





## 2026 OTA WEBINAR SPONSORSHIP OPPORTUNITIES

*First-Come, First-Served | Limited Slots Available*

For more than 40 years, the Organic Trade Association (OTA) has been the trusted hub for education, insights, and industry leadership across the organic supply chain.

OTA's 2026 webinar slate offers mission-aligned organizations a powerful platform to present thought leadership, elevate visibility, and engage directly with organic professionals nationwide.



### Why Partner with OTA?



#### Targeted Reach

Our webinar attendees are stakeholders who live and work in organic food, fiber, farming, policy, and research. Sponsoring through OTA ensures your message reaches the exact audience you want to influence.



#### Engaged Industry Community

OTA's webinars consistently attract a high-intent audience that values credible, actionable information. Your content and brand benefit from meaningful engagement in a trusted, mission-aligned space.



#### Credibility Through Association

Aligning with OTA's long-standing reputation adds weight to your message. Sponsors benefit from OTA's decades of trust and sector leadership.

### 2026 Webinar Sponsorship Package - \$1,950 member/ \$2,950 non-member

#### Sponsorship includes:

- **Logo visibility** on all promotional assets (emails, LinkedIn, OTA event pages, reminder communications).
- **Logo placement** on the opening slide with a verbal "thank you" during the host's introduction.
- **A 50-word sponsor message**, drafted by your team, read during opening remarks.
- **Priority placement** determined on a first-come, first-served basis for the 2026 webinar calendar.

[Check out our past webinar on-demand recordings here: ota.com/webinars](https://ota.com/webinars)



# ORGANIC TRADE ASSOCIATION

## 2026 WEBINAR TOPICS AVAILABLE FOR SPONSORSHIP

*Availability is limited – booking now through fall 2026*



### **Government Affairs – 3-Part Policy Series**

Deep dives into federal organic policy, legislative developments, and what they mean for the sector.



### **Regulatory – 4-Part Series**

Featuring OTA's regulatory team: National List, NOSB updates, rulemaking, compliance changes, and more.



### **Organic Market Report + Seal Makes It Simple**

Insights from OTA's flagship annual report paired with consumer-facing Seal Makes It Simple data and messaging.



### **Organic Hotspots Study**

A data-driven look at the economic impact of organic hotspots – and how organic clusters support rural economies.



### **Humanizing Sustainability**

A narrative-driven exploration of sustainability, climate resilience, and real stories from the organic movement.



### **Consumer Survey Insights**

A breakdown of the latest consumer research shaping organic purchasing, values, and behaviors.

## Guidelines for Sponsor Participation

OTA welcomes mission-aligned organizations whose work complements and supports the organic marketplace. All sponsors must meet the following criteria:

- **Mission Alignment:** Sponsor offerings must uphold OTA's values and the integrity of the organic label.
- **Relevance & Value:** Sponsored content should provide clear benefit and insight for OTA's audience.
- **Editorial Independence:** OTA retains full control over webinar content to ensure accuracy and neutrality.
- **Protection of Audience:** OTA does not promote products or services that may mislead, exploit, or contradict organic principles.

*A sponsorship does not constitute OTA endorsement. Organizations with unresolved formal complaints filed with the OTA Board are not eligible to sponsor.*



## 2026 OTA WEBINAR SPONSORSHIP OPPORTUNITIES

### Looking Ahead: Accepting Ideas for 2027 Sponsored Webinars



#### Have a topic you'd like to see on next year's educational calendar?

OTA is now accepting proposals for 2027 sponsored webinars.

Please reach out to [Adrienne Messe](#), OTA's Director of Events for more information.

### Payment Details



- All digital sponsorship opportunities are billed at published net rates.
- No additional discounts or agency commissions are available.
- Invoices are considered past due after 30 days; OTA will not run paid content for past-due accounts.
- If an OTA membership lapses, rates will automatically revert to non-member pricing.
- Visa, MasterCard, and American Express are accepted.

### Interested in sponsoring or want more information?



Reach out to Matt Landi, Vice President of Industry Relations at (202) 681-6964 or [mlandi@ota.com](mailto:mlandi@ota.com) to discuss availability and next steps.



