

# IPPA Pork Promotion Funding Program

Pork industry image enhancement continues to be a top priority for Illinois pork producers. The IL Pork Producers Association (IPPA) has initiated many image activities to promote the pork industry to local communities.

Since 2006 IPPA has offered a program with matching co-op dollars to assist individual pork producers and county pork producer groups to be more positively involved and visible in their communities.

**The IL Pork Funding Program will offer pork producers up to \$250 of matching funds towards expenses on selected community relations activities.**

## Objectives

1. Improve the image of pork producers and the pork industry in local communities in Illinois.
2. Help foster relationships between local pork producers and members of rural communities.
3. Multiply the positive effects of pork producer involvement in the communities where pigs are raised and increase positive press from local media of pork producers and the pork industry.

## Programs eligible for cost-sharing dollars include:

- Sponsoring pork as the main dish for a community meal or charity event. *Examples: school fundraisers, Relay for Life, church fundraisers, Lions Club, etc.*
- Hosting a hog roast or other pork meal for a nearby housing development.
- Sponsoring a local sports team (your farm name and the pork logo would be worn on the jerseys).
- Sponsoring signage at a local sporting event or local school activity (your farm name and the pork logo would be displayed).
- Sponsorship of a local festival. *Could include pork display, giveaways, prizes, signage, etc.*
- Doing classroom visits educating youth about the nutritional value of pork and modern pork production (educational materials provided by IPPA).
- Other Local Community Activities.

## IPPA Guidelines:

- Audience for the outreach project must be rural neighbors & rural community residents (farm & non-farm)
- The sponsorship dollars must be used and be visible in your local community.
- Funds may not be used for political fund-raising events.
- IPPA has final decision in approving funds.
- Limited funds are available. Projects will be approved on a first come-first serve basis.
- Applicants will be limited to one approved co-op event per year, unless funds are still available

## To be eligible you must:

- Contact IPPA office prior to submitting request
- Complete a cost share request form and submit it to IPPA at least two weeks prior to the event.
- Include provided IPPA logo on messaging.
- Meet IPPA guidelines.

# 2019 IPPA Pork Promotion Funding Form

**Please contact IPPA office prior to submitting form to guarantee funding**  
*IPPA will cost-share up to \$250.00 for a pork promotion*

**Submitted By** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_ **E-Mail** \_\_\_\_\_

**Date of Event** \_\_\_\_\_ **Location** \_\_\_\_\_

**Event Description:**

\_\_\_\_\_

**Event Cost Overview** (Please list items of expected purchase i.e., product, supplies, etc.)

Projected Expenses      Item: \_\_\_\_\_ Value: \_\_\_\_\_

Item: \_\_\_\_\_ Value: \_\_\_\_\_

Cost Breakdown if Media is used (TV, Radio, etc.) \_\_\_\_\_  
(Only complete if media is planned, leave blank if not)

**Note: IPPA must receive receipts and event summary before reimbursements can be made.**  
**Please include proof of signage, pictures and other relevant information.**

*Please send an invoice for payment: (Required for reimbursement)*

**Pay to** \_\_\_\_\_

**Address** \_\_\_\_\_

**Signature** \_\_\_\_\_

*Please return to: [Katlyn@ILPork.com](mailto:Katlyn@ILPork.com)*

*OR*

*Illinois Pork Producers Association, 6411 S. Sixth St. Road, Springfield, IL 62712*

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*(IPPA ONLY)*

Approval Signature \_\_\_\_\_ Acct. \_\_\_\_\_