



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.





RAISE



Tel: 650.200.6953 • hello@theallergychef.com

Sponsorships | Unique Ways to Share Your Brand

10 Sponsored Silver Memberships | Cost: \$400

In addition to providing 10 families with a one month Silver Membership, your brand will also be recognized on Instagram stories, and once in our weekly newsletter.

10 Sponsored Platinum Memberships | Cost: \$800

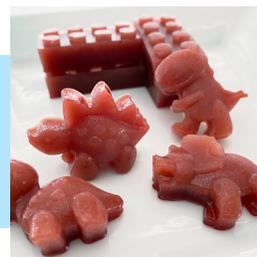
In addition to providing 10 families with a one month Platinum Membership, your brand will also be recognized on Instagram stories, and twice in our weekly newsletter.

10 Sponsored Recipes Only Memberships | Cost: \$1,200

You'll be providing 10 families with a one year membership for recipes on RAISE (with a few additional perks). We'll also be mentioning your brand on Instagram stories, and in our free newsletter six times over the next twelve months.

Educational Article Sponsorship | Cost \$1350

The Allergy Chef will pen an article designed to help those managing food allergies. The topic won't necessarily be specific to your brand/product/services. The article will lead with your name and link with a thanks for sponsorship. Additionally, you'll be mentioned on Instagram stories and in our free weekly newsletter a minimum of five times (combined).





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How it All Works

Membership Distribution

Once you've decided which membership level you'd like to sponsor, The Allergy Chef will host a simple giveaway on her stories. To enter, a person needs to follow your brand and slide an emoji engagement bar. 10 participants will be selected at random to receive the 10 memberships you've sponsored.

Want to Sponsor More Than Ten Memberships?

Your brand has the option to sponsor as many memberships as you'd like. Please get in touch with us so we can put together custom pricing for you.

Can You Give Away the Memberships Yourself?

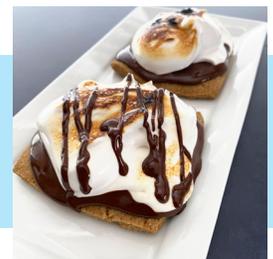
Yes! If you already have an audience that could use the memberships, you're welcome to give them away yourself. The Allergy Chef would still love to mention you on stories, and point people towards your page.

Can You Sponsor Diamond Memberships?

Yes, you can absolutely sponsor Diamond Memberships on RAISE. Please reach out so we can put together a discounted membership package for you.

Can More Than One Brand Sponsor an Article?

No, only one brand can sponsor an article.





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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.





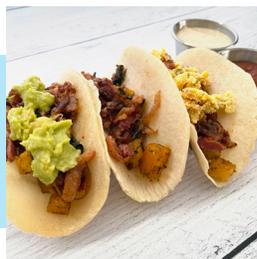
What Members Are Saying

“I just wanted to say thank you! I decided to become a platinum member and I’m loving it. The allergy seminars are full of all the answers I’ve been needing. I’m really looking forward to joining live sessions too so I can ask a few more questions I have. I can’t thank you enough for the website. It’s giving me the confidence to take care of my children with food allergies much better.” *-Michelle*

“Hi again. I just wanted to thank you for helping me adapt that pancake recipe for our needs. I was afraid when joining RAISE that we wouldn’t be able to use many of the recipes. While a lot aren’t for us, your team has been so quick to reply to all of my emails and help me figure out how to make things work. Thank you!! We’ve had so many amazing dinners since joining.” *-Wendy, Mom of Three with Allergies*

“I’m new to RAISE and wanted to tell you that I sat and cried today. My toddler and I ate safe food together. He didn’t have a reaction and he loved the food. We’ve struggled with finding safe foods for him and I decided to try some of the products in the safe product guide. I’m sure I’ll be crying a few more times thanks to you. I was so afraid that he would be limited for the rest of his life, but you showed me there’s more than I could imagine.” *-Melanie, Mom to 2.5 Year Old*

“I wanted to say thank you for the corn free bath and body course. I’ve been struggling with safe body items and after watching, ordered everything you shared. I’ve been using it all for a few weeks now and feel so much better. My skin has cleared up, probably because it’s not covered in allergens anymore. I also don’t have the skin irritations anymore. I just thought I had to suffer forever with those. I feel soooooo much better! Thank you a million times!” *-Steph*



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What Is RAISE?

