

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 a 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. 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+

Article in *Fresh Fridays* or *The Oldways Exchange*

Share a brief article. Includes optional link and graphic.

The Oldways Exchange is a monthly newsletter highlighting resources for healthcare professionals.
Reach: 10k+

Product in *The Cheese Plate*

Feature your product as a complement to cheeses in the monthly newsletter.

The Cheese Plate is a monthly e-newsletter that features traditional cheeses and wonderful pairings.
Reach: 9k+

(benefit options continue on next page)

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Contests

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.

Social Media

YouTube Video

Participate in a video that is posted on 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.

Facebook Post

Post content (e.g., link to a recipe, blog, news item, meme, special offer) from MFA companies on the Oldways' Facebook page and in the 10,000+ member Make Everyday Mediterranean Facebook group. 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).

Blog Post

Advertorial

Blog post mentions MFA members' brands or products in blog posts (e.g., favorite staff products, gift guide for December or Mother's Day, etc...). These posts would also be promoted on social media. For example, a gift guide post could include "An Instant Pot, so your gift recipient can create showstopping dishes like this easy-but-elegant recipe on MFA member's website."

Supplemental Options (only available a 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.

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A La Carte

Additional member benefit options (beyond the 6-option bundle) and supplemental options are available a 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	•
Article in <i>Fresh Fridays</i> or <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	•
Advertorial	\$225/post	•
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

- Article in Fresh Fridays
- Article in Fresh Fridays
- Article in The Oldways Exchange
- Article in The Oldways Exchange
- Advertorial
- Advertorial

Sample 3

- Product in The Cheese Plate
- YouTube Video
- Instagram Live
- Facebook Live
- Instagram Takeover
- Facebook Post
- Article in Fresh Fridays [+\$225]
- Article in The Oldways Exchange [+\$225]
- Advertisement [+\$225]

Sample 4

- Article in The Oldways Exchange
- Article 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]