



YOUR PARTNER IN CONNECTING
TO TODAY'S SPORTSMEN AND
SPORTSWOMEN

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SPONSORSHIP OPPORTUNITY

2025-26 Shoot for Samples Giveaway



KENTUCKY FISH AND WILDLIFE

THE MOST TRUSTED NAME IN THE OUTDOORS

WHAT WE DO

Kentucky Fish and Wildlife supports a \$6 billion outdoors economy

More than 1.6 million acres open to public hunting

Manage the largest elk herd east of the Rocky Mountains

Created a top five state for trophy bucks while managing a herd of 1 million deer

Stock more than 5 million fish annually

Build and maintain boat ramps and shooting ranges for the public

Stock 44 lakes near urban areas through the Fishing in Neighborhoods program

Help more than 700 landowners a year create wildlife habitat

OUTREACH AND EDUCATION

We inform and educate more than a quarter million kids and adults through outreach programs

Kentucky's National Archery in the Schools program includes 154,000 participants

Educators present conservation programs to more than 65,000 students a year

Summer Conservation Camps include 4,800 campers

Salato Wildlife Education Center hosts more than 52,000 visitors annually

Kentucky Afield television show and magazine

Programs for new hunters and anglers, including Field to Fork, Hook and Cook and Becoming an Outdoors-Woman

Outdoors recreation generates a

\$6 BILLION

impact in Kentucky

MISSION STATEMENT

Serving People, conserving fish and wildlife.

SOCIAL MEDIA

More than **701,690**
social media fans
and growing



493,964



29,226



26,600



157,900

BOATING

\$1.9
BILLION

1,200,000
Participants

FISHING

\$1.2
BILLION

554,000
Participants

HUNTING

\$1.5
BILLION

347,000
Participants

WILDLIFE WATCHING

\$1.3
BILLION

1,319,000
Participants

PARTICIPATION AND ECONOMIC ANALYSIS



Increase your reach and sales by engaging, activating and couponing our users

Partner with a brand that serves more than **TWO MILLION customers and enjoys an approval rating exceeding **87 PERCENT****

The Kentucky Department of Fish and Wildlife Resources helps you:

- Change/reinforce image
- Increase brand loyalty
- Create awareness visibility
- Align with Kentucky Fish and Wildlife brand
- Stimulate sales trial usage
- Showcase industry commitment
- Showcase conservation/preservation commitment
- Simply display/showcase product, service
- Enhance retail partner relationships
- Increase B2B networking
- Educate prospective customers
- Entertain client's prospects
- Motivate employees
- Interact directly with existing and potential customers
- Connect to specific user groups
- Leverage social media to help launch new products
- Engage platforms that reach every generation of consumers

SPONSORSHIP OPPORTUNITY

Sponsorship Opportunity Details:

A century ago, Kentucky's deer population was just a few thousand. Thanks to the dedicated efforts of the Kentucky Department of Fish and Wildlife Resources, that number has surged to nearly one million, and our free-ranging elk herd now numbers in the thousands.

Today, thousands of wildlife enthusiasts and over 300,000 hunters flock to Kentucky's great outdoors, driven by the chance to experience our thriving deer and elk populations. Their investments in travel, supplies, and equipment pump over \$550 million into our economy annually and sustain more than 13,000 jobs across the state.

Our deer herd is now one of the strongest in the nation, with trophy-quality animals available in every county. This success has garnered national acclaim, spotlighting the exceptional quality of our wildlife and the effective management practices of Kentucky Fish and Wildlife.

However, our achievements face a critical threat. Chronic Wasting Disease (CWD) — a fatal neurological disease — endangers both our deer and elk populations and our vibrant hunting heritage. To combat this threat, Kentucky Fish and Wildlife urgently needs your support.

We invite you to become a sponsor in our mission to raise awareness and enhance hunter participation in CWD sampling programs. Your support will be instrumental in safeguarding Kentucky's wildlife legacy and sustaining our state's economic and recreational benefits.

The Presenting Sponsor(s) shall Provide:

Kentucky Fish and Wildlife is thrilled to unveil the Shoot for Samples Giveaway—an initiative dedicated to combating Chronic Wasting Disease (CWD) and enhancing the health of our wildlife. This is a unique opportunity for your organization to make an impact while gaining significant exposure through a high-profile campaign.

