



Tel: 650.200.6953 • social@freeandfriendlyfoods.com

Benefits of Partnering with The Allergy Chef

Millions of children and adults in the US (and worldwide) have been diagnosed with food allergies. Managing a food allergy or other dietary restriction can be tricky and many consumers look to an expert for advice on what to do next.

- **Brand Awareness.** Partnering with The Allergy Chef helps build brand awareness. People look to Kathlena for free-from recommendations and they know she's done her research before sharing information.
- **Targeted Audience.** Kathlena is a trusted source by over 50,000 people who are impacted by food allergies and dietary restrictions.
- **Unique Product Showcase.** If you choose to include recipe development, consumers can see how to incorporate your product(s) in new ways, leading to more potential sales.
- **Brand Credibility.** By sponsoring educational content, you are building credibility as a brand that cares about more than sales. Consumers love engaging with brands that care about the free-from community as a whole.



Product & Payment Details

Invoices will be sent from Free and Friendly Foods, LLC, and must be paid in full within 30 days of issue. Products for features must be supplied to The Allergy Chef at least two weeks prior to the campaign. It's suggested you send more than one sample for photo variations.



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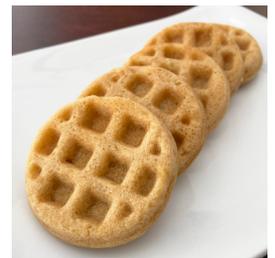
Instagram Package Pricing & Deliverables

Choose your level! The duration can be adjusted to 1 - 6 weeks for your deliverables. If you don't see what you'd like, check out the a la carte options on the next page, or get in touch for a custom package that fits your needs and budget.

Bronze Package \$1,000	Silver Package \$3000	Gold Package \$5,000
Instagram Story Shoutout 4x	Instagram Story Shoutout 10x	Instagram Story Shoutout 10x
Instagram Question Box Sponsorship	Reel Creation for Your Brand/Product	Reel Creation for Your Brand/Product
Evergreen Non-Affiliate Coupon on Website (Discount Page)	Evergreen Non-Affiliate Coupon on Website (Discount Page)	Evergreen Non-Affiliate Coupon on Website (Discount Page)
		Free Download with Branding (can be recipe or education)
		Giveaway Hosted on @theallergychef on Instagram
		Educational Article Sponsored



53k followers



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Deliverable Definitions

Instagram Story Shoutout

The Allergy Chef will create Instagram Story slides and tag your account. It can range from an unboxing, to taste testing, to seeing the product in action. Kathlena will select the best way to help followers see the benefit of your brand.

Instagram Question Box Sponsorship

A lot of time, energy, and research goes into answering the questions people have. When sponsoring a question box, each answer slide will contain your company's logo with a "sponsored by" phrase. You will not be tagged in these slides. Sponsored slides will be saved to a highlight reel.

Evergreen Non-Affiliate Coupon on Website

Send us a coupon that is good for at least a year and we place it on our Coupons & Discounts page on RAISE. The link in bio for The Allergy Chef links to this page as well.

Reel Creation

Kathlena will create a 45 - 60 second reel that features your product. Your product packaging will be visible several times in the reel.

Free Download with Branding

The Allergy Chef will create a free download that has your branding and product(s) featured. Downloads can be either educational or a recipe, depending on the products featured.

Hosted Giveaway

Kathlena will host a giveaway featuring your product(s) on @TheAllergyChef page on Instagram.

Educational Article Sponsored

The Allergy Chef will publish an article that starts with a thank you to your brand for sponsoring the information presented. A link to your website is included, and only one brand can sponsor an article.



Gluten Free • Dairy Free • Egg Free • Soy Free • Nut Free • Corn Free • Yeast Free • Paleo Friendly • GAPs Friendly • Vegan Friendly • Diabetic Friendly



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A La Carte Options | Unique Ways to Share Your Brand

Educational Webinar Sponsorship | Cost \$750

During an educational webinar, The Allergy Chef (sometimes joined by a panel) shares a wealth of knowledge. Topics are seasonal, or critical for those who manage dietary restrictions. She's covered back to school, baking, reading labels, managing a new diagnosis, and more. These educational events are usually attended by 75+ people, and recordings are made available after the event for attendees, as well as a wider audience.

