

Proposal Submission Form *(Attachment A)*

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

Please send this completed form to **Ron Rogness at** [**Ron.Rognesss@alaskapollock.org**](mailto:Ron.Rognesss@alaskapollock.org) **no later than Monday, July 28, 2025.**

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| --- | --- |
|  | Name of project: |
|  | Project start date: |
|  | 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(s). 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 species and if so, what species? |
|  | If this is not a new-to-market product or existing product, please describe the project and the product highlighted. |
|  | Is the product a core/base product for Wild Alaska Pollock or is it a growth area? Please describe: |
|  | 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. (Please see Attachment B for examples of information GAPP wishes to collect).   * + **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). |
|  | Please describe any likely project assistance beyond funding that you will need from GAPP (i.e. graphic design, copy drafting or editing, press release(s) or media outreach, social media content creation, influencer promotion or outreach, etc.) |
|  | Company Name & Contact (Email & Phone #) |