



THE STATE
of **ALASKA**
GOVERNOR SEAN PARNELL

Department of Natural Resources

DIVISION OF AGRICULTURE
Central Office

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2013 Alaska Grown Cooperative Marketing Program

Request for Proposals ~ Application Deadline March 29, 2013

To: Interested Alaska Grown Producers, Marketers and Supporters

The Division of Agriculture is soliciting proposals for Cooperative Marketing Program (CMP) projects promoting Alaska Grown products in 2013. In order to participate you must be an authorized participant in the Division of Agriculture's Alaska Grown program. Maximum state funds to be allocated per project are up to \$2000.

The purpose of the CMP is to increase the demand for Alaska Grown products through industry-driven promotional projects. Requirements of the contract will include:

- Promotion of an Alaska Grown product or activity, not an individual business;
- Dollar-for-dollar match of every State dollar expended (in-kind match funds acceptable); and
- A final report of the project on Survey Monkey, required documentation and receipts, including matching funds.

Applicants should submit proposals following the proposal requirements outlined in the application. The application, evaluation methods, sample proposal and budget sheet can be found online at www.dnr.alaska.gov/ag/ag_grantsCMP.htm.

Proposals will be evaluated based on the relative need for the proposed activity, the importance of the problem to be addressed, benefits likely to be derived from the project in relation to the funds requested, the contribution of the contractor, how the Alaska Grown theme will be incorporated and if applicable, performance on previous grant contracts. Please see the criteria and points associated with each evaluation method. The Division of Agriculture intends to award multiple contracts from this solicitation.

Proposals must be received by the Division of Agriculture in Palmer (Division) office (see above address) by 5:00 pm on Friday, March 29, 2013.

Selected proposals will be announced by April 12, 2013. Projects and final reports must be complete and submitted to the Division by 5:00 pm on November 15, 2013. Grant reports must be submitted online through a service called Survey Monkey. Paper or emailed reports will not be accepted. Late project reports may not receive all of their funding and evaluation points will be reduced on future applications. If you have any questions, please contact Kristi Krueger at Kristi.Krueger@alaska.gov or at (907) 761-3858.

Sincerely, Kristi Krueger, Program Assistant