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STEELBIRD PRODUCTIONS

Dear board members,

Thank you for this opportunity to introduce myself and propose a project. My name is Sharon Thompson and I'm a filmmaker living here in Bristol Bay with my family & husband Everett, a SOT3 permit holder. Having spent the last several years shooting in this area and editing my footage into various projects, I've recently been inspired to focus on the goals of the BBRSDA and use my skills to help make Bristol Bay sockeye a brand name and earn it the acclaim it deserves. I've read the Strategic Plan and Bylaws and believe this project fulfills several objectives of the BBRSDA, the most crucial being Strategy #3 Conduct Marketing and Promotion.

Description of Project:

I want to create a commercial that features Bristol Bay drifters catching wild sockeye, using the best handling and chilling procedures, and delivering the highest quality salmon to processors. A dynamic sequence of cutting, freezing, packaging, and shipping the product will show this amazing cycle, with the end result being a succulent salmon dish served at a restaurant in the lower 48. It will carry the message *Wild Alaskan Salmon - from Bristol Bay to your plate.*

My aim will be to capture the rush of fishing, the beauty of Bristol Bay, and the magnificence of this natural resource that feeds the world. Seeing our sockeye harvested with care then sizzling on a plate will make the consumer salivate and seek out our salmon. Featuring a renowned chef who chooses our salmon will solidify Bristol Bay sockeye as a prized entree. The advances in handling and chilling demonstrated will improve the perception and reputation of our product, thereby benefiting every member, especially those direct-marketing their catch, by raising the value of our resource and creating instant demand for it.

This project will also address the objectives of Strategy #1 by inspiring other drifters to improve handling procedures and upgrade their onboard chilling capacity, thereby enhancing the quality and value of the catch all across the Bay. Strategy #4 by raising awareness of the sustainable Bristol Bay wild salmon resource. Strategy #5 by strengthening the BBRSDA organization with a visual testament to its mission and members' dedication to delivering the highest quality wild salmon. This commercial will drive consumers to BBRSDA's website to find where they can purchase sockeye, linking them right up to our direct-marketers. Traffic to the website will further inform the public of the organization's work and interests. The commercial will also improve communication and relations between the association and its members - What better way to serve them and justify that 1% than producing a commercial that celebrates their labor while increasing the value and demand for their product? It will ensure their economic well-being and might even inspire set-netters to get onboard with BBRSDA.

Although the commercial will be effective on your website and throughout the internet, I'm thinking of the bigger picture. To reach consumers in domestic and global markets, I believe we should target a wider television audience, especially those tuned in to Alaska-themed programs like Deadliest Catch, Gold Rush, and The Last Frontier. We should capitalize on consumers' fascination with Alaska as well as their current desire to support sustainable food systems and know where their food comes from. This national television ad will be the ultimate power tool in personalizing and promoting our product, Bristol Bay sockeye.

The estimated total cost of producing this commercial is $30,000. I'm exploring options for additional funding and will be investing my own time and equipment, as well as footage I've already acquired. Considering I live in Bristol Bay, some travel and housing expenses are diminished and my local connections will make services and logistics more reasonable. My team and I will shoot during the 2014 season, and the commercial will be completed and delivered ready for broadcast by November 1st.

Thank you for considering my proposal. I look forward to the possibility of discussing this and other commercial concepts further. Feel free to view a sample of the videos I've created at http://steelbirdproductions.com

Sincerely yours,

Sharon Thompson