



WWW.MOBEEF.ORG

REQUEST FOR SPONSORSHIP PRODUCER COMMUNICATIONS Fiscal Year runs from October 08-September 09

*We are always looking for new and innovative ways to reach all of Missouri's cattle producers with information on the uses of the \$1 per head beef checkoff program. MBIC reserves the right to accept or decline **all or portions** of any submitted proposal.*

Each proposal will be evaluated on:

- **How well it reaches cattle producers**
- **Type of producers it reaches** (thought leaders, people that pay dues to an association, "non joiners", large farms, small farms, etc.)
- **Value** (How does beef checkoff fit into this proposal)
- **Accountability** (How results are measured)

Extra consideration will be given if the above combines with:

- **Partnerships** with third parties who may have similar goals of enhancing the beef/ agriculture business.

Things that checkoff funds MAY NOT be used for:

Membership drives or as a fund-raiser for a membership organization
Lobbying/ Influencing public policy
Live-animal production or events (including cattle shows and sales)
Scholarships

Please Include:

- A brief description of your proposal, including a time-line.
- Cost of proposal (itemized). **Please be sure to include any costs we may incur other than your sponsorship fees.**
- How many people you anticipate reaching/ # of those who are directly involved in beef production.
- What level of Beef Council staff/ volunteer resources will be required? Please detail.
- How will the proposal meet our above objectives/ evaluation methods to increase knowledge about the checkoff?
- If you have this information- what is the attitude of your audience about the checkoff right now?

Please submit complete proposal
NO LATER THAN JUNE 16th

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You may be asked to present your sponsorship proposal to the full Board of Directors the afternoon/ evening of **Wednesday, July 30th.**

We will contact you by the first week of July if a presentation is requested.

If you are not asked to present, that does not necessarily mean you will not be approved- it simply means it is a proposal that would need full board approval.

Everyone will hear a positive or negative response by mid-August.