RAISE is an inclusive platform for people with a range of dietary restrictions. The name says it all:

Helping Families
Thrive

R - Restricted Diets

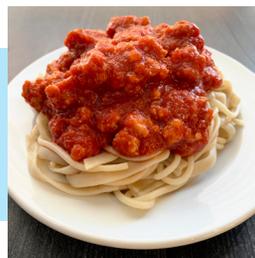
A - Allergy

I - Intolerance

S - Special Diet (AIP, GAPS, Low Histamine, FPIES, etc)

E - EOE

RAISE is a platform that offers well over 1,200 resources for people to filter through to help them thrive. It usually starts with our Advanced Recipe Search (ARS). Members can use more than 85 filters to mix and match their way to individualized recipe results. They can mix individual allergens, food families, diet types (such as GAPS, AIP, Paleo, Low Histamine), and even add special recipe features. Some features include budget friendly, freezer friendly, and pressure cooker meals. After recipes, members enjoy hundreds of articles, videos, guides, and resources that speak to their non-recipe struggles.

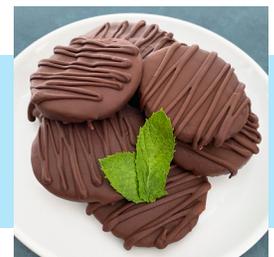




Helping Families *Thrive*

Quick Facts About RAISE

- Most members are managing more than 3 dietary restrictions.
- Many members are parents (without a dietary restriction) managing a child's diagnosis.
- Gluten free + egg free seems to be the combination that most people struggle with the most (due to baking).
- Members have a very wide range of dietary needs and many have commented that RAISE is the only resource that's been able to meet those needs, especially because of the Advanced Recipe Search.
- RAISE has the largest, most accurate, collection of truly corn free information and recipes online.
- Members love the Safe Product Guides, as many are completely overwhelmed by shopping for safe food. We call hundreds of companies to find out about the allergy status of the food, facility, and equipment to create safe product guides.





Highlighted Features of RAISE

RAISE helps provide peace of mind and also answers the burning questions people have when they're new to the diagnosis. Some of our resources that aide in this:

Helping Families *Thrive*

- Advanced Recipe Search with 85+ Filters
- Meal Planning Tool with Grocery List Generation & Editing Options
- More Than 600 Recipes, and Growing
- Video Course Library With Hundreds of Videos to Choose From
- Free-From Baking Basics eCourse
- Meal Inspiration
- Parent Resources (for toddlers and kids)
- Allergy Seminars & Corn Free Courses
- Educational Articles on a Range of Topics





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What RAISE Members Are Loving

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 thrive with their diagnosis, and many are falling through the cracks.

Whilst there's ample support for those who are only gluten free, or only dairy free, once there are multiple allergies presented, the resources are much harder to find. The Allergy Chef has diligently been filling those cracks to make sure even the rare cases receive much needed support.

Individualized Support When Joining

When a member joins, they fill out the New Member Form, and so many are moved by the response. Kathlena has been told so many times "I didn't think a real person would reply". She takes the time for each member to look over their diagnosis then point them in the right direction for resources, recipes, and more.

Education & Knowledge Base

The Allergy Chef has created a content library with more than 1,300 recipes and non-recipe resources for members. There's a range in the type of content, and an ample number of topics are covered. One of the most loved resources is the Toddler Meal Inspiration Guide. Kathlena created two volumes of 30+ recipes served on toddler plates so parents could SEE free-from food in action.

Recipes That Work

So many people struggle with free-from cooking because they're not sure which ingredients will work together. Baking, that's a whole different beast that leaves many thinking they'll never get it right. The Allergy Chef has created more than 600 recipes with a range of free-from statuses to make sure that each member finds success in their kitchen. Many members have reached out to tell Kathlena that they've cried over a meal because they finally had a meal using safe-for-them ingredients that was incredibly delicious.





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.

