

Tennessee Cattlemen's Beef Backer Contest

Guidelines for promoting summer grilling in Tennessee



Promotion Purpose:

- To encourage consumers to purchase and prepare more beef this summer
- To recognize county cattlemen's associations who are involved in promoting beef in their community

Promotional Details:

- County Cattlemen's Association chooses the details of promotion (i.e., time, date, etc.)
- Events can be shared on personal & other community social media pages, but must be hosted by county cattlemen or community page
- Winners will be determined by evaluations turned in after promotion
- Counties must fill out Evaluation Form and send video/promotion details for judging
- Judging Criteria:
 - CREATIVITY!
 - Estimated Reach of Promotion!!
 - Established talking points for promotion
 - Hold a giveaway at event
 - Use Beef promotional materials at event (provided by the Tennessee Beef Industry Council)
 - Promote event in local newspaper, magazine, radio, etc.
Direct consumers to www.beefitswhatsfordinner.com for more recipes and beef information.
 - Event must take place between July 1-July 31, 2023

Top 3 Promotions will receive the following:

1st Place: \$1500.00

2nd Place: \$1000.00

3rd Place: \$500.00

Evaluations must be submitted by August 8th, 2023

Questions?

Contact Emily Haskew at ehaskew@tnbeef.org