



Performance Pays

FFA chapters can earn up to **\$2,500\*** for promoting animal health education locally.



**Retail FFA/AABP Support Program**

Animal health retailers in your community are committed to making a difference in the future of agriculture. Through Pfizer Animal Health's FFA/AABP Support Program, retailers can earn 1 percent on all purchases of Pfizer Animal Health cattle products\*\* between Feb. 1 and April 30, 2011, to support their local FFA or food animal veterinary student scholarships through the American Association of Bovine Practitioners (AABP) Foundation.

**Cash awards for your chapter.**

New this year, FFA chapters can earn cash by partnering with local veterinarians or animal health suppliers to promote educational platforms on the effective, economic and proper use of Pfizer Animal Health cattle products. Plus, Pfizer Animal Health will make additional cash awards to FFA chapters that submit winning marketing plans they create and execute.

**Here's how an FFA chapter qualifies for cash awards.**

- FFA chapter works with a local veterinarian or animal health suppliers on an educational program, producer meeting, open house or other initiative to promote the effective, economic and proper use of Pfizer Animal Health cattle products
- FFA chapter submits two pages summarizing the chapter's plan; how the effective, economic and proper use of Pfizer Animal Health cattle products was communicated; response from beef or dairy producers and overall impact of the chapter's marketing and educational efforts, including five photos, to:  
 FFA/Pfizer Animal Health Marketing Contest  
 P.O. Box 815396  
 Dallas, TX 75381
- Pfizer Animal Health awards \$100 to every FFA chapter that submits an entry
- Plus, the top 28 entries will earn additional cash awards for their chapters as follows:

|                |   |
|----------------|---|
| First Prize:   | \$2,500 plus an expense-paid* trip to Pfizer Animal Health headquarters in Madison, N.J., for four FFA chapter members to present their plan to the Pfizer Animal Health marketing team |
| Second Prize:  | \$2,000   |
| Third Prize:   | \$1,500   |
| 25 Runners-up: | \$1,000   |

**If veterinarians, animal health suppliers or FFA chapters have any questions about this program, please call 866-611-2626.**

\*Includes airfare, hotel rooms and meal stipends for four people.

\*\*All Pfizer Animal Health cattle products, except MGA® products, are eligible for this offer. Pfizer Animal Health reserves the right to modify or discontinue this program at any time and for any reason. Purchases by anyone other than beef or dairy resellers will not be eligible for qualification or rebate.



## FFA Marketing Contest Entry Form

Submit two pages summarizing chapter efforts to promote the effective, economic and proper use of Pfizer Animal Health cattle products. Include the chapter's plan; how the effective, economic and proper use of Pfizer Animal Health cattle products was communicated; response from beef or dairy producers; overall impact of the chapter's marketing and educational efforts; five photos; and this form — send to: FFA/Pfizer Animal Health Marketing Contest, P.O. Box 815396, Dallas, TX 75381. Entries must be submitted by May 6, 2011. Limit one entry per FFA chapter.

### Eligibility requirements.

- All plan submissions must use Pfizer Animal Health cattle products as the only animal health products.
- The winning entry has to include metrics of the outcome of their campaign.
- All plans must be approved by the chapter adviser.
- Only chapters, not individuals are eligible for awards. Payments will be made to the chapter.
- The chapter adviser must accompany the winning chapter representatives on the trip to Pfizer Animal Health's headquarters (Madison, N.J.).
- If the winning chapter's representatives are unable to make the trip to Madison, N.J., the second-place team will be invited.
- Pfizer Animal Health will make all travel arrangements for the representatives of the winning chapter.

### FFA Chapter Contact Information

FFA chapter name

Adviser first name

Adviser last name

Suffix

Address 1

Address 2

City

State

ZIP

Phone

E-mail\*

Affiliated veterinarian or animal health supplier

**If veterinarians, animal health suppliers or FFA chapters have any questions about this program, please call 866-611-2626.**

\*By providing your e-mail address, you are agreeing to receive e-mail communications from Pfizer Animal Health. We promise never to sell your e-mail address to a third party. Visit [www.pfizerah.com/privacy.asp](http://www.pfizerah.com/privacy.asp) for the Pfizer Animal Health privacy policy.



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