



MEDITERRANEAN DIET ROUNDTABLE

Sponsorship deck
MDR 2021
UNIVERSITY OF NOTRE DAME

The Mediterranean Diet Roundtable



The Mediterranean Diet Roundtable™ (MDR) is a thought leadership program designed to **inform, inspire and promote the appreciation of the Mediterranean cuisine**, translating the benefits of the Mediterranean Diet into commercial opportunities in the United States.

Our events are great places to meet and ideal for matching like-minded businesses you can grow with in the future.

The MDR is playing a key role in repositioning the Mediterranean Diet as a competitive driving force to shape the current offering in high volume commercial and non-commercial food services, as well as retailers and restaurants. Our influential programs celebrate the health benefits of the Mediterranean Diet and lifestyle, translating them into commercial opportunities.

In addition to the conferences and other exclusive gatherings (such as the Ambassadors' Breakfast in Washington, DC), the MDR offers counseling in creating culinary experiences, cultural programs, and e-commerce.

Recognized by UNESCO (2010) as a Global Intangible Cultural Heritage, the Mediterranean Diet is valued internationally for its unique synergy of nature, culture, and health. The MDR is the only event of its kind and is a signature of Accent PR.

Why become a Sponsor



Join the **MDR** and contribute to create a Culture of Food based on **HEALTHY, SUSTAINABLE and DELICIOUS** choices and position your Brand as an authority in the Food Industry!

Achieve important business goals and receive recognition while increasing brand awareness.

At the MDR you will get direct access to your target market, enjoy brand exposure and recognition, gain potential new customers, and receive access to MDR's outstanding network!

Ask about our customized sponsorship plans.

1. Brand Visibility

Sponsorships put your brand visuals in front of large audiences who haven't heard of your business: socials, in-person and digital opportunities available!

2. Targeted Marketing

Gain opportunities to engage one on one with people looking for relevant product solutions.

3. Efficient Lead Generation

You will successfully connect with your AUDIENCE: receive crucial information, network with our outstanding community, gain exposure and B2B opportunities to promote your Product with specific groups.

Connect with our Audience

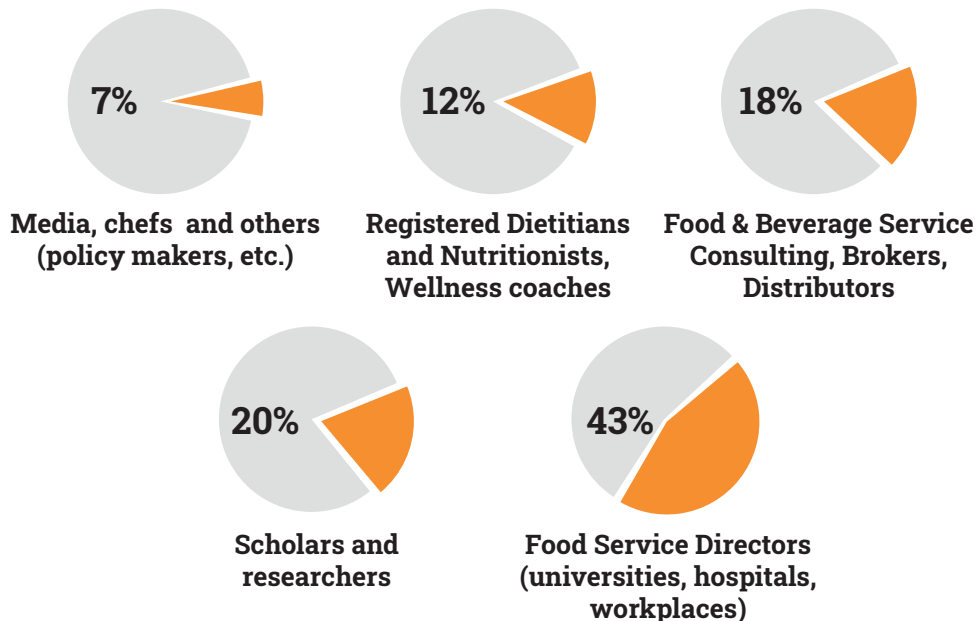
8 + NATIONAL EVENTS
1 international event

20 + SPEAKERS
per main event

30k + FOLLOWERS
ON SOCIALS

800 + LEADERS

Our Audience



Ranked #1 for the fourth year in a row, the Mediterranean Diet is delicious, healthy, and sustainable. It promotes:

- plant-based foods, such as fruits and vegetables, whole grains, legumes, and nuts
- healthy vegetable fats, such as olive oil
- herbs and spices instead of salt
- fish and poultry at least twice a week
- red wine in moderation

By supporting the MDR, your Company supports a healthier food system in America, while promoting and expanding its business!

Sponsorship Level



Mediterranean Level: up to \$50,000 **Title Sponsor of the program and title of MDR Brand Ambassador for one year**

- 30 minutes presentation about your Company during the MDR conference (only 2 spots available)
- Logo on MDR website in prominent position and during signature programs (digital and printed assets), such as: MDR Connect, Ambassadors' Breakfast, and Med Gala
- 2 dedicated podcast on the FB socials (30k+)
- Display table at the MDR signature events
- Branded gifts at the MDR events and VIP meetings
- Attendees list from the MDR events
- 2 Product(s) tastings or meetings with selected prospects during the year
- Keynote speaking role at VIP dinner and/or Gala
- 10 Event passes/invites + 10 invites to VIP dinner
- Dedicated webinar featuring your company, with invites to the MDR mailing list of 16k+ (date TBD)

- Inclusion in Media Kit
- Possibility of hosting a VIP private meeting during the MDR conference with selected prospects
- Social media posting
- Possibility of corporate video in loop during the MDR signature events

