

Alberta Limousin Association  
Event Buyer's Draw Pilot Program Information

General Information

- The purpose of this pilot program is to encourage members of the ALA to actively market Limousin cattle at events throughout the year, either through displays of live animals or hosting the ALA booth.
- Members who exhibit cattle or host the booth will be directly marketing to new, non-ALA-member customers and encouraging them to purchase Limousin animals; Further, the actions will help to expand the marketing reach of all members of the ALA through the collection of email and physical mailing addresses of draw entrants.
- The ALA will match funds to a maximum of \$500 per event. No limit on the total value of the certificate.

Rules

1. The Board of Directors of the Alberta Limousin Association reserves the right to alter these rules at any time, without advance notice. Changes to the program will be communicated to the membership without delay. Changes will apply to all events after the date of the change, whether approved or not.
2. Signing up and payment
  - a. A form will be made available on the ALA website for ALA members to fill in. This form must be received by the board prior to the event, or the application is invalid
  - b. Payment from participating members (minimum \$100 each) must be submitted on notice of approval of the event by the board by e-transfer to the ALA treasurer. Failure to submit the minimum payment will result in ineligibility to participate
  - c. Every effort must be made by ALA members who wish to use the display booth items, to notify the board well in advance of the date the items are required
3. Eligible Events
  - a. The board of directors reserves the right to approve or deny application from any member(s)
  - b. There will be no geographical limit to the location of the event within Canada; but the event must be a Canadian event.
  - c. Events must be approved by the board prior to the event date. Please notify a board member at least two weeks prior to the event, and ensure that the application form is filled in
  - d. The ALA Field Day and similar, Limousin calf sales, and on-farm sales (bull sales, etc) are not eligible for the program
  - e. Generally, these events will be approved:
    - i. Beef cattle exhibitions (e.g. Farmfair)
      1. If multiple sales are held at an event, the event will be eligible, but the individual sales will not
    - ii. Agriculturally-oriented trade fairs, with or without explicit beef cattle exhibitions
    - iii. Local agricultural fairs
    - iv. Multi-breed invitational sales
  - f. In the event of 2 (or more) events held on the same day:

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- i. The event where cattle will be exhibited does not get the booth, and the event where cattle will not be exhibited will get the booth, regardless of the order applications were received in
- ii. If cattle will be exhibited at both events or cattle will not be exhibited at either event, the booth will be offered to the first applicant. In the instance where no cattle are exhibited, the booth will be awarded on a first-come, first-served basis and the application for the second event will not be eligible for the program.

4. Winners

- a. The winner of the draw cannot be a current ALA member. The successful entry must provide all the information requested
- b. If the ballot drawn first is ineligible or incomplete, the draw will be held again until an eligible ballot is drawn
- c. The winner of the draw will receive an electronic certificate from the ALA, specifying the value of the award and the businesses at which it is redeemable
- d. Only those ALA members who have applied and paid as of the event end date will be listed on the certificate, and no changes will be made after the certificate is sent, unless errors were made.
- e. The certificate will be valid for 1 year from the date listed on the certificate.
- f. Proof of purchase will be required in order for the certificate to be redeemed
- g. The animal purchased must be registered with the Canadian Limousin Association on the date of purchase, and the bill of sale must reference either a tattoo or a CLA number for verification
- h. Frozen genetics are not eligible to be purchased with a certificate.

5. General Rules

- a. Not all members attending an event need to participate, but only those who apply and pay will be listed on the certificate awarded to the successful entrant
- b. Every effort must be made to supply the information collected in the draw box to an ALA board member, preferably the ALA secretary, as soon as possible
- c. Failure to provide the information will result in the draw being nullified and the awarded certificate cancelled. No refund will be issued to the members in this event.
  - i. Mailing costs are paid by the members participating in the event
- d. The draw shall be conducted at the end, or reasonably near the end, of the event
  - i. Entrants do not need to be present to claim the prize
  - ii. The successful entrant's information should be provided immediately to the secretary by text or email
  - iii. If a draw is performed at the event, the draw should be filmed to prevent "selection" of a ballot