

For more information, contact Sara Baer-Sinnott
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Membership Dues

Company's Annual Sales	Annual Dues
\$0-\$5 Million	\$1,050
\$5-\$20 Million	\$2,100
\$20-\$50 Million	\$3,150
\$50-\$100 Million	\$4,200
\$100-\$250 Million	\$6,300
Over \$250 Million	\$8,400

Member Benefit Options

Membership includes a choice of up to 6 benefit options, listed below.

Members may add additional options à la carte, at a discounted rate. Members also receive a discounted rate on the supplemental options not included in the membership.

E-Newsletters

Recipe in *Fresh Fridays*

Feature your recipe in the e-newsletter. Send a 50-word recipe description, a photo with 3x4 dimensions, and the recipe instructions in full. Please send the photo as a separate PNG or JPG file. Your recipe will also be posted in our website's heavily-trafficked recipe database (includes backlinks to your website). Oldways may suggest an alternative recipe, based upon our nutritional requirements.

Fresh Fridays is a bi-weekly e-newsletter featuring the delicious diversity and health benefits of heritage diets.
Reach: 32k+

Information in the *Fresh Fridays* Blog

Send a 75-150 word paragraph to be included in a blog post on the Oldways website. These posts are linked from the newsletter, and would also be promoted on social media. For example, a new research study can include a description and a link to the study. Please include sources for studies and research-based information. Topic must be inspirational or educational (not a marketing or sales message).

Information in the *Oldways Exchange*

Share a paragraph of 75 words, a photo with 3x4 dimensions, and a link to "learn more" on your own website. For example: a new campaign, blog post, study, or event you would like to promote. Please send the photo as a separate PNG or JPG file. Topic must be inspirational or educational (not a marketing or sales message).

The Oldways Exchange is a bi-monthly email highlighting resources for healthcare professionals.
Reach: 11k+

Product in *The Cheese Plate*

Feature your product as a complement to cheeses in the monthly newsletter. Send a 50-word description, a photo with 3x4 dimensions, and a link back to your own website. Please send the photo as a separate PNG or JPG file.

The Cheese Plate is a monthly e-newsletter that features traditional cheeses and wonderful pairings.

Reach: 10k+

Contest Sponsorship

- Provide a prize (products, books, kitchen utensils, etc.) for contests held during our annual celebrations (right). In addition to promotion of the prize and your brand, you can choose to have contest participants earn an entry by visiting your company's Facebook page, or an Instagram post of your choice. Contests will be promoted with one grid post and one Story post on the Oldways Instagram page.

Please provide an image of the prize or prize bundle. Please let us know the shipping restrictions or parameters. Please note: Oldways will manage entries, randomly select the winner, and contact the winner for the address. **The sponsor** will mail the prize directly to the winner.

Social Media

YouTube Video

Participate in a video that is posted on Oldways' YouTube and shared on social media. For example, short interviews about the best ways to select an olive oil, or how to prepare a traditional dish. Topic must be inspirational or educational (not a marketing or sales message). Sponsor logos may not be included on Oldways YouTube videos.

Please note: If the sponsor elects for Oldways to create the video, the reels will be created in **Oldways' editorial style**. If the sponsor has strict style/filming guidelines, we recommend that the sponsor creates the reels themselves.

Instagram or Facebook Live

Participate in a live Q&A on a heritage diets topic. Up to 30 minutes. Topic must be educational. Though not the topic of the event, products can be referenced. Oldways will be the "host" of the Live event, but it will be broadcast simultaneously from both Instagram accounts.

Instagram Takeover

Up to 24 hour takeover on the Oldways Instagram account. May include 1 in-the-grid post and unlimited Stories after the 24-hour period. Sponsors will send content (images/videos and text) to Oldways before the takeover, and Oldways will post on the sponsor's behalf, in the voice of the sponsor. Topic must be inspirational or educational (not a marketing or sales message).

Facebook Post

Send a 50-word blurb, 3x4 dimension photo, and a link to be shared on the Oldways' Facebook page and in the 17,000+ member Make Everyday Mediterranean Facebook group (e.g., link to a recipe, blog, news item, meme, special offer). Can be done during the annual Mediterranean Diet Challenge (January), Mediterranean Diet Month (May), or at other times. Please send the photo as a separate JPG or PNG file. Topic must be inspirational or educational (not a marketing or sales message).

