

# STOCKMANSHIP STEWARDSHIP

## 2018 STOCKMANSHIP & STEWARDSHIP REGIONAL EVENT SERIES REQUEST FOR PROPOSALS

The National Cattlemen's Beef Association (NCBA) in partnership with Boehringer Ingelheim Animal Health (BI) and the checkoff funded Beef Quality Assurance (BQA) program, are hosting 5 to 6 regional Stockmanship and Stewardship (S&S) events. The regional events are intended to bring together cattle producers from a large area for a two-day cattle handling and educational program. Events will highlight proper stockmanship techniques as well as local stewardship information. Successful requests will include a robust agenda, and display collaboration across the industry amongst associations and stakeholder groups. A strong proposal will include the support of multiple NCBA state affiliates and at least one state BQA coordinator.

Successful requests will be granted up to \$10,000 for hosting the event. RFPs should address the topics below in detail. RFPs are due by Wednesday, November 1 to Grace Webb, via email ([gwebb@beef.org](mailto:gwebb@beef.org)) in PDF format. Applicants will be informed if they have been chosen to host on or before Friday, December 8.

An informational webinar, for those interested in submitting a proposal, will be held on Friday, October 6 at 10:30am (MDT). Please see the website, [www.stockmanshipandstewardship.org](http://www.stockmanshipandstewardship.org), for more information.

### PARTICIPATING ORGANIZATIONS

Please list the cooperating organizations as well as each individual's role in hosting and executing this regional S&S event. Local sponsors are allowed to be included in the event to help offset costs or to provide added revenue; however, BI is to be the exclusive animal pharmaceutical sponsor. To cover costs associated with registration, a minimum \$25 registration fee will be charged to all attendees. Additional registration costs can be added based on need. More details on this are in the registration section.

### STAFFING

Each host organization, with their collaborators, is expected to fully staff the regional event. The following are some of the key roles that staffing should be considered for:

- Event management/coordinator
- Moderators/Emcee
- Presenter assistance, queuing presentation, A/V, etc.
- Facility preparation
- Cattle management
- Meal coordination

Please indicate a staffing plan that includes staff roles and expectations prior to and during the event. NCBA staff will also be onsite to assist with event execution.

### DATES AND ATTENDANCE

In this proposal, please indicate the desired host dates for the event (if possible, please indicate more than one potential set of dates). Based on the involved producer groups and region, please indicate an achievable attendance goal.

### VENUE

Please indicate the host venue where the regional S&S event will take place. Additionally, please describe the facilities of this venue, in detail, including:

- Live cattle demonstration areas and pens
- Classroom space
- Audio/visual capabilities and equipment
- Meal/food preparation and service facilities
- Restrooms
- Parking
- Seating for attendees
- Provide venue photos, if available

Additionally, include information regarding local hotels and amenities. This includes the proximity to the event venue and room block availability for the proposed event dates.

### MARKETING

NCBA will provide hosting organizations with marketing materials, including files for print and digital advertising. Branded, but customizable marketing and communications materials will include posters, email templates, direct mail pieces, letter head, banner ads and press releases. Host organizations will be expected to use these branded materials to further market and advertise the event. NCBA will use internal channels to market events through the *National Cattlemen* newspaper, email blasts, social media and the *Cattlemen to Cattlemen* TV show.

Selected host organizations will be responsible for adhering to S&S marketing standards within the region that the event is being hosted. This should be factored into the proposal and overall budget. Should a proposal be selected to host an event, indicate how marketing will be carried out at the local and regional levels to encourage participation by attendees. Your response should include what media outlets will be used, who will be the target of your local/regional marketing efforts, as well as a list of other groups/organizations that may be involved in the event promotion (i.e. sale barns, extension agents, etc.). Upon selection, hosts will be provided with marketing resources and execution standards.

## REGISTRATION

A registration website for each event will be set up and hosted by NCBA. This website will handle all attendees' information and payment for each event. Coupon code inputs will be available to attendees that receive valid coupons from BI or other qualified entities, including NCBA. Registration will open 6-8 weeks prior to each event. Each attendee will receive a registration packet at the onsite registration booth/table which will be staffed by NCBA and/or a staff member of the hosting organization. The registration packet will include a name badge, badge holder with lanyard and agenda booklet. The minimum registration fee of \$25 will be charged by NCBA to cover the above registration costs/materials. Additional registration fees may be added to cover attendee and event costs including meals and supplies. Should an additional registration amount be necessary to cover event costs, please include that in the proposal.

## AGENDA

An agenda must be included in the proposal. The agenda should include the S&S set criteria, which consists of at least 4 hours of live cattle demonstrations and hands-on opportunities, a half day of BQA training and where practical some programs could include an additional 2-4 hours of classroom sessions. BI must be included in welcoming remarks as well as offered time to conduct a classroom session (when and where available). This should be done in collaboration with the local BI representatives. NCBA will provide contact information for local BI representatives. The most successful proposals will not only include the above criteria, but will also incorporate topics that are of relevance to the region's cattle producers. Potential topics to incorporate along with the S&S criteria are:

- Cattle handling and effective stockmanship
- Sustainability and environmental stewardship
- Regional issues and hot topics
- Animal health

Prospective host organizations may consult the NCBA Producer Education Team for assistance in developing the agenda.

## MEALS/FOOD AND BEVERAGE

Meals are expected to be provided (or at least made available) to attendees throughout the duration of the event. Please detail a meal/food and beverage plan for the entirety of the event. If outside organizations will be selling food on-site, please detail those plans in the proposal.

## EVENT MATERIALS

One week prior to each event, an event kit (provided by NCBA) will be sent to the event site or host. Event kits will include (2) banner ups, (2) flags, (4) fence/gate grommet banners, (1) registration table cover, name badges, badge holders with lanyards and directional stake signs (digital files will be provided for additional signage as needed). Hosts are required to use these materials to be in compliance with the event partnership.

## BUDGET

A budget detailing how the grant will be used to host the event should be included. This budget should include all the categories described in the proposal as well as any other associated costs for the event. Please use the attached Excel budget spreadsheet as an example.

## TERMS AND CONDITIONS

*A selection committee will determine which proposals are to be granted and the overall amount awarded to each successful proposal. Grant payment will be awarded in two installments as follows:*

- *An upfront payment of 50% of the total grant*
- *A final payment at the conclusion of the event and after the following are collected:*
  - *Attendee survey report/results*
  - *Post-event report*

*Hosts are expected to cooperate and collaborate with NCBA to host the event. A NCBA staff member will be assigned to work with each host to ensure the successful execution of Each S&S event.*



**Boehringer  
Ingelheim**

## FOR PROGRAM DETAILS:

[www.stockmanshipandstewardship.org](http://www.stockmanshipandstewardship.org)

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