## ORGANIC PAC ADMINISTRATIVE FUND



The Organic Trade Association’s Political Action Committee (Organic PAC) allows the trade association to support - with financial and other resources - the election of officials who are aligned with the goals of the organic sector. Your organization can support an exciting Organic PAC event by sponsoring Organic PAC’s administrative fund.

### ORGANIC PAC EVENT SPONSORSHIPS

Organic PAC is reliant on the generous personal financial contributions of individual employees of OTA member companies. Corporate donations to political candidates are prohibited by federal elections law. However, corporate donations ARE permitted to underwrite the administrative functions of the PAC, such as covering the costs of putting on an event to raise money for Organic PAC. Organic PAC hosts live and virtual fundraising events to garner contributions throughout the year.

### SPONSOR BENEFITS

SPONSOR BENEFITS	PATRON	CAPITOL	GUARDIAN
AMOUNT	\$10,000	\$7,500	\$5,000
EMCEE ANNOUNCEMENTS	✓	✓	✓
LOGO ON PRINT AND E-MATERIALS	✓	✓	✓
TICKETS	3	2	1

## 2025 Sponsors





**ORGANIC  
TRADE  
ASSOCIATION**



## OATS TECHNICAL ASSISTANCE TRAINING

**GROW ORGANIC. SUPPORT OATS. STRENGTHEN THE FUTURE OF FARMING.**

Meeting the rising demand for organic starts with investing in the people who make it possible: **America's organic and transitioning farmers.**

The Organic Agronomy Training Service (OATS) is a national training program designed to strengthen the support system surrounding these farmers. We provide agricultural advisors, consultants, extension agents, and service providers with science-based tools and training to better serve organic operations.

Since launching in 2019 with the Organic Trade Association (OTA) as our fiscal sponsor, OATS has been at the forefront of advancing U.S. organic production by ensuring farmers have access to qualified technical service professionals.

### \* WHY NOW?

With federal funding uncertainties and an evolving economic climate, it's a critical time to invest in the tools and training farmers need to thrive. Whether you're a member of OTA or a business that partners with organic producers, your support helps bring cutting-edge research, practical agronomy, and trusted guidance directly to the field.

OATS empowers the technical advisors who, in turn, empower farmers. The result? A stronger, more resilient organic supply chain—rooted in science, driven by collaboration.

### \* LET'S GROW TOGETHER

Would you consider sponsoring OATS programming? Your support helps ensure that every organic and transitioning farmer has access to the expertise they need to succeed.

### \* OUR IMPACT TO DATE:

Trained over  
**1,000**  
agricultural professionals



Launched

**online courses**

tailored for field crop production

Partnered with  
**USDA's National  
Organic Program**  
to improve inspection practices



Established

**peer-learning  
networks**







through advisor call series

Learn more: [ota.com/oats](https://ota.com/oats)



## OATS TECHNICAL ASSISTANCE TRAINING

### YOUR CONTRIBUTION WILL:

-  Support the training of Natural Resources Conservation Service (NRCS) staff in organic practices so that they can better serve organic farmers in their counties.
-  Develop training materials for small to medium size handlers and processors on organics. Increase the number, geographic spread, and effectiveness of agricultural professionals trained in organic methods.
-  Increase the number, geographic spread, and effectiveness of agricultural professionals trained in organic methods.
-  Publish written and video-based informational resources on organic production and certification topics.  
Bring training opportunities to regions of the country where there are few organic resources.
-  Expand the OATS Resource Library with articles and fact sheets on important topics for organic food production.  
Maintain a certificate-bearing training track to enhance credibility of organic agriculture professionals.
-  Expand training topics to other crop and livestock scopes and production issues.

Note: OATS donors over \$10,000 will be recognized through logo recognition in media, web, signage and presentations. Additionally, they will be granted **four** complimentary enrollments in the Organic Field Crop Course.

### 2025 Sponsors





# ORGANIC WEEK IN WASHINGTON, D.C.

AN ORGANIC TRADE ASSOCIATION EVENT

September 14-16, 2026

#OrganicWeekDC

Willard Intercontinental  
Washington, D.C.

