



**Northern Soy Marketing
FY25 Project Proposal template
July 1, 2024 – June 30, 2025**

A proposal must include the following:

RFP Title: FY25 Northern Soy Marketing International Programming RFP

Proposal Title:

Priority Area(s) Covered by Proposal (check all that apply):

- International trade missions/events to promote northern grown soybeans and NSM priorities
- Reverse trade missions for current or prospective customers
- Webinars to promote northern grown soybeans to current or prospective customers

Principal Investigator (PI):

Name:

Institution:

Email address:

Co-investigator(s): *(Name, Institution, email address)*

Funding amount requested:

What percentage of the total budget being requested from NSM?

Leveraged funding: *(if needed to explain the budget/project)*

COMPLIANCE: (The following MUST be answered)

Is your organization involved in influencing any unit of government?

- Yes
- No

Do you employ a registered lobbyist?

- Yes
- No

Will any of the funds requested be used to lobby or as donations to an elected official?

- Yes
- No

Are any portions of the requested funding under your proposal a general sponsorship, endowment, scholarship fund, foundation donation, or for use in humanitarian relief?

- Yes
- No

Will requested funds be used to purchase depreciable capital equipment (property worth \$2,000 or more) or physical property?

- Yes
- No

Will any preference be given to a brand or trade name of any soybean product as a result of your project?

- Yes
- No

If yes, please provide the brand or trade name:

Authorized Signer:

Name:

Title:

Email Address:

Project Summary:

Project Objectives:

Benefit to soybean growers: (Communicate how your results will positively impact soybean farmers)

Project Methodology:

Timeline: (time frame to accomplish project objectives and goals)

How will funding contributors be recognized?

How will project results be disseminated to soybean producers?

Please email this completed proposal and budget to RFP@soyquality.com by Aug. 2, 2024.