

FY17 Budget Year – Recruitment, Retention & Reactivation (R3) Sponsorship Proposal

Sponsor Information

Background:

The core constituency base for hunting, angling and boating is vital to the economy in Kentucky, adding \$5.94 Billion to Kentucky's economy. Recent increases in participation bode well for funding conservation of our fish and wildlife resources into the next generation. As participation in hunting, fishing, shooting sports and boating activities continues to increase, state fish and wildlife agencies are uniquely positioned to, and tasked, with a greater responsibility to engage a variety of both current users and potential user groups in outdoor recreation to increase public support and develop new methods of funding for fish and wildlife conservation.

This R3 program will focus on recruiting new adult hunters and enhancing opportunities for individuals and families to experience hunting and in turn contribute to conservation. The R3 program is designed to raise awareness, engage and to facilitate more interaction with sportsmen and sportswomen of Kentucky. KDFWR's R3 program was specifically designed to grow participation and to provide great hunting experiences. The position funded in partnership through the Gold Level Sponsorship will work with volunteers, local sportsmen's clubs, conservation groups, and industry representatives to host adult "Field to Fork" and "Hunter's Legacy" programs.

The Kentucky Department of Fish and Wildlife Resources (KDFWR) is therefore seeking financial and in-kind assistance for the FY17 Budget year. R3 programs have been piloted and were so successful that programs will soon be offered across the state, with proper funding. The funding of this initiative through sponsorship will help ensure that this very successful program continues to recruit, retain and re-engage hunter-conservationists.

Timeframe:

In accordance with KRS 45A.085 (2) this sponsorship will be posted on the agency's website for a minimum of seven (7) calendar days, beginning on May **27, 2016**. This sponsorship opportunity may also be linked to other Commonwealth web sites, and KDFWR advertising inventory via radio and television shows as practicable, and awareness will be raised through other media, such as press releases and social media as practicable. Also, each sponsorship opportunity includes specific commitments, as described herein.

Initiative:

KDFWR continues to seek out and expand outreach opportunities that promote hunting and fishing. With the support of sponsors, we are proud to be able to offer sportsmen and sportswomen who stay connected with the agency via social and traditional media platforms, the opportunity to learn about our sponsors' brands and products. This promotion will also serve to encourage increased hunting and fishing participation for the entire family as supported by our sponsors.

Sponsorship Opportunities:**KDFWR IS SEEKING ASSISTANCE FOR THE R3 Program. ASSISTANCE MAY BE PROVIDED AS FOLLOWS:**

Sponsor(s) would provide funding and/or in-kind services for events:

- ***Financial Sponsorship Cash and/or in kind*** (or in addition to providing in-kind services for events): Strong private partnerships are essential to continue the fish and wildlife conservation successes and the fishing and hunting traditions in Kentucky. By committing to this Sponsorship, sponsors help KDFWR achieve our mission and mandate as the stewards of wildlife, and help to continue the fishing and hunting traditions in the Commonwealth of Kentucky. In return for this Sponsorship, your business will have significantly increased potential for getting your brand and messages delivered to over 1 million hunters, anglers, boaters and wildlife conservationists throughout the entire state of Kentucky and non-residents who participate in these activities in Kentucky.

SPONSORSHIP OPPORTUNITIES (1 THROUGH 3):

KDFWR IS SEEKING SPONSORSHIP FOR THE R3 PROGRAM IN THE FY17 BUDGET YEAR JULY 1, 2016 –JUNE 30, 2017. A MINIMUM OF ONE GOLD LEVEL SPONSOR (MAX. 2) AND A MINIMUM OF ONE SILVER LEVEL SPONSOR (MAX. 4) AND A MINIMUM OF ONE BRONZE LEVEL SPONSOR (MAX 4).

1. “Gold” Sponsor Level of the FY17 R3 Program (Up to 2 at this level)

Cash Option:

Min \$20,000 Max \$25,000 Up to Two (2) Gold

The “Gold” Sponsor(s) of the FY17 R3 Program Shall Help Fund R3 Program.

