



Overview

Approval Type	Branded Partnerships
Contractor	Shenoa French
Contractor Project Code	12910
Strategy/Tactic	2B Supply Chain Outreach and Engagement
Comments/Notes	

Branded Partnership Approval Request Form

Corporate name & address of company involved	RATIONAL USA 1701 Golf Road Suite C-120, Commercium Rolling Meadows, IL 60008
Brief description of project and the objectives of the work	We will be working with RATIONAL USA during the NRA (National Restaurant Show) in Chicago May 18-24, 2019. They will
Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production	The BIWFD logo will be placed on the small menu in their restaurant, and joint post on social media leading up to the show. we will be using content previously created and approved. We will also be given time in the booth during the show to talk with show attendees about the menu item that served in the bistro R, it is a BIWFD recipe that lives on BIWFD.
Anticipated Start Date	5/1/2019
Anticipated End Date	5/31/2019
Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized	5,000.00 money to be used to help pay for beef that is sampled in recipe during the show.
Approximate amount of funding to be provided by participating partner(s)	100,000.00 cost of booth and other needs for the show.
Describe the anticipated presentation of the Beef Checkoff logo (attach any visual examples below)	the logo will be used on the menu, see attached menu from last year, as well as on social outlets, ie. facebook,

Instagram and linkedin.

CBB Approval

CBB Approval Date	Thursday, February 14, 2019
CBB Approval By	Charlotte Coates
CBB Approval Notes	

USDA Approval

Pending Approval by one of: MPB Approvals, Alexandra Caryl, Kahl Sesker

File Attachments

Document Files	2018 NRA Restaurant Menu.docx
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