

# SPONSORSHIP OPPORTUNITIES



For more information, contact Sara Baer-Sinnott  
617-697-3037 • [sara@oldwayspt.org](mailto:sara@oldwayspt.org)

## Webinars: \$2,000

Sponsorship of a one hour webinar event, hosted by Oldways. Topics/programs can be developed jointly (proposed by sponsor and approved by Oldways), or developed by Oldways. Continuing education credits for Registered Dietitians can be offered and provided by Oldways, as an approved CPE provider. The webinar will be offered live, and also recorded for posting on the Oldways website and by the sponsor.

Program Availability: Heritage Diets, Whole Grains, Supermarket RD Program, Oldways Cheese Coalition, Plant Forward Plates.

## Plant Forward Plates Annual Sponsorship: \$6,000

The Oldways Plant Forward Plates Healthcare Toolkit is a therapeutic 100% plant-based resource for hospitals and healthcare food service settings. Plant Forward Plates includes over 40 recipes scaled up to 100 servings; therapeutic menu plans; HACCP instructions; nutritional analysis; and food ordering guides. The Toolkit is downloadable at no charge to hospitals. To date, over 400 toolkits have been downloaded. Your sponsorship will guarantee your product is included in recipes and resources, such as a special add-on cooking video.

## Oldways Heritage Diet Meal Plan: \$150-\$14,000

The Oldways Heritage Meal Plan is a monthly meal plan subscription service. Once a month, subscribers will receive 16 recipes, weekly shopping lists, nutritional information, cooking tips, resources, and cultural information around a particular theme (for example: Spices, Mediterranean, Easy Meals, Farmers' Markets).

The meal plan will help subscribers embrace the healthy, sustainable joys of the “old ways” of eating—heritage-based diets high in taste, nourishment, sustainability, and joy—including your product. (Note: All content submitted for inclusion in plan must be approved by Oldways).

Oldways Heritage Diet Meal Plan sponsorship opportunities include:

### Advertisorial Content: Starts at \$750

- Provide an 8.5"x11" page handout or article on a topic relevant to monthly theme or recipes. Content creation services available.

### Recipe Sponsorship: \$1,000

- Provide a recipe and photograph for inclusion in one monthly meal plan and on the Oldways website with a credit and link to your website. All recipes must be nutritionally balanced (use of whole grains instead of refined; strong emphasis on fruits and/or vegetables; less than 600 calories per serving and less than 600mg sodium per serving; etc). Preference for recipes that can be reheated/re-purposed/or meal-prepped; recipes that honor cultural food traditions (Mediterranean Diet, African Heritage Diet, etc); recipes utilizing easy-to-find and affordable ingredients.

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## Week Sponsorship: \$1,500

- Includes a logo, description, and one page of sponsor-created advertorial content.

## Month Sponsorship: \$2,000

- Includes a logo, description, and up to two pages of sponsor-created advertorial content.

## Annual Sponsorship: \$14,000

- Includes a logo, description, link, and coupon code in the meal plan and on the Oldways website for one year. Option to provide up to six months of one page of advertorial content to be included in plans. Featured in one monthly email sent to subscribers.

## Mail Coupons, Samples or Branded Merchandise: Starts at \$2,500 + Fulfillment

- Mail tangible goods (coupons, samples, or branded merchandise) to the homes of meal plan subscribers.

## Digital Coupons: \$150

- Provide coupon code for inclusion in the meal plan.

## **Social Media Post: Starts at \$250**

Options include: Instagram takeovers, contests, branded Pinterest board, guest blog post, featured guest appearance in a live chat on Stories, sponsored posts published to Oldways' social media accounts, and more.

## **Facebook Event: Starts at \$1,500**

Options include: Watch Party of pre-recorded video includes tagging the sponsor, sponsored interviews, classes, and cooking demonstrations broadcast live and as a replay when the live event ends. Engagement data and analytics available.

## **Infographic: Starts at \$2,500**

Oldways will create an infographic to tell your story in one glance. We'll also feature your infographic on our website.

## **Video: Starts at \$2,500**

Sponsored recipe video, how-to, interview, or cooking demonstration pre-recorded and promoted through social media. Recipes included in a video will also be posted on the Oldways site with a credit and link to your website. One video project could have multiple iterations (e.g., optimized versions prepared for Instagram stories, Facebook, and YouTube).