

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**](mailto:Christine.durkin@alaskapollock.org) **no later than July 20th, 2021.**

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| --- | --- |
|  | 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) |
|  | 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 #) |