

## **2018 Calendar Year – Kentucky Wild Sponsorship Proposal**

### **Sponsor/Member Information**

#### **Background:**

The Kentucky Department of Fish and Wildlife Resources (“KDFWR”) monitors close to 900 species of snakes, bats, lizards, amphibians, mussels, songbirds, raptors and darters. Many of these creatures, most Kentuckians never see. It is the role of the KDFWR to protect, restore, and conserve these species and the places they live. Our ever-growing world creates a host of potential threats to the wildlife in Kentucky: invasive species, growing cities, competition for land, and demands for a limited water supply—all play a part. This growth places a heavy burden on wildlife and their habitats.

The Kentucky Wild Program raises awareness, engages, and facilitates more interaction with individuals across the state who are conscious and committed to preserving Kentucky’s natural heritage and wildlife. It provides experiences that educate and allow members and sponsors to take direct action to help Kentucky’s diverse non-game wildlife grow and thrive.

KDFWR is therefore seeking financial and in-kind assistance for the 2018 Calendar year for the Kentucky Wild Program. Kentucky Wild experiences, through sponsorship/membership, will be piloted and offered across the state with proper funding. The backing of this initiative through sponsorship/membership will help ensure that future generations of Kentuckians can enjoy the diversity of wildlife and the habitats on which they depend.

#### **Timeframe:**

In accordance with KRS 45A.097(4) this sponsorship/membership will be posted on the agency’s website for a minimum of seven (7) calendar days, beginning on March 1, 2018. This sponsorship/membership opportunity may also be linked to other Commonwealth websites, 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. Each sponsorship/membership opportunity includes specific commitments, as described herein.

#### **Sponsorship/Membership Program Details:**

KDFWR continues to seek and expand outreach opportunities that promote responsible stewardship of Kentucky’s diverse species and habitat. Financial sponsorship (cash) and/or in-kind sponsorship (payment (full or partial) of sponsorship fee in goods or services rather than cash) is being sought. Strong partnerships are essential to continue the conservation successes and the diverse wildlife natural heritage of Kentucky.

By committing to this Program, sponsors/members help KDFWR achieve its mission as a steward of wildlife and natural resources in the Commonwealth of Kentucky. As an individual Kentucky

Wild member, depending on the level of commitment, you will receive updates throughout the year about how you are directly helping Kentucky's diverse non-game wildlife population grow and thrive. You will also have the opportunity, depending on your membership level, to work alongside our biologist and experts in the field or on the water, building and doing wildlife-saving work and research. As a Kentucky Wild Ambassador Sponsor, you will significantly increase potential for delivering your brand and messages to wildlife conservationists throughout the entire state of Kentucky and to non-residents who participate in these activities in Kentucky. With the support of sponsors/members, the Department is nurturing outdoor stewards.

### **Sponsorship/Membership Opportunities:**

**KDFWR is seeking assistance for the Kentucky Wild Program. Assistance may be provided as follows:**

#### **\$25 - WILDERNESS EXPLORER (Capacity: 50,000)**

As a Wilderness Explorer you will receive the following items and opportunity:

- Inaugural Kentucky Wild poster
- Kentucky Wild Sticker
- Field Notebook
- Quarterly eNewsletter: *Kentucky Wild Notes*
- Exclusive Experience 1: Wildlife Biologist behind the scenes *for Kentucky Wild members only* at the Kentucky State Fair- Louisville, Kentucky

#### **\$75 - LANDSCAPE LEVEL (Capacity: 50,000)**

At the Landscape Level, you will receive the following items and opportunities:

- Inaugural Kentucky Wild poster
- Kentucky Wild Sticker
- Field Notebook
- Kentucky Wild Bandana
- Quarterly eNewsletter: *Kentucky Wild Notes*
- Exclusive Experience 1: Wildlife Biologist behind the scenes *for Kentucky Wild members only* at the Kentucky State Fair- Louisville, Kentucky
- Exclusive Experience 2: *Opportunity to assist avian biologists on a field project*- Central Kentucky
- Exclusive Experience 3: Hatchery Tour #1- Eastern Kentucky

#### **\$250 - FOREST FRIEND (Capacity: 50,000)**

As a Forest Friend, you will receive the following items and opportunities:

- Inaugural Kentucky Wild poster
- Kentucky Wild Sticker
- Field Notebook
- Kentucky Wild Bandana
- Kentucky Wild T-Shirt
- Quarterly eNewsletter: *Kentucky Wild Notes*

