



## 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:

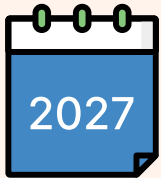
- **Mission Alignment:** Sponsor offerings must uphold OTA's values and the integrity of the organic label.
- **Relevance & Value:** Sponsored content should provide clear benefit and insight for OTA's audience.
- **Editorial Independence:** OTA retains full control over webinar content to ensure accuracy 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.