



## Montana Beef Council Evaluation Form

<b>Business Name:</b>		<b>Primary Contact:</b>	
<b>Address:</b>	<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Phone:</b>	<b>E-mail:</b>		

<b>Checkoff dollar amount:</b>	
<b>Event/Project:</b>	<b>Event/Project Location Address (if applicable):</b>

<b>Description:</b>	
<b>Audience Reach:</b>	<b>Single or Multiple Event:</b>
<b>Event/Project(s) activation date(s):</b>	<b>Event/Project(s) date(s):</b>

**Step 1: Complete your Measurable Objective(s) and return a copy to the MBC office by November 15, 2018 (pre-event/project).**

**Step 2: Use this form to complete your final evaluation at the conclusion of your event/project(s) and submit by August 1, 2019 (post-event/project).**

<b>Measurable Objective(s)</b> <i>(Step 1, Due 11/15/2018)</i>	Not Achieved	Achieved	Exceeded	<b>Results/Remarks</b> <small>(required for Not Achieved)</small> <i>(Step 2, Due 8/1/2019)</i>

**Step 3 and 4: (submit by August 1, 2019):**

**Step 3: In 500 words or less, include a summary of your event/project(s) to specify how this increased demand for beef and/or strengthened the image of beef and the beef industry.**

**Step 4 (OPTIONAL): Include supplemental information you feel will be supportive of your event/project(s). Limit of five.** Examples of supplemental information might include, but are not limited to the following: picture, newspaper article, social media post, testimonial, recipe, radio spot, television segment, brochure, graph, demographics, presentation, script, beef or beef-logoed swag, beef or beef-logoed merchandise, advertisement, website advertisement, video, flyer, poster, event program book, etc.

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3.	4.
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