



OCHSNER EAT FIT PRODUCT PARTNERSHIP LEVELS

TIER 1

FEE

- No Fee required
- Request to participate in annual Ochsner Eat Fit Fundraiser by donating to Eat Fit | Live Fit Fund
- *Product sample may be requested, to be used for promotions + team review*

PARTNERSHIP DETAILS

- **Eat Fit Shelf Tags:** Ochsner Eat Fit shelf tags added to brand's Eat Fit-approved product(s) at Ochsner Eat Fit partner grocery & market locations including: Langensteins Markets (3), Whole Foods Market (5), Poeyfarre Market, Red Stick Spice Company, Alexanders Market
- **Eat Fit Shopping List:** Inclusion of brand's Eat Fit-approved product(s)
- **Eat Fit Website:** Inclusion of brand and/or product logo on OchsnerEatFit.com
- **Eat Fit Smartphone App:** Inclusion of brand's Eat Fit-approved product(s) on Eat Fit app
- **Potential promotional opportunities include:**
 - Social media posts of product (Twitter, Facebook, Instagram)
 - Featured by Molly Kimball, RD for WGNO Get the Skinny Segment or NOLA.com article when topic is an organic fit
 - Inclusion in community related events

TIER 2

FEE

- \$750 for 1 month commitment
- \$1800 for 3 month commitment (\$600 per month)
- \$6,000 for 1 year commitment (\$500 per month)
- *Product sample may be requested, to be used for promotions + team review*

PARTNERSHIP DETAILS

- **Eat Fit Shelf Tags:** Ochsner Eat Fit shelf tags added to brand's Eat Fit-approved product(s) at Ochsner Eat Fit partner grocery & market locations including: Langensteins Markets (3), Whole Foods Market (5), Poeyfarre Market, Red Stick Spice Company, Alexanders Market
- **Eat Fit Shopping List** Inclusion of brand's Eat Fit-approved product(s)
- **Eat Fit Website:** Inclusion of brand and/or product logo on OchsnerEatFit.com
- **Eat Fit Smartphone App:** Inclusion of brand's Eat Fit-approved product(s) on Eat Fit app
- **Potential promotional opportunities include:**
 - Featured by Molly Kimball, RD for WGNO Get the Skinny Segment or NOLA.com article when topic is an organic fit
- **Guaranteed promotional opportunities include:**
 - Monthly Social Media Post (Twitter, FB, Instagram) reaching 17+K followers
 - Featured post on the Eat Fit Nutrition Bites Newsletter, reaching 18,000 recipients
 - Inclusion in community related events + demonstrations by Eat Fit Ambassadors



OCHSNER EAT FIT PRODUCT PARTNERSHIP LEVELS

TIER 3

FEE

- \$1500 for 1 month commitment
- \$3600 for 3 month commitment (\$1,200 per month)
- \$12,000 for 1 year commitment (\$1,000 per month)
- *Product sample may be requested, to be used for promotions + team review*

PARTNERSHIP DETAILS

- **Eat Fit on Labels and/or Eat Fit Shelf Tags:** Ochsner Eat Fit seal placed on product label OR Ochsner Eat Fit tags for any retail location
- **Eat Fit Shopping List:** Inclusion of brand's Eat Fit-approved product(s)
- **Eat Fit Website:** Inclusion of brand and/or product logo on OchsnerEatFit.com
- **Eat Fit Smartphone App:** Inclusion of brand's Eat Fit-approved product(s) on Eat Fit app
- **Recipe Development** with Eat Fit-approved product – for social media + cross promotion
 - Includes Eat Fit criteria assessment + nutrition facts analysis, food photography
- **Ochsner Health System Blog Post:** Eat Fit-approved product(s) featured in Ochsner Blog Post
- **Potential promotional opportunities include:**
 - Product feature by Molly Kimball, RD in WGNO|Get the Skinny Segment or NOLA.com
 - The Times-Picayune article when topic is an organic fit
- **Guaranteed promotional opportunities include:**
 - Weekly Social Media Post (Twitter, FB, Instagram) reaching 17+K followers
 - Featured post on the Eat Fit Nutrition Bites Newsletter, reaching 18,000 recipients
 - Monthly in-store/off-site product demonstration by Eat Fit Ambassador



OCHSNER EAT FIT PRODUCT PARTNERSHIP LEVELS

Eat Fit Social Media Reach (AS OF JUNE 1, 2017)

- **INSTAGRAM:** 11,30 followers
- **FACEBOOK:** 4125 followers
- **TWITTER:** 2337 followers

Nutrition Bites - WEEKLY EMAIL REACH

- 18,077 receive Nutrition Bites weekly email with 12.24% average open rate

Ochsner Eat Fit Team



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