

For more information, contact Kelly LeBlanc
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Oldways Partnership Opportunities

Email Newsletter Outreach

Recipe in *Fresh Fridays* or *Just Ask for Whole Grains* Newsletters

Feature your recipe in one of our e-newsletters. 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+

Just Ask for Whole Grains is a monthly e-newsletter featuring news and recipes that highlight the health benefits and culinary advantages of whole grains.

Reach: 22k+

Paragraph 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+

Paragraph in the 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 *Fresh Fridays* newsletter.

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

Reach: 30k+

Investment

\$300	Newsletters with 5,000–14,999 subscribers	<i>The Oldways Exchange, The Cheese Plate</i>
\$400	Newsletters with 15,000–24,99 subscribers	<i>Just Ask for Whole Grains</i>
\$500	Newsletters with 25,000+ subscribers	<i>Fresh Fridays</i>

\$0.35 per subscriber	Sponsored e-blast to the subscribers of <i>Oldways Exchange, Fresh Fridays</i> or <i>Just Ask for Whole Grains</i>. Send a 500 word message (or a 200 word message with a link to a survey) with a link to your website with your logo, a link to a resource, and a custom banner image. All content is subject to Oldways’ review and approval.	<i>Fresh Fridays</i>
		<i>The Oldways Exchange</i>
		<i>Just Ask for Whole Grain</i>

Social Media Outreach

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.

YouTube Reach: 5,268 subscribers

Instagram or Facebook Live

Participate in a live Q&A with Oldways on a Mediterranean Diet topic. These conversations can be up to 30 minutes long and the topic must be educational. Products can be referenced in conversation but must not be the topic focus.

Instagram Reach: @OldwaysCheese 14.9K

@Oldways_PT 11.1K

@WholeGrains_Council 1.2K

@Oldways_aTasteofHeritage 1,004

Facebook Reach: OldwaysPT 21K

Make Every Day Mediterranean private FB Group: 18.5K

A Taste of African Heritage private FB group: 1K

Instagram Takeover

Host an up-to-24-hour takeover on one of our accounts. Partners may make one in-the-grid post and may share an unlimited number of Stories during the 24-hour period.

Instagram Reach: @OldwaysCheese 14.9K

@Oldways_PT 11.1K

@WholeGrains_Council 1.2K

@Oldways_aTasteofHeritage 1,004

Facebook Post

Send a 50-word blurb, 3x4 dimension photo, and a link to be shared on the Oldways' Facebook page and/or in the Oldways Facebook group of your choosing (e.g., link to a recipe, blog, news item, meme, special offer). Topic must be inspirational or educational (not product- focused).

Facebook Reach: OldwaysPT 21K,

Make Every Day Mediterranean private FB Group: 18.5K

A Taste of African Heritage private FB group: 1K

Instagram or Facebook Contest Sponsorship

Provide a prize (products, books, kitchen utensils, etc.) for contests held during Oldways' annual celebrations (such as Mediterranean Diet Month in 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.

Instagram Reach: @OldwaysCheese 14.9K

@Oldways_PT 11.1K

@WholeGrains_Council 1.2K

@Oldways_aTasteofHeritage 1,004

Facebook Reach: OldwaysPT 21K

Make Every Day Mediterranean private FB Group: 18.5K

A Taste of African Heritage private FB group: 1K

Short-form (TikTok/Reels)

Video development: Oldways staff will create a recipe video featuring your product or will present an educational video about nutrition research related to your product, to be posted on Oldways' TikTok or Instagram Reels. All content must be educational in nature (not marketing) and align with Oldways' mission.

Development Cost: \$750/recipe-style video or \$300/educational video without cooking

TikTok Reach: 1.8K

Instagram Reach: @OldwaysCheese 14.9K

@Oldways_PT 11.1K

@WholeGrains_Council 1.2K

@Oldways_aTasteofHeritage 1,004

Investment:

\$250	Platforms with 750-4,999 followers	@Oldways_aTasteofHeritage IG @WholeGrains_Council IG Oldways TikTok A Taste of African Heritage private FB group
\$350	Platforms with 5,000-9,999 followers	Oldways YouTube
\$500	Platforms with 10,000-14,999 followers	@Oldways_PT IG, @OldwaysCheese IG
\$600	Platforms with 15,000+ followers	Oldways Facebook Make Every Day Mediterranean private FB group

Custom Projects

Project

Sponsor a Webinar for RDs

We host the webinar, manage technical support, and take care of continuing education credits for dietitians. We market to our own audience of nutrition professionals (including lots of retail dietitians) and welcome sponsors to do their own marketing as well. As CDR tightens up their approval process, we know that the demand for free CPEUs from trusted providers will be greater than ever.

Average Reach: 1,000 registrants, 500 unique viewers, hundreds of replay views.

Investment

\$3,250 for a 1-hour webinar for up to 1,000 live attendees. For larger audiences, additional fees from Zoom apply to upgrade to the next tier.

Custom Projects (cont.)

Plates of Expression

We can develop what we call “Plates of Expression,” MyPlate-inspired photographs featuring a healthy food or food group served in different cultural food traditions from around the world. You can see an example of Global Planetary Plates we developed for the Global Salmon Initiative [here](#).

\$2,000 per plate, which includes full recipes for all of the dishes served on each plate, as well as photography of the individual dishes and the composed plate.

Presentation at Conference

We present at food and nutrition conferences all over the world including FNCE, Healthy Kitchens Healthy Lives, Today’s Dietitian, the Whole Grain Summit, and more. We’d be happy to partner with you to put together a custom presentation proposal.

Reimbursement for all travel and registration expenses for Oldways, in addition to a \$1,000 honorarium to Oldways.

Recipe Development

We offer custom recipe development which includes nutrition facts and high-resolution photography.

\$750/recipe

Oldways Materials

Use of the Med Mark or Mediterranean Diet Pyramid or other Heritage Diet Pyramids on qualifying products is available.

Sliding scale based on company revenue. Contact Oldways for details.

Partner-Created Information or Fact Sheet

Includes a single-page (can be double-sided) information or fact sheet created by you with your logo, and co-branded by Oldways, to be posted on Oldways’ website. This PDF should contain substantive, non-commercial nutrition/scientific information and requires approval by Oldways’ VP of Nutrition Programming.

\$250

Custom Content Development

We also work with partners to create infographics, videos, and other custom projects. We are happy to brainstorm a new project to meet your needs, so long as it is educational in nature (not marketing) and aligns with our mission to inspire people to embrace the healthy and sustainable joys of the old ways of eating.

Price commensurate with project scope.