



**Missouri Beef Industry Council
BEEF PROMOTION GRANT**

2306 Bluff Creek Drive #200* Columbia, MO 65201* 573-817-0899 ext. 223 * dawn@mobeef.com* www.mobeef.org

Beef Promotion Grant Guidelines

This grant program, funded by the \$1 per head beef checkoff program is intended to aid local organizations in their beef promotion efforts. Expenses will be **REIMBURSED** at the conclusion of the beef promotion activities.

- ◆ A maximum of 50 grants, capped at \$500 each will be awarded to local organizations (included but not limited to Cattlemen’s Associations, Farm Bureau, 4-H, FFA, FBLA, FCCLA)
- ◆ A combination of staff and board members will review applications and award grant monies based on the following criteria:
 - ❑ Do the proposed activities fall within the legal guidelines of the \$1 per head beef checkoff program (Must be “yes” to even be considered)
 - ❑ How many consumers will the proposed activity reach per dollar spent
 - ❑ *How many of those consumers fall within the target audience for people who influence the beef-buying decisions or are key-influencers in the Health or Retail industries.*
 - ❑ Does the promotion have a way to track results of how well the message was retained by consumers.
 - ❑ How well does the promotion fall under the strategies for promotion set forth by the Missouri Beef Council Board of Directors? Including but not limited to:
 - ❑ *Nutrition. Implement effective educational (consumer, youth) programs that solidify beef's role in a healthy diet.*
 - ❑ *Marketing, promotion, and public relations efforts to expand the product offerings for beef, especially new products or value-added products*

ADVERTISING:

Since we’ve already committed to state-wide coverage on both radio and print publications; if you wish to use checkoff dollars to run advertisements directed to consumers in your local media, approved grants will be funded on a **50% cost-share basis**.

<p>Approved forms of advertising media (contests or spot buys):</p> <ul style="list-style-type: none"> ❑ Radio ❑ Print (Newspaper, Magazines, Newsletters) ❑ Billboards ❑ Television 	<p>MBIC WILL NOT pay for advertising for:</p> <ul style="list-style-type: none"> ❑ Banquets, appreciation dinners, fund raising events. ❑ Membership Drives ❑ Recognition of Associate or Honorary Members, Trophy Buyers, etc. ❑ Shows, Cattle Sales, Scholarships
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VERY IMPORTANT: Even if you have done a particular promotion (whether Beef Month or another) that has been approved and funded through the Missouri Beef Industry Council, you must get pre-approval this year. If you do not get pre-approval, you will not be reimbursed.

MBIC will reimburse for expenses incurred during promotion only after the organization sends the **event evaluation** with the signed **Funding Approval Form** and **Receipts/ Invoices**.

Grant Application must be post-marked a minimum of 4-weeks prior to the promotion- no exceptions.

Please note, every grant may not be funded. There is a maximum of 50 available. Some monies have been earmarked for Beef Month specific promotions (May 2009). For questions, please contact Dawn Thurnau at 800-441-6242 ext. 223 or dawn@mobeef.com. Also, there are Local Beef Promotion Guide Books available on request.



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APPLICATION INFORMATION (PLEASE PRINT OR TYPE)	
ORGANIZATION:	COUNTY:
PRIMARY CONTACT PERSON:	PHONE:
ADDRESS:	CELL PHONE OR FAX:
CITY/STATE/ ZIP:	EMAIL:
PROJECT DESCRIPTION:	
LOCATION (IF APPLICABLE) OF FUNCTION:	DATE(S) OF FUNCTION:
DESCRIBE YOUR TARGET AUDIENCE:	# OF PEOPLE YOU ANTICIPATE REACHING:
HOW DO YOU EXPECT TO MEASURE THE RESULTS OF THE IMPACT ON YOUR TARGET MARKET BY THIS EVENT/ PROMOTION?	
WHAT IS YOUR GOAL FOR THIS PROJECT:	
PLEASE PROVIDE A LIST OF POTENTIAL PARTNERS/ CO-SPONSORS AND WHAT THEY MAY BRING TO THE TABLE:	
LIST IN DETAIL THE ANTICIPATED COST OF THE PROJECT (EACH ELEMENT SEPARATELY)	
TOTAL DOLLARS REQUESTED: \$	
WHAT WILL BE YOUR CONTRIBUTION TO THE EVENT (MAN POWER, HOURS, DOLLARS, EQUIPMENT & SUPPLIES, ETC.)	
FOR OFFICE USE ONLY:	
<input type="checkbox"/> APPROVED BY MBIC	MAXIMUM AMOUNT: \$
SIGNED:	

Please return this form **4-weeks prior to promotion** to the address above.
 Include additional pages if necessary.