



State Cooperative Marketing Program

The North American Limousin Foundation (NALF) created the State Cooperative Marketing Program to help state associations share a cohesive Limousin message across the nation, making the most of their relationships with local, state and regional marketing outlets. Through the program, NALF reimburses state associations up to half of qualifying advertising and other marketing expenses in an effort to increase the range and frequency of a consistent Limousin message.

The program's goal is to promote Limousin genetics to commercial cow-calf producers. The program has several guidelines to assure targeted, consistent messaging across the nation.

- 1) State associations wishing to participate must submit contact information (name, mailing address, e-mail address, primary phone number and fax number) for their cooperative-marketing coordinators to NALF **by August 1** to request reimbursements in the upcoming fiscal year. A state's share of active-NALF-membership, registration and transfer activity and of the nation's calf crop will combine to determine for what percentage of the eventual "state co-op" budget it will qualify. NALF will use that formula to determine the cooperative-marketing allocations to participating states at the Board of Directors meeting in August, and it will send letters detailing those allocations shortly thereafter.
- 2) The NALF director of communications will work with cooperative-marketing coordinators to provide NALF-approved ad materials for the program. NALF will reimburse associations only for advertisements that use **current, approved ad material** and that meet the current program guidelines.
- 3) Cooperative-marketing reimbursements are available for the following:
 - approved print and radio advertisements promoting the Limousin breed in a manner consistent with the national advertising effort (association-sponsored sales can be included if they specifically target commercial cow-calf producers and at least one-third of the sale offerings are bulls);
 - Limousin booths and the distribution of Limousin promotional items at fairs, farm shows, conferences and other appropriate venues;
 - promotion of Limousin-influenced feeder-calf sales; and
 - other creative and effective efforts consistent with the national ad campaign that directly target commercial cow-calf producers as the state association and NALF agree.

Cooperative-marketing reimbursements are **not** available for the following:

- membership dues, show premiums or awards, or scholarship sponsorships;
 - to produce, distribute or advertise in state associations' own membership publications;
 - advertising in regional, national or international Limousin breed publications;
 - website development or maintenance or other Internet-based marketing; or
 - to promote an individual breeder's sale or state sales not directly targeted at commercial cow-calf producers.
- 4) State associations must provide, in a timely manner, copies of original invoices from media outlets or event organizers; tear sheets, broadcast schedules or other evidence of placement; and **copies of their payments** to receive reimbursement.
 - 5) The program is primarily a reimbursement system. A state association may arrange for a media outlet or an event organizer to split-bill it and NALF only when the NALF communications director approves that arrangement **at least 60 days before** the publication date, first broadcast or event. If NALF receives an unapproved split bill from a media outlet or an event organizer, it will forward the bill to the state association for payment. The association then will have to request a reimbursement as normal.