

# 2020 Alaska Tourism

# Virtual

# SHARK TANK

The Alaska Travel Industry Association (ATIA) is excited to announce we will still be hosting the Fifth Annual "ATIA Tourism Shark Tank": VIRTUALLY! ATIA members can apply to present tourism business products or ideas to ATIA's own Alaska "Sharks" at the 2020 ATIA Virtual Annual Convention. Winners could snag cash prizes to help turn their tourism business ideas into reality.

Applications will be reviewed by an internal ATIA team. Selected applicants must be prepared to present a live virtual pitch for their business idea and/or product to the ATIA Sharks during the ATIA convention on Wednesday, October 7, 2020. ATIA will accept up to 3 power point slides as part of your pitch (no videos please). The Alaska Tourism Sharks will provide valuable feedback and guidance on business ideas and decide at the virtual convention who the prize winners will be.

Interested applicants must be current ATIA members in good standing and complete and submit this application by SEPTEMBER 18, 2020 to Sarah Leonard at [sleonard@AlaskaTIA.org](mailto:sleonard@AlaskaTIA.org). Please include "Alaska Virtual Shark Tank" in the email subject line.

## APPLICATION DEADLINE: September 18, 2020

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:** Your business idea or pitch can include new responses to COVID-19 or adapting your current operations in an innovative way.

**Make Your Pitch!** (1 page max) On a separate sheet, explain how the award could help make your idea 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 2020 ATIA Virtual Annual Convention visit [AlaskaTIA.org](http://AlaskaTIA.org).

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