



## 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:

- Health and fitness events
  - T-shirt/promo items that include MBIC logo
  - Advertising that includes MBIC logo (radio, print, television, social, and digital)
  - Post-race beef snacks
  - Event signage that includes MBIC logo
- Special Event Advertising
  - May is Beef Month
  - Heart Month
  - Grilling season
  - Holiday season

***\*This includes print, radio, television, social, and digital advertising***  
***\*Must include MBIC or BIWFD logo.***
- Retail Promotions
  - Beef cooking demonstration
  - In store beef sample
  - In store beef display
  - Contest giveaways
    - Ex. Gift card, beef coupons, grilling set, etc.
- Billboards/Trailer Wraps
  - Design must be approved PRIOR to print
  - Must include MBIC or BIWFD logo

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 approved by the MBIC prior to the event/promotion date to be eligible** for reimbursement.
- 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](mailto:barb@mobeef.com) for more information. Evaluation forms must be completed and sent to [barb@mobeef.com](mailto: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@mobeef.com](mailto:barb@mobeef.com)