Annual Celebrations

- Health Through Heritage Challenge (January)
- Black History Month (February)
- Mediterranean Diet Month (May)
- Asian American and Pacific Islander Heritage Month (AAPI Month) (May)
- Hispanic Heritage Month (September 15-October 15)

3 TikToks or Reels

Provide three TikToks or Reels (under 1 minute in length) to be shared with Oldways' audience and promoted on our TikTok or Instagram accounts. Reels can be created by the sponsor and posted by Oldways, or Oldways can create the reels on a topic of your choice. Topic must be inspirational or educational (not a marketing or sales message).

Please note: If the sponsor elects for Oldways to create the reels, the reels will be created in **Oldways' editorial style**. If the sponsor has strict style/filming guidelines, we recommend that the sponsor creates the reels themselves.

Information or Fact Sheet

- Includes a single-page (can be double-sided) information or fact sheet with your logo, and co-branded by Oldways. This PDF should contain substantive, non-commercial nutrition/scientific information and requires approval by Oldways' Director of Nutrition. Because it is more prominent and provides a lot of information, this benefit will count as *two* of the six allotted member benefit options.

Please note: If the sponsor chooses for Oldways to format their information, it will be created in **Oldways' editorial style**. If the sponsor has strict style/ guidelines, we recommend that the sponsor format the content themselves.

Supplemental Options (only available à la carte)

Advertisements

A square graphic ad (featured in Oldways e-newsletters) for a coupon, promo code, or announcement.

Webinars

MFA members can sponsor a live webinar with a replay, or a recorded event for professional or consumer audiences. Webinars are advertised across our social media platforms & to our 16,000-recipient email list of prior webinar attendees.

Approvals and Revisions

If you would like your recipe, email blurb, or blog paragraph to be sent to you to proof-read in advance, please request this at least 48 hours before the date of publication. Oldways will participate in **one round of revisions**; however, we reserve the right not to incorporate changes that contradict our educational mission.

À la Carte Pricing

Additional member benefit options (beyond the 6-option bundle) and supplemental options are available à la carte. **Member rates are at least 10% off standard rates.**

	Member rate	Available as a member benefit option
Recipe in <i>Fresh Fridays</i>	\$235/recipe	•
Information in the <i>Fresh Fridays</i> Blog	\$235/post	•
Information in <i>The Oldways Exchange</i>	\$235/email	•
Product in <i>The Cheese Plate</i>	\$235/product	•
Contest Sponsorship	\$375/contest	•
YouTube Video	\$235/video	•
Instagram or Facebook Live	\$235/live	•
Instagram Takeover	\$235/takeover	•
Facebook Post	\$235/post	•
3 TikToks or Reels	\$235/3	•
Information or Fact Sheet	\$1,050/sheet	•
Advertisements	\$235/ad	
Webinars	\$3,000/webinar*	

* Members receive a special 14% discount on webinars. Additionally, after sponsoring one webinar at the member rate, members are eligible for 10% off the member rate (\$2,700) for all additional webinars for up to six months.

Sample Benefit Combinations

Members are free to curate combinations that best suite their needs; these are only examples.

Sample 1

- Recipe in *Fresh Fridays*
- Recipe in *Fresh Fridays*
- Recipe in *Fresh Fridays*
- Recipe in *Fresh Fridays*
- Contest Sponsorship
- Contest Sponsorship

- Facebook Post
- Facebook Post
- Advertisement [+\$235]
- Webinar 1 [+\$3,000]
- Webinar 2 [+\$1,700]
- Webinar 3 [+\$1,700]

Sample 2

- Information in *The Oldways Exchange*
- Information in *The Oldways Exchange*
- Information in the *Fresh Fridays* Blog
- YouTube Video
- Information or Fact Sheet

Sample 3

- Product in *The Cheese Plate*
- YouTube Video
- Instagram Live
- Facebook Live
- Instagram Takeover
- 3 TikToks or Reels
- Recipe in *Fresh Fridays* [+\$235]
- Information in *The Oldways Exchange* [+\$235]
- Advertisement [+\$235]

Sample 4

- Information in *The Oldways Exchange*
- Information in *The Oldways Exchange*
- YouTube Video
- YouTube Video