The Shoot for Samples Giveaway aims to boost awareness about CWD and increase hunter participation in our CWD sampling programs. With over 50 CWD Sample Drop-off sites across the state, our DIY CWD Sample Mail-in Kit program, and several sampling partners statewide this initiative ensures that these resources are utilized to their fullest potential. For each CWD sample submitted by an individual he/she will be entered into the Shoot for Samples Giveaway.

As a sponsor, your support will directly enhance our sampling efforts by broadening our reach and boosting engagement with our CWD sampling programs. Your sponsorship will fund exciting prizes to motivate hunters to participate in CWD sampling, increasing sample submissions and improving our disease monitoring. These prizes will reward hunters' commitment, fostering greater involvement and aiding in the collection of critical data to protect Kentucky's deer and elk herds. The Kentucky Department of Fish and Wildlife Resources can not accept firearms as a part of this giveaway.

Your sponsorship will advance vital wildlife conservation efforts and position your organization as a key player in safeguarding our natural resources. Join us in this important mission and help us make a lasting impact.

SPONSORSHIP BENEFITS

KDFWR Prize Package Giveaway Sponsorship Tiers

	Presenting Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Number of Sponsors Possible	1	5	5	5
Qualifying Donation	\$5000 or more	\$1000-\$4999.99	\$500-\$999.99	\$250-\$499.99
Benefits				
Naming Rights	"Presented by [Sponsor Name]" on all branding & giveaway materials			
Kentucky Afield Magazine Advertisement	Logo in full-page ad promoting giveaway (print and digital)			
Kentucky Afield	Verbal mention on giveaway segment (1)	Verbal mention in podcast (1)		
Event Presence	Premium/priority table at giveaway events + opportunity to speak	Standard Table		
Regional Flyers	Prominent logo placement promoting giveaway	Mid-level logo placement		
Social Media Exposure	Included in all giveaway posts (3x)	Included in giveaway posts (2x)	Included in giveaway posts (1x)	
KDFWR Online 25-26 Fall Hunting Guide	Prominent logo placement in giveaway ad	Mid-level logo placement in giveaway ad	Third-level logo placement in giveaway ad	Text-only mention
Eblast Mentions	Prominent logo placement in giveaway eblasts (2x)	Mid-level logo placement (2x)	Text-only mention (2x)	Text-only mention (1x)
Shoot for Samples Webage	Top logo billing + giveaway callout	Mid-Level logo placement	Third-level logo tier	Bottom listing logo placement



SPONSORSHIP REQUIREMENTS

SECTION I

General Information

A PURPOSE OF THIS DOCUMENT

This sponsorship opportunity is being issued by the Kentucky Department of Fish and Wildlife Resources in accordance with KRS 45A.097. The purpose of this document is to solicit responses from entities for Shoot for Samples Giveaway sponsors. This sponsorship shall be for the time frame of September 1, 2025 to April 1, 2026. Specifically, the department is seeking a minimum of 5 items, suitable for giveaway prizes for each of the Gold, Silver, and Bronze sponsorship tiers, and one for the Presenting sponsorship tier to serve as incentives for Kentucky deer hunters to participate in deer health sampling efforts during the 2025-26 deer season.

B SUBMISSION DATES

Responses shall be delivered by 2:00 p.m. (EDT), **07/28/2025** to:

Bo Spencer

*Kentucky Department of Fish
and Wildlife Resources*
#1 Sportsman's Lane
Frankfort, KY 40601

C INQUIRES

Contacts with agents of the Commonwealth for information concerning response procedures shall be limited to the representative listed below. All communications, oral, written (regular, express, electronic mail or fax), concerning this document shall be addressed to:

Bo Spencer

Kentucky Department of Fish and Wildlife Resources
#1 Sportsman's Lane
Frankfort, KY 40601
502.892.4532
Robert.Spencer@ky.gov

It should be understood that any verbal representations made or assumed to be made during any oral discussions are not binding on the Kentucky Department of Fish and Wildlife Resources or the Commonwealth of Kentucky.

D VERIFICATION/CLARIFICATION OF INFORMATION

The Kentucky Department of Fish and Wildlife Resources may request verification/clarification documentation from the sponsor of any information provided in its response.

E COST OF PREPARING RESPONSE

Costs for developing the response are solely the responsibility of the sponsor. The Kentucky Department of Fish and Wildlife Resources shall provide no reimbursements for such costs.