Olive Branch Level: up to \$25,000

- Logo on MDR website in prominent position and dedicated programs (digital and printed assets)
- 1 dedicated podcast on the FB socials (30k+)
- Individual Stand at MDR signature events
- Branded gifts at MDR events and VIP dinner
- 1 Product tastings with selected prospects
- 6 Event passes/invites + 6 invites to VIP dinner
- Inclusion in Media Kit
- Social media posting

Sponsorship Level

Whole Wheat Level: up to \$15,000

- Logo on MDR website and dedicated programs (digital and printed assets)
- Stand at MDR signature events
- Product tastings
- 4 Event passes/invites to the MDR
- Special Event invitations
- Inclusion in Media Kit
- Social media posting

Cod Level: up to \$10,000

- Logo on MDR website and dedicated programs (digital and printed assets)
- Stand at MDR signature events
- Group Product tastings
- 4 Event passes/invites
- Inclusion in Media Kit
- Social media posting



**CUSTOM SPONSORSHIP
PACKAGES AVAILABLE**

Contact Information



**TO EXPRESS YOUR INTEREST
AND PLAN YOUR PARTICIPATION**

Please connect with us!

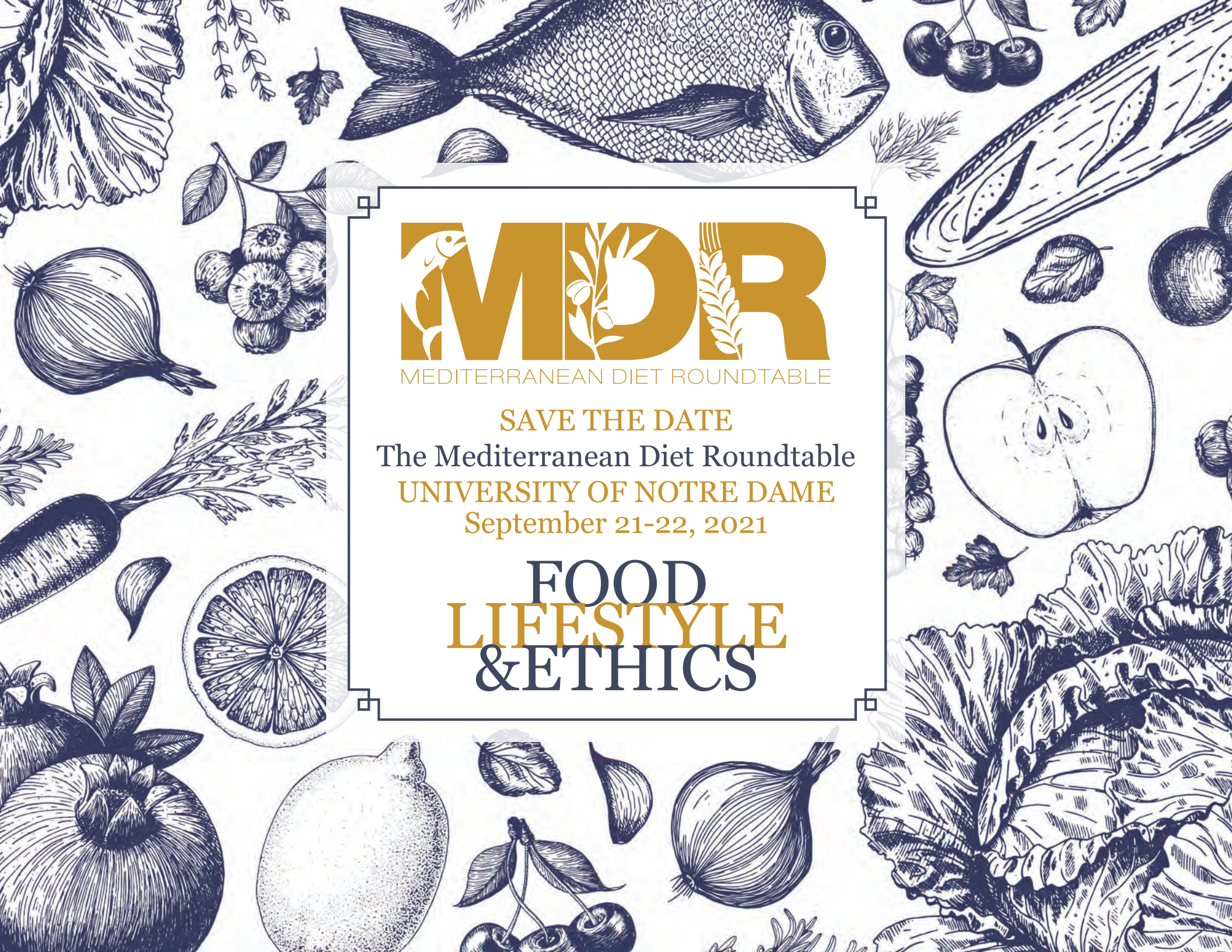
DANIELA PUGLIELLI, MDR founder
Tel: +1 908-803-3809 E-Mail: info@MDRproject.com

FLAVIA BONELLI, Event Director
Tel: +1 646 733 8742 E-Mail: flavia@accentpr.com

LISA SCOMA, Marketing and Sponsorship
Tel: +1 860 462 3529 E-Mail: lisa@accentpr.com

www.MDRproject.com

The MDR is a signature concept by Accent PR, LLC



MDR

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SAVE THE DATE

The Mediterranean Diet Roundtable

UNIVERSITY OF NOTRE DAME

September 21-22, 2021

FOOD
LIFESTYLE
& ETHICS