As Part of the Consideration for the Award of “Gold” Sponsor(s) of the FY17 R3 Program We Will Give You an Opportunity to:

- 1. Have Your Company’s Logo included on all printed and digital R3 promotional communications**
 - a. Digital versions would include hyper link to sponsor(s) on line site**
 - b. Logo included on video content documenting hunter R3 programs**
- 2. Have Your Company’s Logo included on social media communications promoting hunter R3 programs**
- 3. Opportunity to exhibit at industry and consumer shows, in KDFWR booth, including the opportunity to distribute your materials for hand out to customers such as coupons and product samples.**
- 4. Opportunity to exhibit, provide material for hand out, such as coupons and samples at KDFWR hunter R3 seminars.**
- 5. Opportunity to provide customized vehicle wrap for the KDFWR Marketing truck which is planned to be purchased during FY17 budget year and used to transport booth materials to shows and R3 events.**

All of the considerations above apply during the Kentucky state fiscal year(s) when sponsorship contract is in effect. State fiscal year is July 1 – June 30.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

2. “Silver” Sponsor Level of the FY17 R3 Program (Up to 4 at this level)

CASH OPTION (IN LIEU OF PROVIDING/DONATING EQUIPMENT):

Min \$10,000 Max \$15,000

“Silver” sponsor of the FY17 R3 Program shall Provide or Fund for Purchase:

- 30 (6pk) Crossbow Bolts
- 30 (3pk) Muzzy MX-3 Broadheads
- 10 Crossbow Broadhead Targets
- 2 Covered Trailers
- 2 Generators
- 15 Barnett Recruit Crossbows
- 10 Camo Hunting ground Blinds
- 12 3D Targets (6/deer, 6/turkeys)

As Part of the Consideration for the Award of “Silver” Sponsor(s) of the FY17 R3 Program We Will Give You an Opportunity to:

- Have your business named/identified as a “Silver” sponsor in any media (television or radio) advertisements promoting the R3 event(s).
- Your logo and mention of sponsorship will be included on print advertisements promoting the R3 program.
- Ability to coupon and sample attendees who visit KDFWR exhibit booth at state, local and regional consumer shows including but not limited to “The Kentucky State Fair” during FY 17 state budget period.

All of the considerations above apply during the Kentucky state fiscal year(s) when sponsorship contract is in effect. State fiscal year is July 1 – June 30.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

3. “Bronze” Sponsor Level of the FY17 R3 Program (Up to 4 at this level)

CASH OPTION (IN LIEU OF PROVIDING/DONATING EQUIPMENT):

Min \$2,500 Max \$5,000

“Bronze” sponsor of the FY17 Budget year R3 Program shall Provide or Fund for Purchase: Combination of items below up to \$5,000 value

- 30 (6pk) Crossbow Bolts
- 30 (3pk) Muzzy MX-3 Broadheads
- 10 Crossbow Broadhead Targets
- 2 Covered Trailers
- 2 Generators
- 15 Barnett Recruit Crossbows
- 10 Camo Hunting ground Blinds
- 12 3D Targets (6/deer, 6/turkeys)

As Part of the Consideration for the Award of “Bronze” Sponsor(s) of the FY17 R3 Program We Will Give You an Opportunity to:

- Your business named/identified as a “Bronze” level sponsor in any media (television or radio) advertisements promoting the event.
- Your logo and mention of sponsorship will be included on print advertisements promoting the R3 program.

All of the considerations above apply during the Kentucky state fiscal year(s) when sponsorship contract is in effect. State fiscal year is July 1 – June 30.

Note: Selected Sponsor(s) will be expected to provide payment within 30 days of receiving KDFWR invoice.

EVALUATION:

KDFWR will review all responses in accordance with the evaluation factors set forth below:

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| 1. Sponsor Investment in Dollars (\$): | 60 Points Max |
| 2. Experience/Previous Sponsorship Activities: | 40 Points Max |

Potential sponsors must include their investment amount and a list of experience/previous sponsorship activities when responding to this opportunity for sponsorship. A minimum of one sponsor per component is being sought.

Note: The KDFWR reserves the right to reject any sponsors whose branding, image and/or mission are in conflict with the department's goals, mission, and values, or that exceed our requirements. Selected sponsor(s) are expected to provide support and meet their obligations through the duration of the fiscal year. Because we expect to hold several events throughout FY17, all event sponsors selecting either financial and/or "in-kind" services/products must submit via email, defining the level of sponsorship and/or services/products to the attention of:

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