

Proposal Submission Form *(Attachment A)*

 All applicants should include the following information, providing an overview of your proposal.

Please send this completed form to **Christine Durkin at** **Christine.durkin@alaskapollock.org** **no later than July 20th, 2021.**

|  |  |
| --- | --- |
|  | Name of promotion/project: |
|  | Promotion/project start date: |
|  | Promotion/project completion date: |
|  | Total Project Spend: (in USD) |
|  | Funding Amount Requested from GAPP (in USD): |
|  | Any additional funds that are being contributed from other sources (in USD): |
|  | Wild Alaska Pollock Material(s) or Product Used: |
|  | Raw Material Supplier. Is it a new or existing contract? |
|  | Is this partnership a new-to-market product or existing product? If existing, is this a conversion to Wild Alaska Pollock from another fish? |
|  | Target market: |
|  | Geographic distribution/coverage: |
|  | Please describe the context and size of the opportunity and any fact-based reasons to believe that the program/product will be successful, such as,* + Concept or Product tests scores
	+ Consumer/Customer/Distributor feedback
	+ Third party expert opinion
	+ Relative historical experience (with Wild Alaska Pollock/other species/protein)
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|  | Describe the goals for this partnership, expressed as SMART Objectives.* + **S**pecific - objective is clear and defined
	+ **M**easurable – provides specific data or metrics driven targets (quantifiable and verifiable)
	+ **A**chievable – is accomplishable with available resources
	+ **R**elevant – is aligned to GAPP’s objectives & strategy
	+ **T**ime-Based – has a realistic timeframe or end date
 |
|  | Program specific metrics: What will be collected; how will results be shared with GAPP. (Please see Attachment B for examples of information GAPP wishes to collect). |
|  | Company Name & Contact (Email & Phone #) |