

MEDITERRANEAN FOOD ALLIANCE (MFA) MEMBER BENEFITS

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MFA Membership Dues

Company's Annual Sales	Annual MFA Dues
\$0-\$5 Million	\$1,000
\$5-\$20 Million	\$2,000
\$20-\$50 Million	\$3,000
\$50-\$100 Million	\$4,000
\$100-\$250 Million	\$6,000
Over \$250 Million	\$8,000

Member Benefit Options

MFA 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* Newsletter

Feature your recipe in the e-newsletter. Send a 50-word recipe description, a photo with 3x4 dimensions, and the recipe instructions in full. It will also be posted in our website's heavily-trafficked recipe database (includes backlinks to your website).

Fresh Fridays is a bi-weekly e-newsletter featuring the delicious diversity and health benefits of the Mediterranean Diet.
Reach: 30k+

Paragraph in an Oldways *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.

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.

The Oldways Exchange is a monthly newsletter 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.

The Cheese Plate is a monthly e-newsletter that features traditional cheeses and wonderful pairings. Reach: 10k+

(benefit options continue on next page)

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MEMBER BENEFITS

Contest Sponsorship

- Provide a prize (products, books, kitchen utensils, etc.) for contests held during the annual Mediterranean Diet Challenge (January) and/or Mediterranean Diet Month (May). 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.

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.

Instagram or Facebook Live

Participate in a live Q&A on a Mediterranean Diet topic. Up to 30 minutes. Topic must be educational. Though not the topic of the event, products can be referenced.

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.

Facebook Post

Send a 50-word blurb, 3x4 dimension photo, and a link to be shared on the Oldways' Facebook page and in the 15,000+ 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.

For example, during the January Challenge a daily tip is posted in the FB Group. An MFA member can provide a branded graphic or a link to a blog post or article with a tip for eating the Mediterranean Diet. Topic must be inspirational or educational (not product-focused).

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.

Resource

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 MFA benefit options.

****A Note on 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.

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.

À la Carte Pricing

Additional member benefit options (beyond the 6-option bundle) and supplemental options are available à la carte.

MFA member rates are at least 10% off standard rates.

	MFA member rate	Available as a member benefit option
Recipe in <i>Fresh Fridays</i>	\$225/recipe	•
Information in <i>The Oldways Exchange</i>	\$225/article	•
Product in <i>The Cheese Plate</i>	\$225/product	•
Contest Sponsorship	\$360/contest	•
YouTube Video	\$225/video	•
Instagram or Facebook Live	\$225/live	•
Instagram Takeover	\$225/takeover	•
Facebook Post	\$225/post	•
3 TikToks or Reels	\$225/3	•
Information in an Oldways Fresh Fridays Blog Post	\$225/post	•
Information or Fact Sheet	\$1,000/sheet	•
Advertisements	\$225/ad	
Webinars	\$2,000/webinar*	

* MFA members receive a special 20% discount on webinars. After sponsoring one webinar at the member rate, members are eligible for 10% off the member rate (\$1,800) 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

Sample 2

- Information in The Oldways Exchange
- Information in The Oldways Exchange
- Information or Fact Sheet
- Advertorial
- Advertorial

Sample 3

- Product in The Cheese Plate
- YouTube Video
- Instagram Live
- Facebook Live
- Instagram Takeover
- 3 TikToks or Reels
- Recipe in Fresh Fridays [+\$225]
- Information in The Oldways Exchange [+\$225]
- Advertisement [+\$225]

Sample 4

- Information in The Oldways Exchange
- Information in The Oldways Exchange
- YouTube Video
- YouTube Video
- Facebook Post
- Facebook Post
- Advertisement [+\$225]
- Webinar 1 [+\$2,000]
- Webinar 2 [+\$1,800]
- Webinar 3 [+\$1,800]