



ALL-STAR BEEF BACKER

EVALUATION FORM

County: _____ Date(s) of Promotion: _____

Contact Person (name, address & phone #): _____

Please check the following items that you completed during your promotion:

- Hold event at local grocery store- **200 points** (location) _____
- Involve county Cattlewomen- **100 points**
- Advertise event in local publication- **200 points** (must send copy of ad for credit. If more than one publication runs the ad, you get an additional **200 points**.)
- Use Beef It's What's For Dinner promotional materials at event- **100 points**
- Send pictures of event with evaluation form- **150 points**
- Complete and return promotion evaluation form- **200 points**
- BONUS! Hold an Enter-to-Win Giveaway- **250 bonus points** (Please provide pictures of giveaway)
- BONUS! Promote Beef Value Cuts (Flat Iron, Shoulder Tender, Ranch Steak, etc)- **250 bonus points**

Please provide any additional information that was not covered above for review. (May use additional pages)

ALL EVALUATION FORMS, PICTURES AND ADS MUST BE TURNED IN BY AUGUST 15, 2008 FOR ENTRY. Please send to: Tennessee Beef Council, 128 Holiday Court, Suite 113, Franklin, TN 37067. Questions? Call 615-790-3947.