



2024 AOAM SPONSORSHIP PROSPECTUS

AOAM is a chance to clarify exactly what organic means and highlight the benefits of organic produce and living an organic lifestyle to consumers.



September is all about raising awareness of certified organic products, brands and businesses by educating consumers about why choosing certified organic is so important, and encouraging them to look for organic certification logos on their purchases.

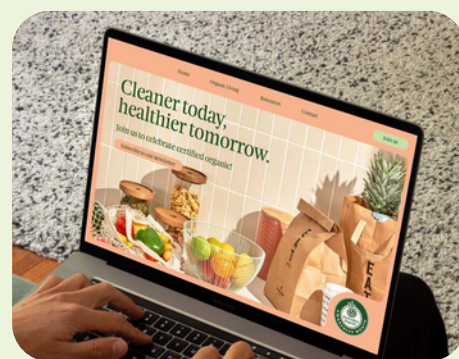
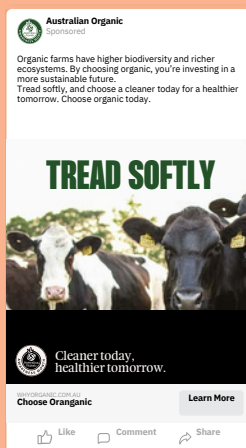


#AOAM
2024

whyorganic.com.au

2024 CAMPAIGN

Cleaner today, healthier tomorrow.



This September, join us in promoting the benefits of certified organic practices for a healthier lifestyle and a cleaner world.

Organics is for the long term. Just as nourishing your body with natural and organic ingredients today can benefit your health for years to come, our ecosystems thrive when soil health, biodiversity and animal welfare are made a priority.

These positive practices and many more are at the heart of certified organics. Come along with us this month to learn how organics may help you eat and live cleaner today for a healthier tomorrow.



AMBASSADORS



Our Lead Ambassador, Tegan Martin.
@tegan.martin | 105k IG Followers



We are thrilled to introduce Tegan Martin as the lead ambassador for Australian Organic Awareness Month 2024.

Tegan, Miss Universe Australia 2014, is a dedicated wellness advocate with a Diploma of Health Science who is currently studying to become a Clinical Nutritionist. Her passion for health and organic living aligns perfectly with our mission to promote mindful consumption and an organic lifestyle.

With her extensive media experience, including TV appearances and hosting roles, Tegan brings credibility and depth to our campaign. Her authentic digital presence and insightful content resonate with a broad audience, making her a key figure in the wellness community.

We believe Tegan's professionalism and commitment to excellence will significantly amplify our message and provide invaluable support to our cause.

AMBASSADORS



Our "Chef" Ambassador, Tom Walton.
@cheftomwalton | 357k IG Followers



Tom Walton is a celebrated chef renowned for his innovative, wholesome dishes using the finest organic ingredients. Based in Sydney, Tom's culinary journey has led him to champion sustainability and health, aligning perfectly with Australian Organic Limited's values.

We are thrilled to have Tom Walton on board, inspiring and educating consumers on the benefits of choosing organic for a healthier lifestyle and a more sustainable planet.

Our "Mum" Ambassador, Nicola Inger.
@the__unrefined | 91.1k IG Followers

Nicola Inger is a Brisbane-based mum and co-host of the popular "Mother, Unrefined" podcast, a series dedicated to helping women navigate motherhood. With a strong social media following, Nicola's content is a fun, raw, and honest depiction of the daily grind.

Committed to the organic lifestyle, her authentic and relatable presence makes her an influential advocate for organic products. We are excited to have Nicola on board, promoting the benefits of organic living to a wide audience.



