



Beef Promotion Grant FY 2019

Purpose:

The Missouri Beef Industry Council provides funding for local non-profit organizations to promote beef in their communities.

Promotion Grant Categories:

- Health and Fitness Events
- Special Event Advertising
- Retail Promotions
- Billboards/Trailer Wraps*

Eligible Grant Funding:

The Missouri Beef Industry Council will reimburse **qualified** expenses as determined by the MBIC and outlined below up to \$500 per year per organization.

Qualifying Reimbursement Expenses:

- o Health and fitness events
 - o Advertising that includes MBIC logo (radio, print, television, social, and digital)
 - o Post-race 100% beef snacks
 - o Event signage that includes MBIC logo
- o Special Event Advertising
 - o May is Beef Month
 - o Heart Month
 - o Grilling season
 - o Holiday season
- o ***This includes print, radio, television, social, and digital advertising***
- o ***Must include MBIC or BIWFD logo.***
- o Retail Promotions
 - o Beef cooking demonstration
 - o In store beef sample
 - o In store beef display
 - o Contest giveaways
 - Ex. Gift card, beef coupons, grilling set, etc.
- o Billboards/Trailer Wraps
 - o Design must be approved PRIOR to print
 - o Must include MBIC or BIWFD logo

Ineligible Events:

- o Fundraising (effective March 15th, 2019)

This grant program is funded by every single cattle farmer/rancher in the state of Missouri through the \$1 per head beef checkoff.

- Beef grant application **must be submitted 30 days prior to event & approved by the MBIC prior to the event/promotion date to be eligible** for reimbursement.
- **Any** modifications to approved application must be confirmed, in writing, by MBIC prior to the event. **Any changes not confirmed will not be reimbursed.**
- In accordance to the laws that govern the beef checkoff, expenses will be **REIMBURSED** at the end of the beef promotion activities.
- MBIC will reimburse beef promotion expenses only after receiving a **completed evaluation** (see page 3) with **corresponding receipts/invoices**. Each evaluation must also **include evidence of promotion materials used and of sponsorship of the event**. Contact barb@mobeef.com for more information. Evaluation forms must be completed and sent to barb@mobeef.com by Sept. 1, 2019.



Beef Promotion Grant Application Information FY 2019

Organization:

Contact Information:

Address:

Phone:

Email:

County:

Please circle the promotion category in which you are applying for.

- Health and Fitness
- Special Event Advertising
- Retail Promotions
- Billboards/Trailer Wraps

Date of event:

Location of promotion:

Describe your target audience:

Number of people you anticipate reaching:

Provide a description of how you will implement your beef promotion.

How do you expect this to increase beef demand and how will you measure the success of the promotion?

List in detail the anticipated qualifying reimbursement expenses of the project (each expense listed separately).

Total dollars requested: \$



Post-Promotion Evaluation Form FY 2019

Organization:

Contact information:

Address:

Email:

Phone:

Please provide a detailed recap of the event and highlight successes.

Please list all qualifying expenses (attach receipts/invoices to the evaluation form).

Total Amount Requested: _____

Sign: _____

Date: _____

Please send form to Barb Reynolds:

Missouri Beef Industry Council
Attn: Barb Reynolds
2306 Bluff Creek Drive #200
Columbia, MO 65201

Or email: barb@mobeeff.com