## ORGANIC WEEK IN WASHINGTON D.C.

- One of the organic events of the year, growing influence and advancing priorities in Washington, D.C.
- Gather with Organic Trade Association members and stakeholders across all sectors of the organic value chain
- An opportunity for leadership and engagement in the organic sector through participation and sponsorship
- Organic Week has moved to an incredible new historic setting this year, The Willard Continental, located across the street from the White House and in close proximity to Capitol Hill, is rich with history and a spot where Presidents and world leaders have met and convened for over two centuries. Read more about it's history here, and we hope you'll join us to make some of our own this September!

## BECOME A SPONSOR

Become a part of this transformative event by sponsoring Organic Week 2025! Your support will help us make a bigger impact and further the mission of advancing organic farming and policy. As a sponsor, you'll have the chance to showcase your commitment to organic agriculture and gain valuable exposure among key industry leaders, policymakers, and influencers.

Sponsorship packages include several opportunities for visibility, networking and involvement in both educational and advocacy events.

Whether you're a brand, organization or individual, if you're interested in playing a role in supporting this movement, we invite you to partner with us. Together, we can amplify the voice of organic and drive meaningful change for the future of food and farming.

## WHAT YOUR CONTRIBUTION WILL SPONSOR

**Keynote speakers and sessions:** Fund impactful keynotes and discussions led by policy thought-leaders and industry influencers, ensuring high-quality content and valuable insights for all attendees.

**Networking and Advocacy Events:** Support networking sessions and advocacy meetings with policymakers, fostering connections and facilitating conversations that shape the future of organic agriculture.

## SPONSORSHIP OPPORTUNITIES

	\$25,000+	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
<b>Choose one:</b>	Nametag (1 - SOLD OUT)  Custom	Stage florals (1 - SOLD OUT)	Leadership Awards (3 1)  Tabletop Room	Registration (1)  Breakfasts (2)  Lunch (2)  Conference App (1)  Mainstage Programming	Swag bag (3 - SOLD OUT)  Snacks (2)  Breakout Session Programming  Hotel Keycard (1 - SOLD OUT)	Friend of OTA Lounge  Scholarships
<b>REGISTRATIONS</b>	6 (\$4,800 value)	5 (\$4,000 value)	4 (\$3,200 value)	3 (\$2,400 value)	2 (\$1,600 value)	1 (\$800 value)
<b>LOGO SIZE IN PROMOTION</b>	x-large	large	large	medium	small	x-small



**Contact  
Matt Landi,  
OTA VP of  
Industry  
Relations to  
sign up as a  
sponsor today!**



# ORGANIC WEEK IN WASHINGTON, D.C.

AN ORGANIC TRADE ASSOCIATION EVENT

## SPONSORSHIP OPPORTUNITIES

**Friend of OTA Lounge (*unlimited*)** - While at Organic Week, attendees will have an opportunity to visit the Friends of OTA Lounge Area. OTA will provide the Friends of Lounge Area with ample seating and the necessary tables for attendees to network with all show attendees.

**Scholarship Sponsor (*unlimited*)** - Sponsor farmers and diversity members to join us for Organic Week and ensure as many voices are heard as possible. As a scholarship sponsor your organization will be recognized from the stage, on-site signage, and in promotion leading up to the event.

**Snack Sponsor (*SOLD OUT*)** - Your logo will be prominently featured at the serving stations while the afternoon snack is being served. You will receive outstanding on-site signage and tremendous publicity leading up to Organic Week.

**Organic Swag Bag Sponsor (*SOLD OUT*)** - Let Organic Week attendees become your walking billboard! Have your logo prominently displayed on Organic Week organic swag bags and see your logo around the Hill during the week, and beyond for years to come! You will also receive tremendous recognition leading up to Organic Week.

**Breakfast (*three two*)** - OTA participants will thank you for their breakfast. Your logo will be prominently featured on table tents throughout breakfast and tremendous publicity leading up to Organic Week.

**Lunch (*two*)** - OTA attendees will thank you for their midday meal. Your logo will be prominently featured on table tents throughout lunch and tremendous publicity leading up to Organic Week.

**Registration Sponsor (*one*)** - As the Registration Desk sponsor, your company logo will be front and center on the Organic Week registration desk which is a high-traffic, first-stop area for all Organic Week attendees. You will receive outstanding on-site signage and tremendous publicity leading up to Organic Week.

**Programming Sponsor (*unlimited*)** - As a Programming sponsor, your company logo will be featured on the presentation screen as the educational session begins and ends. You will receive outstanding on-site signage and tremendous publicity leading up to Organic Week.

