



2018-2019 County Grant Program Rules

1. During the fiscal year (October 1, 2018 through September 30, 2019), there is a **\$1,500 grant** available to County Cattlemen's Associations and Youth Beef Teams from the Iowa Beef Industry Council (IBIC) for the County Grant Program. The County Co-op Advertising Program has transitioned from a cost-share funded by the National Beef Checkoff Program in 2017 to a **County Grant Program solely funded by the Iowa State Beef Checkoff Program** to provide additional opportunities promoting the beef industry within Iowa's counties. With this change, IBIC will pay up to \$1,500 directly to organizations operating within Iowa to use for events, programs, and/or activities promoting the beef industry to our consumers to build demand for beef. Funds cannot be utilized for fundraising efforts.
 - The County Grant Program **will not require a cost-share or matching funds** (like previously required under the County Co-op Advertising Program), but a financial investment by organizations is still encouraged.
 - Beef promotions that capitalize on quality and taste of beef while communicating the health, nutrition, and convenience of beef and beef products to specific and targeted demographic of consumers (Millennials & Gen X) are beneficial for the long-term success of the beef industry.
2. Your organization needs to **submit a grant application** prior to the event or project. Upon approval, a check will be issued to your organization to deliver the described beef events, projects, promotions, and/or programs.
3. Your organization will be **required to submit photos and/or additional information** after the event, project, or program is completed using the County Grant Program funds no later than September 30, 2019. There is a **Grant Success Template created for your convenience**. These photos and success stories may be used by the IBIC to highlight county organizations actively promoting beef and share these ideas with other Iowa organizations.
4. If beef certificates are used during your advertising event, a detailed description of how they will be used must be included on the County Grant Program application. You are encouraged to utilize beef certificates with in-store and/or radio promotions.
 - All print or radio advertisements **MUST** include the tag line of "**Sponsored by the (Insert County) County Cattlemen and the Iowa State Beef Checkoff Program.**"
 - **You need the Iowa State Beef Checkoff Program logo for your 2018-2019 beef events, projects, promotions, and/or programs. Please contact IBIC (515-296-2305) to ask for permission.**



County Grant Program Application

Application available from October 1, 2018 – September 30, 2019

Please complete this application and return for approval of event(s) and/or project(s) funded by the Iowa State Beef Checkoff Program. All parts of the application must be completed. Please return to: **Iowa Beef Industry Council, 2055 Ironwood Court, P.O. Box 451, Ames, IA 50014**, by fax (515) 296-4873, or email beef@iabeef.org. For additional information, please call the Iowa Beef Industry Council at 515-296-2305.

ORGANIZATION OR PERSON SUBMITTING REQUEST:

County Cattlemen or
Youth Beef Team _____

Contact _____

Address _____

City, State, Zip _____

Phone _____

Email Address _____

Check mailed to (if
different than
above/treasurer): _____

TITLE OF PROJECT:

TARGET AUDIENCE:

GOAL OF PROJECT:

PROJECT DESCRIPTION:

LONG RANGE PLAN CORE STRATEGIES ADDRESSED BY APPLICATION (CIRCLE):

Export Growth	Protect & Enhance	Consumer Trust	Beef's Value
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DETAILED BUDGET SUMMARY FOR THIS COUNTY GRANT PROGRAM APPLICATION:

Source of Funding	Direct Costs*	Total
Iowa Beef Industry Council	\$	\$
Other Potential Sources (<i>describe</i>)	\$	\$
Total Cost	\$	\$

*Maximum requested direct costs from Iowa Beef Industry Council is \$1,500.

PROJECT START DATE:

EVENT/PROJECT COMPLETION DATE. WILL ALL THE WORK DETAILED IN THIS APPLICATION BE COMPLETED BY SEPTEMBER 30, 2019? ____YES ____NO

IF NOT, PLEASE PROVIDE AN EXPLANATION:

HOW WILL THIS EVENT/PROJECT BENEFIT THE BEEF AND/OR CATTLE INDUSTRY?

HOW WILL THIS PROJECT HELP SELL MORE BEEF OR COMMUNICATE A POSITIVE MESSAGE ABOUT BEEF OR THE CATTLE INDUSTRY?

HOW WILL YOU EVALUATE THE SUCCESS OF THIS EVENT/PROJECT/PROGRAM?

WILL YOU PROVIDE PHOTOS AND/OR INFORMATION OF EVENT(S) AND/OR PROMOTION(S)*: ____YES ____NO

**Please complete the County Grant Success Template after your event(s) and/or promotion(s) to submit.*

County Grant Success Template

Events and/or projects accomplished from October 1, 2018 – September 30, 2019



COUNTY CATTLEMEN'S ASSOCIATION / YOUTH BEEF TEAM: _____

TITLE OF PROJECT: _____

WAS THIS EVENT/PROJECT/PROGRAM SUCCESSFUL? ___YES ___NO

AUDIENCE REACHED:

___ 1-50	___ 501-750	___ 1501-1750
___ 51-100	___ 751-1000	___ 1751-2000
___ 101-250	___ 1001-1250	___ 2001+
___ 251-500	___ 1251-1500	___ Known number

EVENT AND/OR PROJECT HIGHLIGHTS:

WERE ANY COMMENTS SHARED FROM ATTENDEES ABOUT THE EVENT/PROJECT WITH YOU? ___YES ___NO

IF SO, WHAT WAS SHARED?

IS A PHOTO OF YOUR EVENT AND/OR PROGRAM INCLUDED? ___YES ___NO

DO YOU GRANT PERMISSION TO IBIC TO USE PHOTO IN PROMOTIONS? ___YES ___NO

IF SO, WHAT IS A CAPTION FOR THE PHOTO?

Please return to: Iowa Beef Industry Council, 2055 Ironwood Court, P.O. Box 451, Ames, IA 50014,
by fax (515) 296-4873, or email beef@iabeef.org.