

**Missouri Beef Industry Council
FY25 Partnership Evaluation Form**



| | | | |
|-----------------------|----------------|-------------------------|-------------|
| Business Name: | | Primary Contact: | |
| Address: | City: | State: | Zip: |
| Phone: | E-mail: | | |

| | |
|--------------------------------|--|
| Checkoff dollar amount: | |
| Event/Project: | Event/Project Location Address (if applicable): |

| | |
|---|----------------------------------|
| Description of Partnership: | |
| Audience Reach: | Single or Multiple Event: |
| Event/Project(s) activation date(s): | Event/Project(s) date(s): |

Step 1 (red): Complete your Measurable Objective(s) and submit with your FY25 MBIC Funding Request application by May 31, 2024, (pre-project).

Step 2 (navy): Use this form to complete your final evaluation at the conclusion of your project(s) and submit at the end of the completion of the project(s) in agreement, or by November 15, 2025, to Erica Graessle at erica@mobeef.com.

| Measurable Objective(s) <i>(Step 1, Due May 31, 2024)</i> | Not Achieved | Achieved | Exceeded | FY25 Results/Remarks <i>(Step 2, Due 11/15/2025 – or at the completion of project(s) in agreement)</i> |
|---|--------------|----------|----------|---|
| EXAMPLE – NAME OF EVENT will be held for 75 attendees on March 14, 2025. Event will feature beef entrée and attendees will hear from speaker about the nutrient value of beef. | | | X | EXAMPLE – NAME OF EVENT: Event had 97 attendees on March 14, 2025. Speaker spoke on nutrient value of beef and provided resources for attendees to take back to home communities. Attendees completed post-event survey to measure impact of event on perception |
| | | | | |
| | | | | |
| | | | | |

Step 3 and 4: (submit by November 15, 2025 – or at the completion of project(s) in agreement):

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.

| | |
|----|----|
| 1. | 2. |
| 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 2024. **All FY25 invoices and receipts are due by September 15, 2025.** 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.