**Awards Reception (*three one*)** - An excellent opportunity to be recognized as a sponsor of the Organic Leadership Awards Reception, with maximum brand exposure leading up to the event and throughout the reception. You will receive outstanding on-site signage and tremendous publicity leading up to Organic Week.

**Conference App (*one*)** - Stay top-of-mind with attendees by sponsoring the Organic Week Conference App, Whova! Your logo will be prominently displayed within the app that all attendees use to navigate the event, network, and receive important updates. Your brand will receive maximum exposure leading up to and throughout Organic Week, with outstanding on-site signage and recognition in pre-event promotions.

**Stage Florals and Decorations (*SOLD OUT*)** - As our stage décor sponsor your logo will be featured prominently on the main stage throughout the event. You will receive outstanding on-site signage and tremendous publicity leading up to Organic Week.

**Nametag Sponsor (*SOLD OUT*)** - As the Nametag sponsor, your one-color company logo will be prominently displayed on all nametags, and attendees become your walking billboard! You will receive outstanding on-site signage and tremendous publicity leading up to Organic Week.

**Tabletop Room Sponsor (*one*)** - Be the exclusive sponsor of the Organic Week Tabletop Room, a dedicated space where attendees can engage directly with exhibiting organizations. Your logo will be prominently displayed on on-site signage throughout the tabletop room and recognized in pre-event promotions leading up to Organic Week. In the event the tabletops are relocated to the event lobby or registration hallway, recognition will pivot accordingly with on-site signage identifying the space as "Tabletop Alley." This sponsorship offers high visibility and consistent attendee traffic throughout the week.

**Hotel Key Card Sponsor (*SOLD OUT*)** - Put your brand directly in attendees' hands multiple times a day by sponsoring the official Organic Week hotel key cards. Your logo will be prominently featured on all guest room keys at the host hotel, offering repeated visibility throughout attendees' stay. This high-impact placement ensures your brand remains top-of-mind from check-in to check-out, along with recognition in pre-event promotions and on-site signage.



# ORGANIC WEEK IN WASHINGTON, D.C.

AN ORGANIC TRADE ASSOCIATION EVENT

## 2026 Sponsors





## ADVOCACY

We share a passion for advancing the organic sector and believe that together, we can make a significant impact. By sponsoring programming and initiatives at the Organic Trade Association (OTA), you can help address critical issues, enhance organic standards, and promote sustainable practices. Your support is crucial in driving forward our mission.

### ADVANCE ORGANIC ADVOCACY

OTA has secured major wins for the organic sector over the years, from research funding to strengthening the integrity of the organic seal. However, there is still much work to be done. We need to achieve organic funding parity, co-market the value of organic with the USDA, and create new market opportunities for our producers and brands. Your support can be general or directed to the following impactful initiatives:



- **Farmer Fly-in Funding:** To consistently engage with key states and congressional districts, we need to ensure that farmers and businesses can travel to Washington, D.C., without financial barriers. Your support can help make this possible, ensuring our voices are heard where it matters most.
  - **Recommended sponsorship level:** \$2,500-10,000
  - **Recognition:** At Fly-in



- **State Footprint Data Initiative:** While we currently provide state and district one-pagers with information on organic operations, we need more detailed data on the economic impact of these operations, including employment benefits and tax contributions. Your sponsorship will help us provide a more comprehensive picture of organic's benefits.
  - **Recommended sponsorship level:** \$2,500-25,000
  - **\$25,000 sponsor will be recognized on the Advocacy App during Organic Week**
  - **Others will be recognized at the Leadership Awards reception during Organic Week**



- **Organic Hotspot Update:** In 2015, Penn State research showed that counties with high densities of organic operations experienced increased median household incomes and lower poverty rates. This study garnered significant bipartisan interest. In 2025, we aim to update this research to reflect current trends and continue the conversation about organic's positive impact.
  - **Recommended sponsorship level:** \$2,500-10,000
  - **Recognition:** at the Leadership Awards reception during Organic Week

Join us in this transformative journey. Your investment will not only help us champion the value of organic products but also inspire innovation and foster a thriving community dedicated to sustainability. Together, we can create a healthier, more sustainable future.

***Let's make a lasting difference together.***