

**Missouri Beef Industry Council  
FY24 Partnership Evaluation Form**



<b>Business Name:</b>		<b>Primary Contact:</b>	
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Phone:</b>	<b>E-mail:</b>		

<b>Checkoff dollar amount:</b>	
<b>Event/Project:</b>	<b>Event/Project Location Address (if applicable):</b>

<b>Description:</b>
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<b>Audience Reach:</b>	<b>Single or Multiple Event:</b>
<b>Event/Project(s) activation date(s):</b>	<b>Event/Project(s) date(s):</b>

*Step 1: Complete your Measurable Objective(s) and submit with your FY24 MBIC Funding Request application by May 31, 2023, (pre-project).  
Step 2: Use this form to complete your final evaluation at the conclusion of your project(s) and submit by November 15, 2024, (post-project) to Erica Graessle at erica@mobeeff.com.*

<b>Measurable Objective(s)</b> <i>(Step 1, Due May 31, 2023)</i>	<b>Not Achieved</b>	<b>Achieved</b>	<b>Exceeded</b>	<b>FY24 Results/Remarks</b> <i>(Step 2, Due 11/15/2024)</i>

**Step 3 and 4: (submit by November 15, 2024):**

**Step 3: In 500 words or less, include a summary of your project(s) to specify how this increased demand for beef and/or strengthened the image of beef and the beef industry.**

**Step 4 (OPTIONAL): Include supplemental information you feel will be supportive of your event/project(s). Limit of five.** Examples of supplemental information might include, but are not limited to the following: picture, newspaper article, social media post, testimonial, recipe, radio spot, television segment, brochure, graph, demographics, presentation, script, beef or beef-logoed swag, beef or beef-logoed merchandise, advertisement, website advertisement, video, flyer, poster, event program book, etc.

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3.	4.
5.	

**Step 5 (REQUIRED): Submit a detailed invoice with corresponding receipts to show proof of expense.** Beef Checkoff dollars are expensed on a cost-recovery basis and will not be distributed without proper proof of the expenditure(s). The submission of invoices and receipts can occur throughout the duration of the agreement established in the fall of 2023. **All FY24 invoices and receipts are due by September 15, 2024.** Contact the MBIC office for any questions regarding what to include with your invoice. Examples: 1.) An invoice from a broadcasting company that includes a detailed listing of radio spots and when they were played. 2.) An invoice with a copy of the receipt for beef purchased or a menu showing beef used for event.