

Wisconsin Beef Council and Wisconsin 4-H Foundation
2023 Beef Promotion Contest Entry Form

Enter the 2023 beef promotion contest by completing this form and emailing it with photos to:
Wisconsin Beef Council at wbc@beeftips.com.

Entries must be submitted by **September 30, 2023**.

One entry per club. Prizes will be awarded to all members of the winning clubs with a special award given to the three winning clubs.

Name of 4-H Club

County

Club Leader

Email

Phone Number

Check the one category you are entering:

How Beef is Raised

How Beef can Fit into your Lifestyle

Benefits of Beef

Names of 4-H members who contributed to your display:

What local/county/state fair or other event(s) did you use your promotional display:

Event Name(s):

County:

Complete the following questions on the next pages in the space provided. Character limits apply.

1. Describe how your club developed the plan for the educational display: (1500 character limit)

2. Describe your target audience: (1000 character limit)

3. How did your club interact with consumers (what questions did they ask, what did you do to encourage them to stop and view the display, etc.)? (1500 character limit)

4. Did you do any additional marketing?

Yes No

5. Did you use social media to promote beef prior to the promotion?

Yes No

6. Did you use social media to extend the reach of your promotion?

Yes No

7. Did you coordinate social media with any other entity (ex. Local fair) to further promote beef?

Yes No

8. Did you contact media (radio, newspaper, etc.) to talk about beef and your promotion?

Yes No

9. How will you use your promotional display at other events? (1250 character limit)

10. What did you learn from this contest? (500 character limit)

Attach with your entry a **minimum** of two and a **maximum** of six photos of your display. Photos should be labeled as Beef.ClubName.Photo1, Beef.ClubName.Photo2, etc.

Entries without photos will not be considered for awards. Entries are due by September 30, 2023.

Category winners will be announced by October 31, 2023. Winners will be notified via email.

All photos submitted may be used by the Wisconsin 4-H Foundation and/or the Wisconsin Beef Council for any purpose.

Questions? Email: wbc@beeftips.com or amannda@wisconsin4hfoundation.org