YOUR PARTNER IN CONNECTING TO TODAY'S SPORTSMEN AND SPORTSWOMEN

FW.KY.GOV

2021

SPONSORSHIP OPPORTUNITY

2021 Gear Up & Get Out Promotions

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

To conserve and enhance fish and wildlife resources and provide opportunities for hunting, fishing, trapping, boating and other wildlife related activities.

SOCIAL MEDIA

*More than **493,400** social media **fans** and growing*

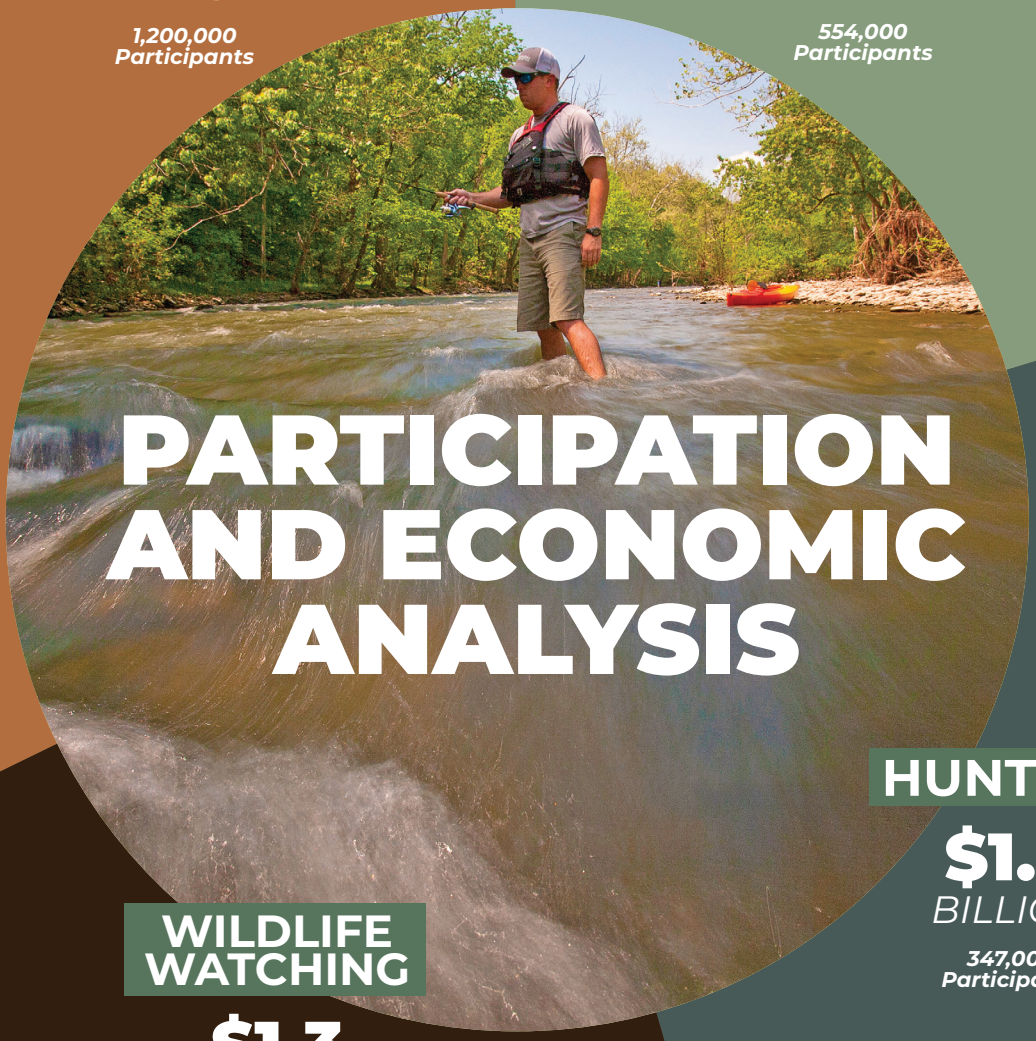
321,400

27,400

16,700

127,900

PARTICIPATION AND ECONOMIC ANALYSIS



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

2 MILLION CUSTOMERS

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

KENTUCKY DEPARTMENT OF FISH AND WILDLIFE RESOURCES

2020 CONSUMER SHOWS AND EVENTS*

Archery Trade Association
Jan 9-11, 2020 (Indianapolis, IN)

KY – Outdoor Life/Field and Stream
Jan 17-19, 2020 (Paducah, KY)

Cincinnati Travel, Sport and Boat Show
Jan 17-19 & Jan 22-26, 2020 (Cincinnati, OH)

Louisville Boat RV and Sportshow
Jan 22-26, 2020 (Louisville, KY)

Kentucky Sport, Boat and Recreation Show
Feb 7-9, 2020 (Lexington, KY)

National Wild Turkey Federation Convention and Sport Show
Feb 13-15, 2020 (Nashville, TN)

Indiana Deer, Turkey and Waterfowl Expo
Jeb 20-23 (Indianapolis, IN)

OH Valley Conference Basketball Tournament
March 4-8, 2020 (Evansville, IN)

Mid-American Conference Basketball Tournament
March 12-15, 2020 (Cleveland, OH)

KY State NASP
March 13-14, 2020 (Louisville, KY)

KY State Fair
Aug 20-30, 2020 (Louisville, KY)

*Consumer shows and events schedule subject to change.

