

**Brand or Trade Name Reference Approval Form  
For Qualified State Beef Councils**

*Brand or trade name references must be approved in advance by both CBB and AMS.*



**Corporate name and address of company involved:**

Idaho Steelheads, 251 S Capitol Blvd. Boise, ID 83702

Double R Ranch (Agri Beef), 1555 Shoreline Drive, Suite 320, Boise, ID 83702

The Idaho Foodbank, 3562 South TK Ave., Boise, ID 83705

**Brief description of project(s) and the objectives of the work:**

The Idaho Beef Council is sponsoring "Beef Night on the Ice" at the Idaho Steelhead's February 16<sup>th</sup> game. Steelheads will advertise this. Components of sponsorship will include:

- Newsletter articles about beef in monthly newsletter
- Steelheads press release and social media promotion
- Two in game promotions focused on beef
- One trivia game focused on beef
- Special seating section for \$15 which includes beef hot dog, chips & drink. \$5 of each seat will be donated to the Beef Counts program benefitting The Idaho Foodbank.
- \$1 of every seat not in special beef section, group tickets or season tickets will be donated to Beef Counts program
- 80 tickets for Team Beef members
- Cowboy Ninja, Lance Pekus, will be official "puck dropper" to open game
- Half of all "chuck-a-puck" proceeds will be donated to Beef Counts program.
- All hot dogs will be half-off for game. Official hot dog to the Steelheads is Double R Ranch.

IBC will hand out BIWFD cowbells to first 500 people to arrive, BIWFD shirts thrown to crowd, lucky row winner of steaks/BIWFD coolers.

Double R Ranch will donate Yeti cooler and beef bundle to The Idaho Foodbank to benefit the Beef Counts program.

**Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production:**

Double R Ranch hamburgers and hot dogs (official beef supplier/sponsor to Steelheads).

**Anticipated dates of the promotional effort:**

February 16, 2019

**Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized:**

\$15,000 for Idaho Steelhead's sponsorship

\$1,500 for radio advertising of event

\$500 for in-arena promotional signage (to be used for future events, as well)

\$500 BIWFD & Cowboy Ninja promotional give away items

**Approximate amount of funding to be provided by participating partner(s):**

Double R Ranch provided a Yeti cooler and beef bundle for a raffle that night with an approximate \$600 value.

The Idaho Foodbank is providing staff for raffle to promote Beef Counts program, as well as managing all aspects of raffle. This program raises awareness of the need for a high-quality protein (BEEF) at The Idaho Foodbank. All funds raised through this program are utilized to purchase beef for beneficiaries. Agri Beef (Double R Ranch) matches all donations up to \$50,000. In 2018, \$100,350 was raised to purchase beef.

**Describe or furnish a visual example of the anticipated presentation of the Beef Checkoff logo.**

IBC logo will be utilized on all in-arena promotions, the jumbotron, banners, etc.

The BIWFD logo is used in the arena, as well.

The Beef Counts logo will be utilized on some promotional items.

Because Double R Ranch is the brand served in the arena, we will call it out by name. This is the only reference to Double R Ranch.

**TONIGHT ONLY!**  
**HALF OFF**  
*Your Favorite* **Double R Ranch**  
**Hamburger or Hot Dog**



**IDAHO BEEF COUNCIL**  **DOUBLE R RANCH**  
 Northwest Beef 

**HAT TRICK!**  
**IDAHO STEELHEADS, BEEF and FUN!**  
 FEBRUARY 16, 2019 // GAME TIME 7:10 PM  
 JOIN US FOR BEEF NIGHT AT THE STEELHEADS



**HALF PRICE**  
 BURGERS & HOT DOGS!

**LET'S SELL OUT THE ARENA AND SUPPORT BEEF COUNTS!**

\$1.00 from each ticket sold will be donated to the Beef Counts campaign to provide hungry Idahoans with nutrient-rich beef. Get your tickets at [www.idahosteelheads.com](http://www.idahosteelheads.com) today!

  

Questions about Beef Night contact the Idaho Beef Council at (208) 378-6004



Name of person completing this form:  
 T.K. Kuwahara

Date form completed:  
 2.10.19

CBB received date:

CBB approved (date and initials):

USDA approved:

## Charlotte Coates

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**From:** Sesker, Kahl - AMS <Kahl.Sesker@ams.usda.gov>  
**Sent:** Tuesday, February 19, 2019 5:44 AM  
**To:** Charlotte Coates  
**Subject:** RE: Idaho Beef Council Branded Promotion

Hello Charlotte,

The Idaho Beef Council, Idaho Steelheads, Agri Beef, and The Idaho Foodbank branded partnership is approved as submitted. I see the activity occurred February 16, 2019. To avoid any issues in the future in regard to review/approval concerns, please remind the Council to submit requests well in advance prior to an event.

Thank you,

Kahl

Kahl Sesker  
Research and Promotion Division  
Livestock and Poultry Program  
USDA Agricultural Marketing Service  
Phone: 202-253-8253  
Kahl.Sesker@USDA.GOV

**From:** Charlotte Coates [mailto:[ccoates@beefboard.org](mailto:ccoates@beefboard.org)]  
**Sent:** Monday, February 11, 2019 12:25 PM  
**To:** Sesker, Kahl - AMS <Kahl.Sesker@ams.usda.gov>  
**Subject:** FW: Idaho Beef Council Branded Promotion

Kahl – attached is a branded partnership from the Idaho Beef Council for your review and approval. Thank you.

**From:** T.K. Kuwahara <[tkuwahara@idbeef.org](mailto:tkuwahara@idbeef.org)>  
**Sent:** Monday, February 11, 2019 10:42 AM  
**To:** Charlotte Coates <[ccoates@beefboard.org](mailto:ccoates@beefboard.org)>  
**Cc:** Dean Oyster <[doyster@beefboard.org](mailto:doyster@beefboard.org)>  
**Subject:** FW: Idaho Beef Council Branded Promotion

THANK YOU DEAN!

Best Regards,



**From:** Dean Oyster <[doyster@beefboard.org](mailto:doyster@beefboard.org)>  
**Sent:** Monday, February 11, 2019 10:32 AM  
**To:** T.K. Kuwahara <[tkuwahara@idbeef.org](mailto:tkuwahara@idbeef.org)>  
**Cc:** Jeff Lutz <[jlutz@beefboard.org](mailto:jlutz@beefboard.org)>  
**Subject:** FW: Idaho Beef Council Branded Promotion