

American Lamb Promotional Funding Program

The American Lamb Board (ALB) has allocated \$25,000 in FY 2018 to support new lamb promotion ideas targeting non-industry audiences (consumers, chefs, media, retailers etc.). These funds are intended to help support local or regional lamb promotions designed to build demand for American Lamb. This is a competitive funding process and the American Lamb Board will give priority to projects that demonstrate innovative promotion ideas and a commitment to share the cost of executing the promotion. These funds are intended to offset the total cost of the promotion rather than subsidizing the entire cost.

The types of programs that would be eligible:

- Lamb sampling at consumer food events
- Cooking and/or butchery demonstrations
- Retail promotions such as in store sampling
- Farm or ranch tours for consumers, media, chefs etc.
- Local restaurant promotions
- Farmers market demonstrations or sampling
- Educational seminars at local culinary schools or consumer cooking schools
- Local Lamb-Jam style Cook-off competitions

The types of programs that would not be eligible:

- Lamb industry events including meal functions, auctions etc.
- Requests for funding to support salaries or capital assets
- Any activities related to lobbying or influencing government policy or action.

Funding Process

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|--------------------------------------|-------------------|
| Application available: | December 2017 |
| Deadline for receiving applications: | February 28, 2018 |
| Anticipated award date: | March 2018 |
| Deadline for completion of program: | December 31, 2018 |

Applicants must submit a final report with their invoice including an overview of the program results and photos or other documentation of ALB acknowledgement.

Evaluation Process

All applicants are reviewed by the ALB's industry outreach committee. Ranking and funding recommendations are based on the following criteria:

- Clearly-defined plan addressing a lamb marketing/promotion opportunity
- Appropriateness of the budget
- Potential impacts of the project
- Collaboration with partners
- Contribution to sustained growth of the American Lamb market
- Addresses ALB's strategic initiatives:
 - Increase consumer awareness about the benefits of American Lamb and Influence consumers to increase their purchase frequency
 - Minimize the volatility of seasonal sales and encourage year round utilization of American Lamb
 - Expand market share and increase American Lamb sales in traditional and non-traditional markets
 - Protect and enhance the image and credibility of lamb and the American Lamb Industry

Please note: ALB also has a number of promotional tools available for industry organizations and partners including banners, recipe brochures, stickers, graphics and artwork, promotional toolkits and more. These items are available at no cost to help support local lamb promotions.



Applicant Name:

Company/Organization:

E-mail:

Phone number:

Address:

Project Title:

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- Anticipated Event Date:
 - Anticipated Location:
 - Reach (# of consumers, media, chefs, etc.):

1. Describe the project in which you are requesting ALB sponsorship funds:

2. Describe past experience in similar projects (if applicable):

3. How will the program build awareness and demand for American Lamb?

4. How will you measure the success of the program?

5. How will you provide acknowledgement of the funding from the lamb checkoff?

6. Budget: Itemize budget items below

| ALB Requested Funds | Applicant Funds | Total Budget |
|----------------------------|------------------------|---------------------|
| | | |

For more information contact Rae Maestas at rae@americanlamb.com or 866-327-5262.

Note: Incomplete application will NOT be eligible for consideration including; hand written applications, missing details including non-itemized budgets. All applications MUST demonstrate how the project will build demand and awareness to non- Industry audiences.