



LouisianaSeafood.com

# Louisiana Seafood Promotion & Marketing Board

## Funding Request Form

### Introduction

**1.1 Governmental Purpose of the Louisiana Seafood Promotion and Marketing Board (LSPMB)** – “The Louisiana Seafood Promotion and Marketing Board (“LSPMB”) is an agency in the Department of Culture, Recreation and Tourism. The LSPMB was established to aid the commercial seafood industry in two vital aspects — product promotion and marketing development. The purpose of the LSPMB is “to enhance the public image of commercial fishery products, thereby promoting the consumption of these products and, further, to assist the seafood industry, including commercial fishermen and wholesale and retail dealers, in market development so as to better utilize existing markets and to aid in the establishment of new marketing channels.” (R.S. 56:578.1).

**1.2 Purpose** – The purpose is to provide additional funding to support activities that will promote and assist in the expansion of the seafood industry in Louisiana.

**1.3 Vision** – The LSPMB’s vision is to market and promote the Louisiana Seafood brand and to promote the expansion of the Louisiana commercial seafood industry.

**1.4 Mission** – The LSPMB collaborates in private and public sectors to extend their efforts to promote and market the Louisiana seafood brand.

### Supplemental Documentation:

All supplemental documentation must be submitted separately to [laseafood@crt.la.gov](mailto:laseafood@crt.la.gov). In the subject line, include “LSPMB-SR” and the title of your project or event. ***An application will not be viewed as complete until all documentation has been received by LSPMB. Applications cannot be reviewed until they are complete. Refer to “Guidelines for Completing and Submitting the LSPMB Funding Request Form” before proceeding.***

### 2.1 Entity Applying:

Entity Name:

Entity Contact:

Mailing Address:

City:

State:

Zip Code:

Email:

Phone:

**2.2 Entity Type** (check one):

Non-Profit

Business

Individual

Government Agency

**2.3 Entity Location Districts :**

|                            |  |  |
|----------------------------|--|--|
| LA House District:         |  | Legislative District information can be found at this web site:<br><a href="http://www.legis.la.gov/legis/FindMyLegislators.aspx">http://www.legis.la.gov/legis/FindMyLegislators.aspx</a> |
| LA Senate District:        |  |  |
| US Congressional District: |  |  |

**2.4 Previous Funding**

Have you received funding from the Department of Culture, Recreation, and Tourism (DCRT) in the past 3 years?

**Yes      No**

If yes, explain from which department, amount of funding, grant type if applicable, project funded, and date of the project.

**3.1 Funding Category (check one):**

|                          |  |   |
|--------------------------|--|---|
| <input type="checkbox"/> | <b><u>Event Monetary Sponsorship</u></b>                               | If you select <u>Event Monetary Sponsorship</u> , continue to complete the remainder of the form, omitting Section 7. |
| <input type="checkbox"/> | <b><u>Event Seafood Donation</u></b>                                   | If you select <u>Event Seafood Donation</u> , continue to complete the remainder of the form.                         |
| <input type="checkbox"/> | <b><u>Both - Event Monetary Sponsorship &amp; Seafood Donation</u></b> | If you select <u>Both</u> , continue to complete the remainder of the form.   |

**4.1 Funding and Budget**

|  |   |
|--|---|
| <b>Funding Amount Requested: \$</b>  | <b>Total Event Budget: \$</b>                                   |
| <i>If you selected <b>Event Seafood Donation Only</b>, Enter N/A above</i> | <i>"Total Event Budget" field is required for all requests.</i> |

**5.1 Event Information**

Event Title:

Location (venue):

City:

State:

Country (if not USA):

If the event is held in Louisiana: Parish:

How many years has this event been held?

What was last year's attendance?

Is there a speaking opportunity for the Lt. Governor or designated DCRT staff?

Is this event registered with the Louisiana Association of Fairs and Festivals:                      **Yes      No**

**5.2 Event Contact Information** (for the person managing the event)

Event Contact Name:

Title:

Organization:

Phone Number:

Email Address:

Event or Organization  
Social Media:

Twitter:  
Facebook:

Instagram:  
Snapchat:

**5.3 Contractor**

With whom would the agency contract (i.e., who is the payee/contractor)? What are the names and titles of the signatory, point of contact, the contact information, and Tax Identification information for the payee/contractor? All organizations must submit a complete W-9 and Letter of Good Standing with the Secretary of State. These documents can be submitted separately - *See instructions regarding supplemental documentation.*

**6.1 Event Proposal**

*The proposal should be 300 or less words that provide a clear overview of the event and its purpose.*

**6.2 Event Period:** Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**6.3 Event Activities:** List the activities that include the promotion/marketing of seafood during the event.

**6.4 Event Deliverables:** (ex: TV, Radio, Print, Digital, Logo Presence, Speaking Opportunities, Signage)

**6.5 Budget Summary - Advertising Expenditures**

If applicable, list out budget for media, advertisement, etc. expenses.

| Type of Advertising                | Amount |
|------------------------------------|--------|
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
|                                    |        |
| <b>Total Expected Expenditures</b> |        |



### **7.1 Seafood Requests**

Provide the seafood request for this event. LSPMB is able to supply the following species: shrimp, oysters, catfish, alligator, crawfish, crab, and commercial saltwater finfish (tuna, red snapper, etc.). Be sure to indicate desired quantity of the species you are requesting. If requesting shrimp, provide the desired size and disposition.

### **7.2 Seafood Usage/Preparation**

Explain how the Louisiana seafood will be prepared at the event. What dishes are being served/how will the seafood be used? The amount of seafood requested should coincide with the expected attendance of the event. The seafood request should also coincide with how the product is being prepared/served to the event attendees.

Who is preparing the seafood?

What is their contact information?

### **7.3 Seafood Delivery**

Provide the date of delivery and address of delivery for the seafood request. In addition, provide a person of contact (name and number) should the driver have any questions upon delivery.

### **8.1 Review and Submit**

***Before submitting, review this request form to ensure all applicable sections have been accurately completed.***

***IMPORTANT:*** All requests, other than seafood donations, are completed on a reimbursement basis. No funds will be paid until after the event has taken place, proof of performance has been provided to Louisiana Seafood Promotion and Marketing Board and the submission of an invoice. Invoices should be the attention of the Louisiana Seafood Promotion and Marketing Board and submitted to [laseafood@crt.la.gov](mailto:laseafood@crt.la.gov).