	✓	✓	✓
Brand mentions across our email campaigns to over 2,400 members on our database <b>Get on board early for more mentions</b>	✓	✓	✓
Automatic membership of CORE (listed as a 'Participating Member')	✓	✓	✓
<b>Social media promotion:</b> Benefit from promotion on our social media channels - <b>Reaching thousands online and their wider networks</b> (to 11,500+ Facebook and <u>fans &amp; followers</u> )	<i>Mention at time of joining, during &amp; after the Week</i>	<i>Mention at time of joining &amp; during the Week</i>	<i>Mention at time of joining</i>
Discount on a Detailed Listing on the <u><a href="#">Australian Organic &amp; Natural Directory website</a></u> for a year	✓	✓	✓
Enjoy <b>complimentary entries</b> into the Organic Consumer Choice Award ( <u>OCCA</u> ) competition (included-value of \$95 per entry)	✓ <b>2 FREE entries</b>	✓ <b>1 FREE entry</b>	
<b>Media exposure:</b> Media release to include acknowledgement as Major Sponsor + opportunity to insert quote.	✓		

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**CONTACT US ON [INFO@CORE.ASN.AU](mailto:INFO@CORE.ASN.AU) & BECOME A SPONSOR TODAY!**

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# 2017 SPONSORSHIP PACKAGES

## WEBSITE STATISTICS

### ANNUAL 2016 STATS

Total Visitors - 16.5k+

New Visitors - 13.4k+

Return Visitors - 3.1k+

### CAMPAIGN PERIOD (JUN - NOV 2016)

Total Visitors - 13.4k+

New Visitors - 10.8k+

Return Visitors - 2.6k+

## SOCIAL MEDIA STATISTICS



11.5k+



1k

## PLATINUM SPONSORSHIP

Platinum Sponsorship offers a range of tailor made options and additional benefits. The CORE team works extensively on an individual basis with organisations and individuals wishing to sponsor more to the annual program or on a specific event.

To discuss bespoke opportunities in confidence, please contact us on **1300 88 55 66** or **info@core.asn.au**. Limited positions are available. Sponsorship deadline applies.

## IN-KIND SPONSORSHIP

In previous years we have received a proportion of In-kind support from sponsors, ranging from media, catering provisions to Organic Consumer Choice Awards (OCCA) prizes for the voters. We would be delighted to hear from you if you are able to provide such in-kind products or services.

## SPONSORSHIP APPLICATION DEADLINE: FRIDAY 8TH SEPTEMBER 2017

For more information about NOW, visit:

[www.organicweek.net.au](http://www.organicweek.net.au)

[www.facebook.com/nationalorganicweekaustralia](https://www.facebook.com/nationalorganicweekaustralia)

[www.twitter.com/OrganicWeek\\_AU](https://www.twitter.com/OrganicWeek_AU)

### About the Centre for Organic Research & Education (CORE)

The Centre for Organic Research and Education (CORE) is a charitable not-for-profit organisation conducting year round sustainability research, education and awareness activities. This work helps to promote the organic cycle, particularly organic recycling, food production and organic products and systems. Highlights during the 12 month program include National Organic Week (NOW) and International Compost Awareness Week Australia (ICAW).

The CORE network is substantial. The CORE team works with industry and government partners and connects thousands of CORE Members. Over the years, shared agendas have included climate change abatement, organic practices, food waste avoidance and composting. CORE programs have served to promote products made from recovered and recycled resources. They have helped open up new markets, from treating run-off from wrecking yards and city streets to helping farmers reduce chemical input, save water and increase yields.

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