Group Giveaway | Cost: \$1,000 per Brand

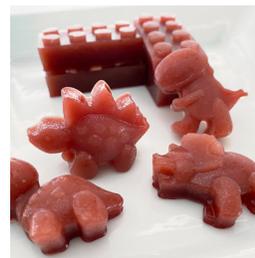
This giveaway sees several brands work together to create a larger giveaway package, which followers love. The Allergy Chef will team up with several other free-from influencers to provide a wider reach for each participating brand. Brands will need to send out product beforehand to be included in the promo of the giveaway, and for the prize package as well.

Recipe Development | Cost: \$1,500 Per Recipe, \$1,200 Each (3 or More)

The Allergy Chef will develop a recipe for your company based on the parameters you provide. There are Instagram story social shares, and you also obtain rights to reproduce and share the content as you see fit.

Virtual Event/Webinar | Cost \$1,950

The Allergy Chef will host a webinar, which is free to consumers, tailored around your brand/product. A member of your team is welcome to be part of the panel.



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More About How The Allergy Chef Connects with Her Audience

The Allergy Chef is on a mission to change the world, one bite at a time. After helping thousands of families all over the world with dietary restrictions, one thing has become painfully clear: people are struggling to feed themselves well and thrive with their diagnosis.

To help with this, Kathlena creates content to make sure people know that there IS safe and delicious food to be found. Additionally, she speaks about the daily life components that are often overlooked. She is regularly thanked by parents because they didn't know how to handle certain aspects and her content made situations much more manageable for them.

Food Support

The Allergy Chef shares recipes along with products that free-from individuals can benefit from. She goes out of her way to make sure that those with less-common allergies are looked after as well.

Educational Support

Kathlena publishes a range of content to educate not only the newly diagnosed, but those who have been managing dietary restrictions long term. Her goal is to make sure that people can thrive both in and out of the kitchen.

Speaking Engagements & Events

Kathlena creates webinars, seminars, and classes that free-from individuals and families can benefit from. She also speaks at events and has been a guest on numerous podcasts. Through these events she's able to connect deeper with those who need help.



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More About The Allergy Chef

The Allergy Chef takes a unique position when it comes to cooking and baking with food allergies. Rather than focus on one particular diet type or allergen, she looks at the bigger picture and creates recipes that many people can enjoy together. The Allergy Chef shares recipes and inspiration for breakfast, lunch, dinner, dessert, parties, and more. Followers love to engage and ask questions about how something can be made safe for their particular needs. Kathlena encourages inclusion when it comes to mealtimes, and offers support to the food allergy and special diet communities.



Recipes are always gluten free, egg free, dairy free, and sesame free. They may also include top 8 allergy free, corn free, nightshade free, legume free, yeast free, peanut free, tree nut free (including coconut), paleo, GAPs, AIP, Vegan, diabetic friendly, SCD, and low histamine. Countless people have thanked Kathlena for her contribution to the food allergy and special diet communities. Her recipes are loved by both the newly diagnosed and seasoned pros.

Kathlena has created resources via cookbooks, educational articles, the Food Allergy Awareness Expedition, workshops, The Allergy Chef in The Classroom Program, Speaking Engagements, and more. The RAISE Platform, a membership website, tackles multiple food allergies and special diets. It currently has more than 1,200 recipes and resources for people to enjoy. [Read more about Kathlena's story here](#), and how she manages 200+ dietary restrictions.

Brand Partnerships

The Allergy Chef has partnered with many brands including: Explore Cuisine, Good Karma Foods, Hilary's Eat Well, Healthy Height, Otto's Naturals, Paleo Powder, Partake Foods, Perfectly Free, Torie & Howard, Whole Foods Market, Zego Foods, and many more.

