

BEEF PROMOTION GUIDELINES

Per Texas Beef Council (TBC), Texas CattleWomen may be allocated a certain amount of money to be utilized for BEEF promotion efforts. Each local is then allocated a portion of the budgeted amount for reimbursement of expenses incurred for projects and activities related to BEEF PROMOTION.

Example of allowable expenses for reimbursement*:

- Events that promote BEEF or the BEEF community
- Supply costs of BEEF samplings
- In-Store demonstration expenses
- Promotional Events that the local is conducting that actually promote BEEF and are not being reimbursed by other means. (If an event is being reimbursed by other means but not fully reimbursed, receipts and explanation to be provided on the expense report.)
- Library books depicting beef and/or cattle to community schools

Unacceptable or unallowable expenses for reimbursement:

- Awards
- Plaques
- Scholarships
- Stock Show Awards
- Any Monies paid for booth space where the local will be making money.
(No reimbursement will be approved whenever the event and/or activity is for a profit fundraiser.)

Procedure for Reimbursement:

Activity Reports are to be submitted within 30 days of the activity. All reports MUST be received by State Education or Promotion Chair and Treasurer (if reimbursement of expense is due the Local) by October 7th to be considered for payment of the applicable TBC fiscal year.

One copy of activity report along with a copy of all receipts is to be sent to the State Education OR Promotion Chair for approval of any reimbursement due to the Local.

The original activity report and all ORIGINAL RECEIPTS attached to a properly completed Expense Report is to be sent to the State Treasurer.

A check will be mailed to the Local for reimbursement of approved expenses if all forms are complete, original receipts are attached, and approval from the appropriate state chair has been received.