F CANCELLATION

The Kentucky Department of Fish and Wildlife Resources may, upon a thirty-day (30) written notice to the sponsor, terminate this agreement completely or in part, for convenience or for default. In such event, all documents, data, studies and reports prepared for Kentucky Department of Fish and Wildlife Resources under the award shall become its property. Any equipment, goods or services remaining may be paid back to the vendor, unless for default. In the event that the award is terminated for default, the sponsor shall forfeit its equipment or goods to the Kentucky Department of Fish and Wildlife Resources. Pursuant to KRS 45A.105 the Kentucky Department of Fish and Wildlife Resources reserves the right to cancel or reject responses that are deemed not to be in the best interest of the Commonwealth of Kentucky.



Section II

Scope

The Shoot for Samples Giveaway Sponsors will help RAISE AWARENESS, ENGAGE and ACHIEVE more interaction with the sportsmen and sportswomen of Kentucky and encourage participation in Kentucky Fish and Wildlife's CWD Sampling programs. The promotions will be delivered via targeted emails to deer hunting permit holders, KDFWR's social media pages and website that are designed to inform, engage, and encourage participation by new and existing stakeholders in fishing, hunting and other wildlife-related recreation and conservation. Anticipated number of impressions is 1 million+ across all department media during the sponsorship period. Cross-promotion using sponsors' owned or earned media may significantly increase total reach and number of impressions.

The Kentucky Department of Fish and Wildlife Resources conserves and enhances fish and wildlife resources and provides opportunities for hunting, fishing, trapping, boating and other wildlife-related activities. For more information, please visit our website at www.fw.ky.gov, or contact **Bo Spencer**

Section III

Statement of Sponsorship

A General Nature of Proposed Sponsorship. The Kentucky Department of Fish and Wildlife Resources is an agency of the Commonwealth of Kentucky. As such, it must comply with applicable state laws, regulations and procedures as they relate to donations, sponsorships, procurement and other acquisitions.

SECTION IV

General Conditions

A SPONSOR'S RESPONSIBILITIES

During the award term, sponsors will provide financial contribution.

B MODIFICATIONS TO AWARD

Any modifications to the award shall be in writing and processed through the Kentucky Department of Fish and Wildlife Resources representative as identified herein.

C DISPUTES

Except as otherwise provided in this document, a question or act arising under the award, which is not disposed of by mutual agreement, shall be decided by the Finance and Administration Cabinet of the Commonwealth of Kentucky. Pending final determination of any dispute hereunder, the sponsor shall proceed diligently with the performance of the award and in accordance with the Finance and Administration Cabinet. This section does not preclude consideration of legal questions in connection with the decision provided for above, provided that nothing in the award shall be construed as making final the decision of any administrative official, representative or board on a question of law.

D FORUMS AND VENUE

This award shall be construed according to the laws of the Commonwealth of Kentucky. Any legal proceedings against the Commonwealth regarding any resultant award shall be brought

in Commonwealth of Kentucky administrative or judicial forums. Venue will be in Franklin County, Commonwealth of Kentucky.

EMPLOYMENT PRACTICES

E The sponsor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliations or handicap. The sponsor must take affirmative action to ensure that employees, as well as applicants for employment, are treated without discrimination because of their race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap. Such action shall include, but is not limited to, the following: employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. Sponsor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provision of this clause.



The sponsor shall, in all solicitations or advertisements for employees placed by or on behalf of the sponsor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap, except where it relates to a bona fide occupational qualification. The sponsor shall comply with the nondiscrimination clause contained in Federal Executive Order 11246, as amended by Federal Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex, or national origin, and the implementation rules and regulations prescribed by the Secretary of Labor and with Title 41, Code of Federal Regulations. The sponsor shall comply with related Commonwealth laws and regulations. The sponsor shall comply with regulations issued by the Secretary of Labor of the United States in Title 20, Code of Federal Regulations, Part 741, pursuant to the provisions of Executive Order 11758 and the Federal Rehabilitation Act of 1973. The sponsor shall comply with the Civil Rights Act of 1964, and any amendments thereto, and the rules and regulations there under, and Section 504 of Title V of the Vocational Rehabilitation Act of 1973 as amended and the Kentucky Civil Rights Act.

F CERTIFICATE OF AUTHORITY

The sponsor or sponsors deemed most susceptible for award shall furnish a copy of the official documentation, such as certificate of authority and/or appropriate filing of certificate of assumed name, which authorizes the vendor to conduct business in the Commonwealth of Kentucky as a domestic or foreign corporation or other recognized business entity, prior to contract award. The

Commonwealth reserves the right to verify any information provided prior to contract award. Furthermore, a failure to maintain any and all required proper authorization to conduct operations in Kentucky under the specified business name of the vendor during the life of any contract awarded may be deemed a breach of contract by the vendor and treated accordingly by the Commonwealth.

