



Kentucky Sheep and Goat Check-Off Program

Try Something Different Tonight Lamb/Goat Incentive Program Application

Overview: The Kentucky Sheep and Goat Council will use check-off dollars to fund four incentive programs to Kentucky restaurants who purchase local lamb and goat. Two restaurants will be chosen to serve lamb in February and two to serve goat in April.

The incentive is \$500 to the restaurant who agrees to purchase and serve local lamb/goat in February and April. The funds will be given in two installments of \$250 each. The first installment will be released when the signed contract is returned, and the second installment will be released after the restaurant reports how much lamb/goat was sold (either in poundage or in number of dishes) along with receipts. Funds can be used to purchase lamb/goat, and to advertise the product in February and/or April.

The restaurant agrees to use the KY Sheep and Goat Checkoff logo and/or mention in the ads, as well as the producer in which the product was purchased. The Kentucky Sheep and Goat Development Office (the administrator of the checkoff funds) agrees to promote the restaurant and dish through our social media and online outlets.

Eligibility: Funds will be made available to Kentucky restaurants purchasing local lamb/goat products.

Funds: Maximum request \$500

Timeline: Applications are accepted at any time. Applications will be reviewed upon receipt. First installment of granted funds must be used within 90 days of receipt. All unused funds must be returned. Last installment of funds will be released upon receipt of the grant report.

Grant Requirements:

- Grantee must submit a report of the lamb/goat sold within 30 days from completion promotion (this can be the amount of pounds sold, number of customers reached, and/or number of lamb and/or goat dishes sold during the promotional period.
- Grantee will provide receipts of approved items purchased (approved items are lamb and/or goat meat, print advertisements, social media advertisements, or printed items like menu inserts)
- Grantee is encouraged to submit photos and/or video of the lamb or goat promotion, as well as a copy of promotional materials such as flyers, websites, social media, etc.

Name of Restaurant: _____

Contact Person: _____

Address (where funds should be mailed): _____

City: _____ **State:** _____ **Zip:** _____

County: _____ **Phone Number :** (____) _____

Cell Number: (____) _____ E-mail: _____

Name of local producer providing product: _____

Amount of Funding Requested (\$500 Maximum): _____

Date of promotion: _____

Product to promote: Lamb _____ Goat _____

Please indicate if funds will be used to promote: KY Lamb Month (February) _____ KY Goat Month (April): _____

Please provide the following information for promotions:

Restaurant location: _____

Facebook: _____

Website: _____

Phone: _____

Email: _____

Description of product to be promoted:

Send completed proposals to:

kyates@kysheepandgoat.org

Questions - kyates@kysheepandgoat.org or (502) 682-7780