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

BACKGROUND

Strong partnerships are essential to the continued success of wildlife, and to strengthening hunting and fishing traditions in the Commonwealth of Kentucky.

SPONSORSHIP OPPORTUNITY DETAILS:

In May of 2019 The Kentucky Department of Fish and Wildlife Resources (KDFWR) launched a Spring Turkey Gear Up & Get Out marketing campaign which included a social media video and a downloadable hunting gear list on the department's website.

The video and gear list were very well received with over 23,000 people reached and 2,400 engagements. KDFWR is looking to expand this type of campaign for other hunting and fishing seasons.

The Presenting Sponsor shall Provide:

The Kentucky Department of Fish and Wildlife Resources (KDFWR) seeks financial assistance to promote hunting and fishing seasons and other outdoor activities thoughout the year 2021.

The four Gear Up & Get Out promotions may include, Spring Turkey Season, Spring Fishing, Fall Fishing, Deer Season, and other Outdoor Activities.

These four campaigns will help RAISE AWARENESS, ENGAGE and ACHIEVE more interaction with the sportsmen and sportswomen of Kentucky. The promotions will be delivered via 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.

The Kentucky Department of Fish and Wildlife Resources is seeking financial assistance for the four 2021 Gear Up & Get Out campaigns.

The funding of this initiative through the sponsorship will be used as a source of funding to expand KDFWR's communication digitally and for future social media initiatives.

SPONSORSHIP BENEFITS

Sponsor of the 2021 Gear Up & Get Out Promotions

The Presenting Sponsors shall Receive:

$10,000 - Sponsor all 4 Gear Up & Get Out Promotions

- Your business named/identified as a "Presenting Sponsor" in all media (television, radio and digital platforms) advertisements promoting all four 2021 Gear Up & Get Out promotions.
- Your logo and coupon on all four 2021 Gear Up & Get Out printable checklists.
- All four 2021 Gear Up & Get Out promotional videos will be shot at your location, and include your sales staff, and signage.
- Possible inclusion in other 2021 promotional videos.

$2,500 - Sponsor 1 Gear Up & Get Out Promotion

- Your business named/identified as a "Presenting Sponsor" in all media (television, radio and digital platforms) advertisements promoting an individual 2021 Gear Up & Get Out promotion.
- Your logo and coupon on an individual 2021 Gear Up & Get Out printable checklist.
- A Gear Up & Get Out promotional video will be shot at your location, and include your sales staff, and signage.

KDFWR will be responsible for designing all graphics and video production for all 2021 Gear Up & Get Out promotions.

2021

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 one individual/company to sponsor one or all four 2021 Gear Up & Get Out promotions.

B SUBMISSION DATES

Responses shall be delivered by 2:00 p.m. (EDT), February 5, 2021 to:

Brian C. Moore
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:

Brian C. Moore
Kentucky Department of Fish and Wildlife Resources
#1 Sportsman's Lane
Frankfort, KY 40601
502.892.4585
BrianC.Moore@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

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 Traditional, Social Media and Digital Platforms the four 2021 Gear Up & Get out promotions.

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 **Brian C. Moore**, 502.892.4585, ***BrianC.Moore@ky.gov***

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, sponsor will provide financial contribution based on sponsorship level chosen.

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.

E EMPLOYMENT PRACTICES

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 (10) 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.

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

SECTION VI

Technical Response Evaluation

The Kentucky Department of Fish and Wildlife Resources shall evaluate all technical responses in accordance with **KRS 45A.097**. *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
Display Item or Items being offered to Kentucky Department of Fish and Wildlife Resources

TOTAL POINTS 100 POINTS
Three (3) copies of the technical response are requested to be delivered in a clearly marked, sealed envelope to:

Brian C. Moore
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.097(4)(f)** as follows:

Financial value to the Kentucky Department of Fish and Wildlife Resources. Financial value may be monetary, trade or in - kind; and

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, and who is not 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/statues/chapter.aspx?id=37250

THANK YOU!
Brian C. Moore
Direct: 502-892-4585
Email: BrianC.Moore@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.