G ACCESS TO RECORDS

The contractor, as defined in KRS 45A.030 (9) agrees that the contracting agency, the Finance and Administration Cabinet, the Auditor of Public Accounts, and the Legislative Research Commission, or their duly authorized representatives, shall have access to any books, documents, papers, records or other evidence, which are directly pertinent to this contract for the purpose of financial audit or program review. Records and other prequalification information confidentially disclosed as part of the bid process shall not be deemed as directly pertinent to the contract and shall be exempt from disclosure as provided in KRS 61.878(1)(c). The contractor also recognizes that any books, documents, papers, records or other evidence, received during a financial audit or program review shall be subject to the Kentucky Open Records Act, KRS 61.870 to 61.884. In the event of a dispute between the contractor and the contracting agency, Attorney General, or the Auditor of Public Accounts over documents that are eligible for production and review, the Finance and Administration Cabinet shall review the dispute and issue a determination, in accordance with Secretary's Order 11 - 004. (See *attachment*)

SECTION V

Technical Response Format

A RESPONSIVENESS

In order to be considered for selection, responses submitted by the sponsor shall be completely responsive to this document. All conditions printed herein are hereby made a part of the conditions under which the response is submitted and shall be incorporated into any award on this project. Further, the contents of a response shall become part of any award resulting from that response.

B TECHNICAL RESPONSE

The technical response is requested to be brief and concise and should include the following:

- Signed solicitation cover page
- Title Page with contact information
- Table of Contents (if applicable)
- Any deviations from stated requirements
- Sponsor background including date established and a brief history
- Sponsorship Response including items to be used for giveaway prizes (for example: number of gift cards with dollar amounts specified for each; hunting equipment specified by brand(s), quantity, and retail value of each; etc.). The Kentucky Department of Fish and Wildlife Resources can not accept firearms as a part of this giveaway.”



SECTION VI

Technical Response Evaluation

*The Kentucky Department of Fish and Wildlife Resources shall evaluate all technical responses in accordance with **KRS 45A.695**. Each response shall be evaluated as follows:*

Responsiveness to Solicitation - 20 POINTS

Conciseness/clarity
Title page/table of contents
Transmittal letter sponsor information

Sponsor and Background - 20 POINTS

Date established
Brief historical information
Nature of business – Compatibility with Mission of Kentucky Department of Fish and Wildlife Resources

Sponsorship Response - 60 POINTS

Item(s) being offered to Kentucky Department of Fish and Wildlife Resources as drawing prizes to participants in Shoot for Samples Giveaway.

TOTAL POINTS 100 POINTS

Three (3) copies of the technical response are requested to be delivered in a clearly marked, sealed envelope to:

Bo Spencer

Kentucky Department of Fish and Wildlife Resources
1 Sportsman's Lane, Frankfort, KY 40601

The technical response shall be evaluated and scored by the Kentucky Department of Fish and Wildlife Resources evaluation committee. Total maximum score on the technical response is 100 points.

THANK YOU FOR YOUR CONSIDERATION

All sponsorships must be in compliance with **KRS 45A.097**. Requests for sponsorships will be posted publicly. Interested parties are encouraged to contact the Kentucky Department of Fish and Wildlife Resources with a written proposal that addresses the two factors listed below. Sponsorship will be awarded based upon **KRS 45A.070(3)** as follows:

Enhancement of the Kentucky Department of Fish and Wildlife Resources experience. A sponsorship shall not constitute an “official endorsement” of a particular company by the Commonwealth of Kentucky as the sole vendor of choice.

An entity that has a business or regulatory relationship with the agency, or who may be lobbying or attempting to influence matters of that agency, may be considered for a sponsorship opportunity only if there is a clear benefit to the Commonwealth, or the sponsorship promotes economic development or tourism in the Commonwealth.

For more information on KRS 45A.097, please visit <https://apps.legislature.ky.gov/law/statutes/statute.aspx?id=47025>

THANK YOU!

Bo Spencer

Direct: 502-892-4532

Email: Robert.Spencer@ky.gov



All sponsorships must be in compliance with KRS 45A.097. Requests for sponsorships will be posted publicly, as the Kentucky Department of Fish and Wildlife Resources is a state agency.



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