

# Check-Off Bonus Program

An incentive-based system that rewards state associations for breed promotion based on cattle registration numbers.

## Quarterly Bonus Checks:

- State Associations request check-off dollars — base of .25 cents per registration within the state.
- To receive quarterly check-off dollars, a list of current officers, including email addresses, must be submitted to the ASA office.

## Yearly Bonus Checks:

- For additional bonus dollars, a state association may submit a report indicating participation in the approved activities listed below.  
*Bonus are paid at the end of the fiscal year. The activity report is due by July 10.*

Criteria Bonus	Level
<b>Booth</b> — display booth at a state or regional event.	10 cents
<b>SimTalk Sign-up</b> — Submit 50 new names and addresses not currently on <i>SimTalk</i> mailing list.	25 cents
<b>Host Field Day</b> — with Field Staff involvement.	10 cents
<b>AJSA Event</b> — sponsor event with Junior Coordinator or host a Regional.	10 cents
<b>Promotion Advertising</b> — participate in cost share program.	10 cents
<b>Website Promotion</b> — generic breed promotion with links to ASA's site.	10 cents
<b>Mailings</b> — SimGenetic or Field Staff promotion included in state association mailings, newsletters and/or directories.	10 cents
<b>PTP Show</b> — Coordinate with ASA Staff.	10 cents
<b>Total Potential Reward Incentives</b>	Additional .80 cents per registration in state

➤ Maximum reward incentives is \$1.05/per registration within state (base + all incentive categories).

➤ States may select a combination (or all) of the above to receive additional bonus incentives.