

recipe

RED  X

2018 Sponsorship Prospectus

About

Now in its sixth year, The Recipe ReDux (TRR) is the web's first and only recipe challenge founded by registered dietitians.

Focused on making delicious dishes healthier, The Recipe ReDux was founded by culinary nutritionists Regan Jones, RD, Serena Ball, MS, RD and Deanna Segrave-Daly, RD.

About

Membership to the Recipe ReDux is an application and review process. Members are only accepted if they meet established membership criteria, including a proven history of communicating sound nutrition advice.

Having grown rapidly since its inception, The Recipe ReDux boasts more than 170 active members with 70% of its members being Registered Dietitians. The ReDux collective total audience reaches millions each month.

About

While ReDux members are primarily Registered Dietitian Nutritionists, the group also includes food writers and cookbook authors, contributors from top-ranked consumer magazines, chefs, professional spokespeople, moms and more.

Testimonials

"I have, and continue to, enjoy being a part of this wonderful community!"

"I love being a member of the Redux and I really appreciate everything you do to make it such an outstanding group. Here's to many more years to come!"

"One of the things I love most about participating in The Recipe ReDux is it challenges me to be creative to make things to fit within each month's theme and I love that. Also, it's a great group of bloggers and I'm so proud to be a part of it."

Testimonials

"With the sponsored contests, I love the inspiration to create something new and unique by being given a specific ingredient to use!"

"I enjoyed participating in the sponsored recipe contests because (1) I like the challenge of thinking up new recipes, (2) it's nice to be able to sample new products, and (3) the prizes are appealing."

Sponsorship

Through your sponsorship of The Recipe ReDux's one-of-a-kind blog-integrated recipe contest, your brand can reach not only an influential group of nutrition, food and social media savvy professionals, but their audiences as well.

Much more than simply a recipe contest, ReDux has a built-in community for social engagement and online promotion.

Sponsorship

Unlike traditional recipe contests that only offer recipe entries, each ReDux sponsorship includes:

- co-ownership of all recipe & image collateral
- an 8-day integrated social media campaign promoting recipe entries
- baseline metrics reporting on potential audience reach

Sponsorship Features

- Sponsor provides at least one (1) Grand Prize and two (2) Runner Up Prizes
- Sponsor co-owns rights to all recipes* and photography developed through the contest
- Sponsor product is used in all recipes

** ReDux contests generate on average 50 entries per contest. Per contest regulations these numbers cannot be guaranteed.*

Sponsorship Features

- Sponsor messaging and social media profiles are featured to members through Contest Announcement e-blast.
- Links to prize winning recipe contest entries (as judged by Sponsor) are shared by ReDux through social media channels and featured on “Sponsor Recipe Showcase” page on TheRecipeReDux.com

Sponsorship Features

- Sponsor has the option to gather member feedback through a sponsor-designed survey about using/cooking with your product upon contest completion (*additional fees apply)

Sponsorship Investment

- \$17,000 without survey
- \$17,500 with survey

Sponsors who book now for 2018, will receive a 10% discount of published rates and will be provided \$300 worth of Facebook ad support for contest content.

2017 Sponsors

Potatoes[™]
USA

Libby's[®]

Sabra[®]



KIKKOMAN

Dare Breton[®]

Splenda[®]
SWEETENERS

QUALITY
SINCE 1926
TOUFAYAN[®]
B A K E R I E S

To view the 40+ brands who previously sponsored
The Recipe ReDux, visit thereciperedux.com

recipe
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deserves to be shared.



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