- Exclusive Experience 1: Wildlife Biologist behind the scenes *for Kentucky Wild members only* at the Kentucky State Fair- Louisville, Kentucky
- Exclusive Experience 4: Hatchery Tour #2- Central Kentucky
- Exclusive Experience 5: *Opportunity for participating in a mussel cage habitat build day-* Frankfort, Kentucky
- Salato Family Membership Certificate good for one year

**\$500 - PRAIRIE PARTNER (Capacity: 50,000)**

As a Prairie Partner, you will receive the following items and opportunities:

- Inaugural Kentucky Wild poster
- Kentucky Wild Sticker
- Field Notebook
- Kentucky Wild Bandana
- Kentucky Wild T-Shirt
- Kentucky Wild Tote Bag
- Quarterly eNewsletter: *Kentucky Wild Notes*
- Exclusive Experience 1: Wildlife Biologist behind the scenes *for Kentucky Wild members only* at the Kentucky State Fair- Louisville, Kentucky
- Exclusive Experience 6: *Opportunity for helping with two Canada Geese roundups/banding-* Central and Western Kentucky
- Exclusive Experience 7: *Opportunity for building warbler nesting habitats-* Frankfort, Kentucky
- Exclusive Experience 8: Hatchery Tour #3- Southern Kentucky

**\$750 - SKY STEWARD (Capacity: 50,000)**

As a Sky Steward, you will receive the following items and opportunities:

- Inaugural Kentucky Wild poster
- Kentucky Wild Sticker
- Field Notebook
- Kentucky Wild Bandana
- Kentucky Wild T-Shirt
- Kentucky Wild Tote Bag
- Kentucky Wild Pint Glass
- Quarterly eNewsletter: *Kentucky Wild Notes*
- Exclusive Experience 1: Wildlife Biologist behind the scenes *for Kentucky Wild members only* at the Kentucky State Fair- Louisville, Kentucky
- Exclusive Experience 9: *Opportunity for a morning of mussel tagging with biologists and a behind-the-scenes tour of the Mollusk Conservation Center -* Frankfort, Kentucky
- Exclusive Experience 10: *Opportunity to adventure out with a KY Afield Writer Experience #1*
- Exclusive Experience 11: *Opportunity to adventure out with a KY Afield Writer Experience #2*

### **\$1,000 – AQUATIC ALLY (Capacity: 50,000)**

As an Aquatic Ally, you will receive the following items and opportunities:

- Inaugural Kentucky Wild poster
- Kentucky Wild Sticker
- Field Notebook
- Kentucky Wild Bandana
- Kentucky Wild T-Shirt
- Kentucky Wild Tote Bag
- Kentucky Wild Pint Glass Set
- Quarterly eNewsletter: *Kentucky Wild Notes*
- Exclusive Experience 1: Wildlife Biologist behind the scenes *for Kentucky Wild members only* at the Kentucky State Fair- Louisville, Kentucky
- Exclusive Experience 12: *Opportunity to spend an afternoon with agency wildlife veterinarian and a behind-the-scenes tour of the Animal Holding Facility-* Frankfort, Kentucky
- Exclusive Experience 13: *Opportunity to hike to remote streams and participate in Backpack Shocking with Fisheries Program Coordinator,* Eastern Kentucky
- Exclusive Experience 14: *Opportunity to be behind-the-scenes with the KY Afield Television Crew*

### **\$1,500 - \$2,500 – Kentucky Wild Ambassador One (1) (Capacity: 100)**

As Kentucky Wild Ambassador One (1), you will receive the following opportunities:

- Opportunity to have your company's logo listed on all printed and digital program communications (excludes promotional contest, including but not limited to Register To Win (RTW), Photo, Video submission contest)
- Opportunity to coupon members one time during sponsorship year

### **\$3,000 - \$5,000 – Kentucky Wild Ambassador Two (2) (Capacity: 100)**

As Kentucky Wild Ambassador Two (2), you will receive the following opportunities:

- Opportunity to have your company's logo listed on all printed and digital program communications (including promotional contest, such as Register To Win (RTW), Photo, Video submission contest)
- Opportunity to coupon members twice during sponsorship year
- Opportunity to present to Kentucky Wild Members at State Fair event
- Native promotion one time per year on KDFWR's Facebook and Twitter Page

### **\$7,500 - \$10,000 – Kentucky Wild Ambassador Three (3) (Capacity: 100)**

As Kentucky Wild Ambassador Three (3), you will receive the following opportunities:

- Opportunity to have your company's logo listed on all printed and digital program communications (including promotional contest, such as Register To Win (RTW), Photo, Video submission contest)
- Opportunity to coupon members twice during sponsorship year

- Opportunity to present to Kentucky Wild Members at up to three (3) Kentucky Wild experiences during the sponsorship year
- Native promotion one time per year on KDFWR’s Facebook and Twitter Page
- Opportunity to have your company’s materials distributed at KDFWR’s show booth during the sponsorship year and your company listed as co-sponsor of KDFWR’s show booth

**\$15,000 - \$24,000 – Kentucky Wild Ambassador Four (4) (Capacity: 100)**

As Kentucky Wild Ambassador Four (4), you will receive the following opportunities:

- Opportunity to have your company’s logo listed on all printed and digital program communications (including promotional contest, such as Register To Win (RTW), Photo, Video submission contest)
- Opportunity to coupon members twice during sponsorship year
- Opportunity to present to Kentucky Wild Members at up to three (3) Kentucky Wild experiences during the sponsorship year
- Native promotion one twice per year on KDFWR’s Facebook and Twitter Page
- Opportunity to have your company’s materials distributed at KDFWR’s show booth during the sponsorship year and your company listed as co-sponsor of KDFWR’s show booth
- 0.30 Second Video Commercial which will air on KDFWR’s social Media sites and ROKU channel

**All of the considerations above only apply during the calendar year when sponsorship/membership is in effect.**

Note: Selected Member(s)/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. Sponsorship/Membership Level in Dollars (\$):                         | 60 Points Max |
| 2. <i>Commercial only</i><br>Experience/Previous Sponsorship Activities: | 40 Points Max |
| 3. <i>Individual only</i><br>Date of response and available Capacity:    | 40 Points Max |

Potential commercial sponsors/members must include their sponsorship/membership level amount in dollars (and/or description of goods or services for in-kind sponsorship) and a list of experience/ previous sponsorship activities when responding to this sponsorship proposal. A minimum of one (1) sponsor per component is being sought.

**Note:**

The KDFWR reserves the right to reject any sponsors/members whose branding, image and/or mission are in conflict with the KDFWR's goals, mission, and values, or that exceed the Capacity. Selected sponsors/members are expected to provide support and meet their obligations through the duration of the 2018 calendar year.

You must be eighteen (18) years old or older to respond or be selected as a Kentucky Wild individual sponsor/member.

**Notice/Waiver:**

By seeking a sponsorship/membership opportunity in the Kentucky Wild Program, you acknowledge that your participation in any Kentucky Wild Program activity is at your own risk and that you cannot participate in any Kentucky Wild Program activity without signing a waiver providing that in case of an accident or injury during that specific activity, you covenant, promise and agree for yourself, your personal representatives, heirs, and next of kin that neither the Tourism, Arts and Heritage Cabinet nor the Kentucky Department of Fish and Wildlife Resources, any of its agents, officers or employees shall be held responsible or liable for any negligence, implied or otherwise, for personal injury or damages suffered or sustained by you in connection with, arising out of, or resulting from any and all activities associated with the Kentucky Wild Program.

By seeking a sponsorship/membership opportunity in the Kentucky Wild Program, you acknowledge that you may be photographed or filmed during any Kentucky Wild Program activity in which you participate and will be asked to waive and release any rights or claims to any images taken of you in connection with your participation in Kentucky Wild Program activities. You agree that any images or data recorded during any Kentucky Wild Program activity is and shall remain the sole property of the KDFWR and that any of the images or data may be used in any of the KDFWR's promotional, informational, or educational print or electronic materials.

By seeking a sponsorship/membership opportunity in the Kentucky Wild Program, you agree that the commercial sponsors/members of the Kentucky Wild Program may hand out coupons to you and may make presentations to you during Kentucky Wild Program activities. Your personal contact information will be maintained, disclosed, or withheld pursuant to the Open Records Act, KRS 61.870-61.884.

**Responses to Proposal:**

All potential sponsors/members must submit responses to this proposal via email, defining the dollar amount level of sponsorship/member sought, and for potential commercial sponsors/members, a list of experience/ previous sponsorship activities (and/or description of goods or services for in-kind sponsorship) to the attention of:

**Brian Blank**  
**Director of Marketing**  
**Kentucky Department of Fish and Wildlife Resources**  
**#1 Sportsman's Lane**  
**Frankfort, KY 40601**  
**[brian.blank@ky.gov](mailto:brian.blank@ky.gov)**