

## Red Angus Association of America - Affiliate Grant Program

**Background:** For years, the Red Angus Association of America (RAAA) has worked with state affiliates to promote the breed through a co-operative advertising program. The funds were predominantly used for print advertising. While print advertising is still an important part of a marketing campaign, the RAAA is looking to enhance its reach by working with affiliates to bring the Red Angus message to commercial cattle producers through various events, conferences and emerging media, as well as the tried-and-true advertising methods. ***Think of the new Affiliate Grant Program as a super-charged co-operative advertising program.***

**What ideas will be considered?** Be creative! Maybe your affiliate would like to:

- Run a **series of print advertisements** in publications geared toward commercial cattle producers;
- Advertise on farm centered **radio stations** or networks
- Purchase **billboard space** along a major interstate or high traffic corridor;
- Host a **panel discussion** or **sponsor a speaker** at a local cattlemen's event;
- Display a **booth at a trade show** (and staff it!)
- Develop a **cattlemen's symposium** for your annual meeting and invite commercial cattlemen to attend;
- Shoot short **videos** featuring the benefits of Red Angus cattle, using commercial cattlemen's testimonials, and **post them to YouTube, Facebook or another social media site;**

**How do affiliates access the funding?** State affiliates should develop a year-long plan (using the attached form) to be considered for one of two grants:

- **Level I Grants** fund plans with a total annual cost of up to \$4,000 (If selected by the RAAA Board of Directors, the RAAA may reimburse the affiliate or vendor up to \$2,000.)
- **Level II Grants** fund affiliate plans with a total annual cost that exceeds \$4,000. (If selected by the RAAA Board of Directors, the RAAA may reimburse the affiliate or vendor up to 50% of the approved line items.)

This year's-long plan is due **May 1** annually. The Board will finalize its funding decisions during the June budgeting meeting. The RAAA fiscal year is July 1 through June 30. Affiliate plans must follow this fiscal year.

Affiliate plans will be presented without the affiliate's name, so the board will be unbiased when it funds the best ideas in the nation that put Red Angus in front of commercial cattle producers or consumers and that make the most efficient use of marketing dollars. The board reserves the right to fund a grant request partially or in full.

In order for the RAAA to disburse funds for approved items, affiliates must submit invoices/receipts and other documentation (radio run schedules, tear sheets, etc.) by July 1 or within 60 days of receiving them, whichever comes first.

**How to submit a plan:** It's easy! Just complete the on-line form. Priority will be given to affiliates that collaborate on events/conferences/advertisements that overlap the affiliates' geographic locale. (i.e. if an event or publication covers both Montana and Wyoming, those affiliates are encouraged to partner for a larger presence or a bigger, better ad that runs more frequently.)

Information requested... please submit details similar to this example in the on-line version.

*EXAMPLE: Booth space at XYZ Conference; XYZ Cattle Trade Association, January 15, 2018; This event draws 300 commercial cattle producers annually. ABC affiliate and DEF affiliates are sharing 50% of the total cost. This conference will give our members an opportunity to network, in a meaningful way, with commercial cattle producers. (Total cost is \$600; RAAA to pay \$300; ABC affiliate pays \$150 and DEF affiliate pays \$150)*

**Note:** All projects/ads should be geared toward "commercial cattle producers" – those who purchase Red Angus bulls, commercial replacement females, feeder cattle or fed cattle. Commercial cattle producers are not seedstock producers looking to trade Red Angus genetics. All projects/ads must align with a national ad campaign.