2024 AOAM Sponsorship Prospectus

Sponsorship closes: 26th July 2024



Major Partners: \$8000

If you're a leader in the sector looking to work with us during September to spread the good word about certified organics, we'd love to get in touch! Limited spaces are available for Major Partners, who will receive a range of brand activations including:

Visibility and Promotion

- Logo, hyperlink and business description on AOAM landing page on Bud Organic Club (BOC) website
- Logo in AOL + BOC AOAM eDMs
- A social media promotional package, including AOL/ BOC Instagram and Facebook coverage
- Dedicated Instagram Story highlight on AOL & BOC accounts (Visible for six months, showcasing your brand story and tie-in to AOAM campaign)
- 'Proud sponsor' animated assets provided by AOL
- Acknowledgment as 'Major Partner' where appropriate in any relevant signage around Awareness Month events
- Opportunity to participate in exclusive launch AOAM Instagram Giveaway (Followers will need to 'like' your Instagram account to enter)

Brand Integration

- Opportunity to have your products activated and/or displayed at events (e.g., Parliament House BBQ in early September or other activations)
- Opportunity to provide products for our popular AOAM variety boxes of organic goodies. Strictly limited to 50 boxes and always quick to sell out, this is a great chance to get your products in the hands of a new audience
- Opportunity to send your products to 2024 AOAM Ambassadors/microinfluencers to potentially be featured within their social media posts
- Opportunity to engage 2024 AOAM Ambassadors in campaign on your own terms (subject to approval)

Note: AOL (Australian Organic Limited); BOC (Bud Organic Club)

CONTACT

Tracy Bennett

National Business Development Executive - tracy.bennett@austorganic.com

07 3350 5716

TERMS AND CONDITIONS

Sponsorship cash value is exclusive of GST. Excluding Principal Partner, sponsor categories are non-exclusive. There are a limited number of spaces available for Major Partners and Organic Business Showcase. Sponsors must provide all artwork/content/assets by 26 July 2024 – if content not received it will not be posted. Content supplied by sponsors must be mutually agreed and must follow AOL content guidelines. Product supplied by sponsor. Product supplied for consumer boxes must be the same SKU - mixed products will not be accepted.

2024 AOAM Sponsorship Prospectus

Sponsorship closes: 26th July 2024



Organic Business Showcase: \$2,500

Smaller businesses are the lifeblood of Australia's economy, and this September we're looking to shine a light on certified organic businesses with a story to tell. Operators in our Showcase will receive a variety of online promotional opportunities, including:

Visibility and Promotion

- Logo and business description on AOAM landing page and BOC website
- 'Proud sponsor' static assets provided by AOL
- Opportunity to provide products for our popular AOAM variety boxes of organic goodies. Strictly limited to 50 boxes and always quick to sell out, this is a great chance to get your products in the hands of a new audience

Content & Social Media

- Shared social media post with other Organic Business Showcase participants, creating a collaborative promotion
- Opportunity to promote product discounts/offers in one of our four weekly emails during September, sent to our mailing list of 5,000+ consumers
- Opportunity for a one-day takeover of AOL's Instagram stories, where the Organic Business can showcase their products, behind-the-scenes content, and engage with followers about how they are supporting the campaign

Exclusive Marketing Activity

- Bud Organic Club blog feature article, highlighting your brand's organic story, to be featured in dedicated Organic Business Showcase section on website
- Inclusion in "Organic Business Spotlight" feature on BOC website, highlighting the story and offerings of your business.
- Access to an exclusive webinar on digital marketing strategies for organic businesses, hosted by AOL post event

Note: AOL (Australian Organic Limited); BOC (Bud Organic Club)

CONTACT

Tracy Bennett

National Business Development Executive - tracy.bennett@austorganic.com

07 3350 5716

TERMS AND CONDITIONS

Sponsorship cash value is exclusive of GST. Excluding Principal Partner, sponsor categories are non-exclusive. There are a limited number of spaces available for Major Partners and Organic Business Showcase. Sponsors must provide all artwork/content/assets by 26 July 2024 - if content not received it will not be posted. Content supplied by sponsors must be mutually agreed and must follow AOL content guidelines. Product supplied by sponsor. Product supplied for consumer boxes must be the same SKU - mixed products will not be accepted.