

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 15.

Criteria Bonus	
Booth - display booth at a state or regional event.	
Host Field Day - with ASA Representation at the event.	
AJSA Event -sponsor a junior educational event or host a classic.	
Promotion Advertising - participate in cost share program.	
Website Promotion -generic breed promotion with links to ASA's site.	
Mailings - SimGenetic promotion included in state association mailings, newsletters and/or directories.	
PTP Show - Coordinate with ASA Staff.	
Total Potential Reward Incentives (per state total registrations/f.yr)	

If a State completes 1 Bonus Criteria, an additional \$0.10/registration
If a State completes 2 Bonus Criteria, an additional \$0.20/registration
If a State completes 3 Bonus Criteria, an additional \$0.30/registration
If a State completes 4 Bonus Criteria, an additional \$0.50/registration
If a State completes 5 Bonus Criteria, an additional \$0.60/registration
If a State completes 6 Bonus Criteria, an additional \$0.70/registration
If a State completes 7 Bonus Criteria, an additional \$0.80/registration

- 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.