



Alaska Seafood Marketing Institute  
311 N. Franklin St., Suite 200  
Juneau, Alaska 99801

**RFP 2025-0819**  
**Alaska Seafood Marketing Institute (ASMI) MENAWA OMR**

## **Amendment #6 (Phase II)**

**Amendment Issue Date: December 30, 2024**

---

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available at: [alaskaseafood.org](http://alaskaseafood.org)

### **The following questions have been asked and answered:**

**Question #1:** We are proposing a marketing budget that starts July 1, 2025. For the purpose of this presentation, can we assume that the Phase I activities (February 2025 – June 30, 2025) we proposed in our submission have taken place? That is to say, can we assume by July 1<sup>st</sup> that activities like the samples bank, Gulfood 2025, and production of a website and translated materials have all taken place? Or do you prefer we start with a clean slate/new program on July 1?"

**Answer #1:** Please present your marketing budget for year two as if all your proposed year 1 activities have taken place.