

NATIONAL BEEF AMBASSADOR PROGRAM



COMPETITION BIDDING GUIDELINES



Funded by America's Beef Producers
through the Cattlemen's Beef Board



Managed by the American
National CattleWomen, Inc.

Revised: January 2010

National Beef Ambassador Program Competition Bidding Guidelines

States may individually or jointly submit a bid for National Beef Ambassador Program Competition.

Please include the following information in your bid on the National Beef Ambassador Program Competition.

1. Letter of support from the state (or states) CattleWomen
2. Site Selection:
City – must be easily accessible, a desirable location that is a draw for the media, contestants and guests
Facilities that provide adequate areas for all competition events
Hotel that provides adequate sleeping, meeting and event facilities
Hotel room rates and estimated meal costs (plan on 90 -100 people)
3. Letters of support from state beef council and state cattlemen's organization and visitor/convention bureau
4. List of sites and events that can draw interest to this location
5. Identify potential state fund raising to raise \$5,000 to \$10,000
6. Proposed dates between October and mid November, held Friday-Sunday.

Proposals are due by July 1.

Announcement of state selected will be made at Summer Conference.

Mail letter of intent and bid proposal to:

**Carol Abrahamzon
American National CattleWomen
17374 Freeburg Ridge Road
Caledonia, MN 55921**

SITE SELECTION CHECKLIST

Location:

- _____ 1. Provides adequate airline connections.
- _____ 2. Provides a unique aspect or special attraction for the media and contestants.
- _____ 3. Contains large enough meeting and housing facilities.
- _____ 4. Provides available assistance from Convention Bureau, Tourist Bureau, or Chamber of Commerce.

Facilities:

- _____ 1. Distance from airport is acceptable.
- _____ 2. Room rates are acceptable
- _____ 3. Is close to other attractions such as shopping, tourist attractions, sporting events, etc.
- _____ 4. Relatively inexpensive shuttle service or airport transportation is available.
- _____ 5. Adequate, available housing in one location (60 rooms).
- _____ 6. Adequate convention and meeting rooms available.
- _____ 7. Adequate banquet facilities (100).
- _____ 8. Adequate security.
- _____ 9. Recreational facilities.

Fill In:

- _____ 1. Number of sleeping rooms.
- _____ 2. Number of suites and other special rooms.
- _____ 3. Number and size of meeting rooms.
- _____ 4. Room rates.

Special Facility Requirements:

Adequate sleeping, meeting and competition rooms needed:

Thursday - Saturday

- _____ 1. Sleeping Rooms

Thursday through Saturday nights (15-60)

Friday

- _____ 1. Registration (2)

Friday and Saturday

- _____ 1. Hospitality (10-12)

Friday

- _____ 1. Hotel Staff and Volunteer orientation meeting (10)
- _____ 2. Contestant Workshop (40)
- _____ 3. CattleWomen Workshop (60)
- _____ 4. Welcome Dinner (100)
- _____ 5. Judges Dinner (8)

Saturday

- _____ 1. Ready Room-Contestants will eat breakfast and lunch in this room (30)
- _____ 2. Judge's room-Judges will eat breakfast and lunch in this room (8)

- _____ 3. Guest Breakfast (65)
- _____ 4. Guest Lunch (65)
- _____ 5. Competition Rooms
 - _____ A. Consumer Event (40)
 - _____ B. Interview (40)
 - _____ C. Youth Material Presentation Judging (3)
 - _____ D. Issues Response (8)
- _____ 6. Tabulation room (2)
- _____ 7. Awards Event (150)

Sunday

- _____ 1. Team Meeting (7)
- _____ 2. Post event evaluation meeting (10)

CattleWomen and Industry Organizations:

- _____ 1. Active cattlemen and their state organizations submitting bid.
- _____ 2. Written support from State Beef Council and other industry organizations.
- _____ 3. All committee members of the Host State are members of ANCW. (Mandatory, no exceptions)
- _____ 4. Host State Chair and Vice Chair have time commitment available for pre and post National Beef Ambassador Program Competition meetings and travel.
- _____ 5. Host State NBAP Competition Chair and Vice Chair have excellent organizational skills.
- _____ 6. Strong financial structure and adequate accounting systems are in place.
- _____ 7. Commitment from State Beef Council for financial support.
- _____ 8. Financial commitment from Host State or States.

Timing:

- _____ 1. Is there any other event scheduled that would conflict with the competition?
- _____ 2. Consider the following in selecting dates:
 - Local media availability for coverage.
 - Best room rates available.
 - Best airfare rates available.

Host State Projected Expenses:

- _____ 1. Decorations (\$500)
- _____ 2. Contestant Gifts (\$400)
- _____ 3. Welcome Program (\$100)
- _____ 4. Program Book Printing (\$300-\$1,200)
- _____ 5. Hospitality Room (\$100)
- _____ 6. Registration (\$500)
- _____ 7. Tour Buses, if not included in registration fee (\$1,000 - \$1,500)
- _____ 8. Committee Sleeping Rooms (5) (\$2,000)
- _____ 9. Committee Registration (10) (\$1,750)
- _____ 10. Optional Saturday evening entertainment (\$500)

Site Selection Score Sheet

NBAP Committee Member _____

Bidding State _____

NBAP Marketing Activities: 5 Points

Can the host state committee produce results with local and state media representatives to increase the visibility of the beef industry?

To newspaper readers?

To radio audiences?

To television viewers?

To urban audiences in the region?

State Support and Leadership Qualifications: 45 Points

Is the host state(s) CattleWomen organization strong in national membership and ANCW participation?

Is the organization able to provide the number of committed volunteers needed to support NBAP Competition?

_____ Number of volunteers will be used.

Are the state organizations supportive and cooperative of ANCW as manager and project leader of the NBAP?

Are State Beef Council and State CattleWomen's organizations supportive and willing to provide financial support for this event?

Have the proposed host state leaders attended national meetings and served in a national capacity?

How many National Beef Ambassador Program Competitions have each attended?

What previous leadership/business experiences have the proposed leaders had in preparation to address responsibilities on a national scale?

Do the Chair, Vice Chair, and State CattleWomen's organization demonstrate a willingness to work toward the goals of the NBAP in accordance with ANCW guidelines?

Would supportive entities like the state beef council and state cattlemen's association also work within this framework?

Subtotal: _____

Site Characteristics: 40 Points

Is the location accessible in ½ day by major airline carriers from all states?

Is the hotel convenient to the airport?

Does the hotel have adequate, quality facilities required for the event?

Are the costs involved at the site reasonable and acceptable?

Does the hotel indicate a desire to host the NBAP Competition?

Is their attitude reflected by a flexible manner showing their willingness to negotiate on room rates, food costs and other charges?

Is the hotel food service of high quality?

Can they provide exceptional food and foodservice support?

Subtotal: _____

Budget and Monetary Support: 10 Points

Are there potential funds to support one year of host state NBAP activities?

What type of in-state contributors will support this effort?

Subtotal: _____

TOTAL SCORE: _____

