



# 2016 ALASKA TOURISM SHARK TANK

The Alaska Travel Industry Association (ATIA) is very excited to announce the first ever “ATIA Tourism Shark Tank”! ATIA members will have the opportunity to present new tourism business products or ideas to ATIA’s own Alaska “Sharks” during Thursday’s plenary session at the 2016 ATIA Annual Convention & Trade Show. Winners could snag up to \$5,000 in a cash prize to help turn their tourism business ideas into reality.

Interested applicants must be current ATIA members in good standing and complete and submit this application by **SEPTEMBER 9, 2016** to Sarah Leonard at [sleonard@AlaskaTIA.org](mailto:sleonard@AlaskaTIA.org). Please include “Alaska Shark Tank” in the email subject line.

Applications will be reviewed by an internal ATIA team. Applicants selected must be prepared to present their business idea and/or product in person to the ATIA Sharks during the ATIA convention luncheon on Thursday, October 6, 2016. The Alaska Tourism Sharks will provide valuable feedback and guidance on business ideas and decide at the convention who the prize winners will be!

## APPLICATION DEADLINE: September 9, 2016

Contact Name: \_\_\_\_\_ Community in Alaska: \_\_\_\_\_

Business / Organization Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website (if applicable): \_\_\_\_\_

Are you a current ATIA member? The Alaska Tourism Shark Tank contest is available to current ATIA members only. If you are not currently an ATIA member, please visit [AlaskaTIA.org](http://AlaskaTIA.org) for membership information.  
Yes  No

How many years have you been working in Alaska’s visitor industry? \_\_\_\_\_

What type of partners and/or support do you have already for your business or product or new idea?

**CRITERIA:** Think new, innovative and fun! Your business idea or pitch could be anything from a new itinerary you are trying to promote, to new website content for your current business, or even a complimentary product you want to offer during your tour experience.

**Make Your Pitch!** (1 page max) On a separate sheet, explain how \$5,000 could help enhance your idea and make it become successful. Why should Alaska’s Tourism Sharks award you the prize?

For questions, please contact: Sarah Leonard, ATIA President & CEO at [sleonard@AlaskaTIA.org](mailto:sleonard@AlaskaTIA.org)

For more information or to register for the 2016 ATIA Annual Convention & Trade Show visit [AlaskaTIA.org](http://AlaskaTIA.org)

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