



## March 2024- Wild Alaska Pollock Partnership Program Request for Proposals

**Situation:** Wild Alaska Pollock comes from one of the most abundant and sustainable fisheries in the world. It is also delicious. A cousin to cod, it has a mild flavor, beautiful flake, is nutritious and is versatile enough to be used in all kinds of dishes and marries well with countless flavor profiles. The members of the Association of Genuine Alaska Pollock Producers (GAPP) believe that Wild Alaska Pollock has so much more to offer and are ready to co-finance innovation and marketing related to this wonderful species.

The GAPP Partnership Program is an opportunity to grow your business with matching funds from GAPP. If your program is chosen, we will match a mutually agreed amount of your marketing or innovation spend and partner with you on all aspects of your initiative, providing key data and insights, messaging, connection to other partners and the collective Wild Alaska Pollock industry and more.

**Partnership Program Objective:** To drive demand and increase purchase intent for Wild Alaska Pollock.

**In-Market Timing of Program:** Q4 2024 & 2025 Calendar Year

**Request for Proposals:** GAPP created the Partnership Program to improve the value of the Wild Alaska Pollock species by increasing consumer demand through building awareness of, and familiarity with, Wild Alaska Pollock and its attributes and converting that into repeated purchase intent. GAPP welcomes proposals from any organization that has a project that will further that goal by putting Wild Alaska Pollock into new product forms, new purchase channels, or into new promotions. All products made from Wild Alaska Pollock will be considered—fillets, surimi, roe, fishmeal or oil. Multiple projects may be submitted from the same organization within the same year.

This program is designed to be collaborative. Partnership Programs must support GAPP's overarching goal of value growth via demand creation programs. One of the preeminent goals is to share learnings throughout the industry about new ways to build demand and raise awareness for Wild Alaska Pollock. Partners should be prepared to share project ideas and work collaboratively with GAPP both to achieve the program goals as well as to communicate the learnings and success of the funded projects.

Our goal is to communicate and increase awareness of Wild Alaska Pollock. Therefore, where appropriate, "Wild Alaska Pollock" must be included in all marketing materials. GAPP has invested heavily in understanding how best to market Wild Alaska Pollock and has included key information in our comprehensive messaging toolkits which are to be used by partners in messaging. GAPP will collaborate with each partner individually to ensure optimal execution of consumer messaging about Wild Alaska Pollock. In addition, all partners will align on a messaging strategy, memorialized in an MOU, before the award is given.

**Program Specifications:** These programs should be in support of one or more of the following objectives:

- Increase consumer awareness or familiarity of the species overall and/or driving greater knowledge of key species benefits or attributes as identified in GAPP toolkits;
- Launch new product innovations, aligned with current consumer or culinary trends or growth categories;
- Expand distribution of a product or products made from Wild Alaska Pollock into new and desirable channels;
- Expand usage occasions either for in-home or out-of-home consumption; or
- Attract new consumers or expand household penetration of a product or products made from Wild Alaska Pollock.

**Proposal Review Timeline:** The current review period for the next round of funding is as follows. Please note this process has changed from prior years. Applicants must submit a pre-proposal (using same application form as final proposal) for our 3<sup>rd</sup> party review. Our reviewer will provide feedback to applicant prior to final application submission. Applicants may submit multiple proposals for review.

Pre-proposals due: Monday, June 10th, 2024 at 11:59 pm PT  
Feedback provided to applicants by Monday, July 1<sup>st</sup>  
Final Version of proposals due Monday July 29<sup>th</sup> at 11:59 pm PT  
Award announcement Date: September 9th, 2024

**Project Requirements:** Geographic Scope: Global with specific emphasis given to markets the following markets: U.K., Spain, Malaysia, Japan, South Korea, France, Germany, the U.A.E. and the U.S.

**Funding Level:** Partners must indicate their investment in the project, any 3rd party funding commitments, as well as the proposed investment by GAPP. GAPP funding levels will be determined based on the project's ability to meet GAPP's intended goals for this partnership, the potential return on investment, project impact, and available funds. GAPP is open to funding a wide range of initiatives at varied budget levels – these include programs as small as a test market to larger programs such as entering a new category or a national campaign.

**Proposal Submission Guidelines:** All applicants are required to complete Attachment A with complete information, providing an overview of the proposal. All applicants are also required to complete and submit Attachment B, providing an overview of metrics used to measure success including what data will be collected and how results will be shared with GAPP. **Please see Attachment A and Attachment B for the Official Submission Forms.**

**History of GAPP Partnership Program:** The Partnership Program was conceived by the GAPP Board of Directors to recognize and provide support for companies who are looking to bring new, innovative products to market or introduce the species to food influencers and decision-makers at forums where it hasn't previously had visibility. Since the inception of the program, GAPP has awarded almost \$10 million to fund over 92 programs in North America and around the world. Each partner brings equal or greater funds to the table, meaning that for every dollar of GAPP investment, there is at least a one-to-one, and in most cases greater, investment in bringing Wild Alaska Pollock to new channels and consumers.



**Previously Funded Proposals:** Our past partnership programs have spanned a wide range of Products, Promotions & Channels. Below are just a few examples and more can be found on the GAPP website at: <https://www.alaskapollock.org/about-us/partnership-program>

**Gorton’s Seafood – U.S.**

Gorton’s has participated in multiple partnerships including the launch of its Air-Fried Fish Fillets® and leveraging a partnership with celebrity chef, Antoni Porowski, star of Netflix’s “Queer Eye” to create new recipes and create buzz for Wild Alaska Pollock. These programs not only increased engagement, but it also raised awareness of Wild Alaska Pollock with Gen Z & Millennials.

**Climate Pledge Arena and Oak View Group – U.S.**

GAPP is currently in the second consecutive year partnering with Climate Pledge Arena, home of the NHL Team the Seattle Kraken. Multiple Wild Alaska Pollock items are sold in several different outlets within the arena and attendees are exposed to messaging about the fantastic attributes of our amazing fish. Wild Alaska Pollock is also the “Official Whitefish” of the Seattle Kraken and Climate Pledge Arena. In 2023/24, GAPP is building off this success and expanding Wild Alaska Pollock offerings at other Oak View Group venues in North America.

**Costco (Nissui and Trident) – Japan**

In 2023/24 GAPP is funding two different partnerships that are promoting Wild Alaska Pollock products in all 33 Costco Japan outlets. We have partnered with Nissui to promote their Spicy Wild Alaska Pollock Roe, and with Trident Japan to promote their Kanikama surimi seafood products. Both companies are delivering messaging that highlights the superiority of U.S. Wild Alaska Pollock to Japanese customers.

**Angulas Aguinaga - Spain**

Another multiple-time partner is Spain’s leading Angulas Aguinaga, Spain’s leading surimi seafood manufacturer. Angulas has used GAPP matching funds to promote its premium Krissia® brand line of surimi seafood products made with Wild Alaska Pollock using digital advertising, influencers and commercial television advertising.

**Webinar Information:**

GAPP will also host informational webinars to answer questions from applicants on **May 13<sup>th</sup> and 14<sup>th</sup>**. To register for the information webinar visit: <https://www.alaskapollock.org/about-us/partnership-program>.

**For More Information**

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