

ASSOCIATE MEMBERSHIP

If ever there was a “big fish,” it’s the Wild Alaska Pollock, and it’s our job at the Genuine Alaska Pollock Producers (GAPP) to tell its story. As a nonprofit organization, we’re advocates for one of the world’s most sustainable and nutritious seafood products.

GAPP’s success in building demand and awareness for Wild Alaska Pollock depends on support from all facets of the industry. Associate Membership in GAPP not only supports our mission but it also provides the industry with even greater returns on their investment. If you choose to join GAPP as an Associate Member, we will be the first to welcome you to Team Wild Alaska Pollock!

	MAKO	GOLD	SILVER	BRONZE
	\$25,000	\$10,000	\$5,000	\$2,500
Membership Plaque		✓	✓	✓
Artist Designed Membership Plaque	✓			
Receive Monthly GAPP Newsletters <i>(Weekly Newsclips, Weekly & Monthly Fishery Updates, Monthly Newsletters)</i>	✓	✓	✓	✓
Access to GAPP Reports & Research	✓	✓	✓	✓
Recognition on GAPP Website	✓	✓	✓	✓
Invitation to GAPP Events	✓	✓	✓	✓
Amplification of Social Media content (when applicable)	✓	✓	✓	✓
Logo Placement &/or Sponsorship with Special Feature in One of GAPP’s Regular Newsletters	✓	✓	✓	
Exclusive Pre-Registration for GAPP Events	✓	✓	✓	
“Featured Associate Member” Highlight <i>(With Link to Website or Blog about Member Company)</i>	✓	✓	✓	
Members-Only Website Access & Committee Participation	✓	✓	✓	
Invitation to Participate on GAPP Committees to Help Drive Strategy	✓	✓	✓	
Access to Weekly Board of Director Updates	✓	✓	✓	
Access to Help Select Search Terms for GAPP Weekly Newsclips	✓	✓	✓	
Access to Crisis Management Resource and GAPP Crisis Services	✓	✓	✓	
Invitation to Associate Member Dinner preceding GAPP Annual Meeting	✓	✓		
Reserved Seating at GAPP Annual Meeting	✓			
Attendance at special exclusive event with GAPP CEO-level Board of Directors	✓			
Exclusive Media Reports Detailing Metrics from Digital Media Campaigns	✓			
Other Benefits to be Discussed, Fully Customizable to Meet Your Needs	✓			

“I come from a background of being associated with really strong brands and seeing the work that is going on within GAPP today really brings me back to what I have known throughout my career. I love the path that this species is on and the work that is being done right now to support that and I think it is really necessary for the industry.”

-- Craig Murray, CEO High Liner Foods