



## 2024 Community Outreach Program

### Introduction:

The Wisconsin Pork Association is offering a "Pork Community Outreach" program designed to assist individual pork producers and county pork producer organizations in becoming more involved and positively visible in their local communities. Up to \$250 is available for individuals and \$500 for groups/organizations per event. The purpose of this program is to multiply the positive effects of pork producer involvement in the communities where pigs are raised and provide awareness and education on the nutritional value of pork.

### 2024 Eligibility:

To align with Pork Checkoff focus, in 2024, Wisconsin Pork Association is focusing on promoting the nutritional value of pork to encourage the purchase and consumption of pork products amongst consumers. Therefore, to be eligible for funding in 2024, the program, activity, or event you are applying for must involve the education of the nutritional value of pork. WPA has several resources available to you for use. You may also access resources at [www.pork.org](http://www.pork.org).

### Examples of eligible programs include but are not limited to:

- Sponsoring pork as the main dish for a community meal or charity event.
- Hosting a hog roast or other pork meal in your community or for an event.
- Conducting classroom visits educating youth about the nutritional value of pork and modern pork production - educational materials available from WPA.
- Hosting an on-farm tour for community members, groups, or influencer audiences
- Promoting pork and pig farming in digital, print, and radio advertising (pork logo and approved messages must be used when possible).
- Educational programs that connect consumers with farmers, provide information about modern pork production, and/or benefits of including pork in a healthy diet.

### Guidelines:

- **Applications will be accepted through December 1<sup>st</sup>, 2024.**
- Submit your application to WPA at least two weeks prior to your event.
- Preference is given to individual producers, farms, and county pork organizations.
- A significant portion of the audience must be outside your family, employees, or organization.
- The sponsorship dollars must be used and visible in your local community.
- **Funds will only be allocated for program expenses directly related to the promotion and education of the nutritional value of pork.**
- Funds may not be used for political fundraising events.
- The WPA Promotion & Events Committee has the final decision in approving funds.
- Limited funds are available. Projects will be approved on a first come, first served basis.
- Placement of the "Pork Pic" is encouraged on promotional materials. You must submit a copy to WPA for approval prior to utilizing.
- If funds are used for advertising, submit a copy of the ad with the application for WPA approval.
- **Applicants will be required to submit a final report after the event in to be eligible for funds the following year. Reports are due by December 20<sup>th</sup>, 2024.**

Questions? Call WPA at 608-723-7551 or email [mworek@wppa.org](mailto:mworek@wppa.org).



**2024 Pork Community Outreach Program Application**

**\*Due Two Weeks Prior to Event\***

<b>Contact Name:</b>		
<b>Farm/Organization:</b>		
<b>Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>
<b>Phone:</b>	<b>Email:</b>	

<b>Event Name:</b>		
<b>Event Date:</b>		
<b>Expected Attendance/Reach:</b>		
<b>Expected Event Expenses: \$</b>	<b>Funding Request: \$</b>	
<b>Make Check Payable To:</b>		
<b>Mail Check To: Street Address:</b>		
<b>City:</b>	<b>State:</b>	<b>Zip:</b>

**Please describe the promotion/marketing program. Who is the intended audience? What is the objective? How will pork and its nutritional value be promoted? What will the funds be used for?**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form at least two weeks prior to your event.

**Applications will be accepted until December 1<sup>st</sup>, 2024.**

Forms can be mailed to Wisconsin Pork Association, P.O. Box 327, Lancaster, WI 53813, or email [wppa@wppa.org](mailto:wppa@wppa.org).

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