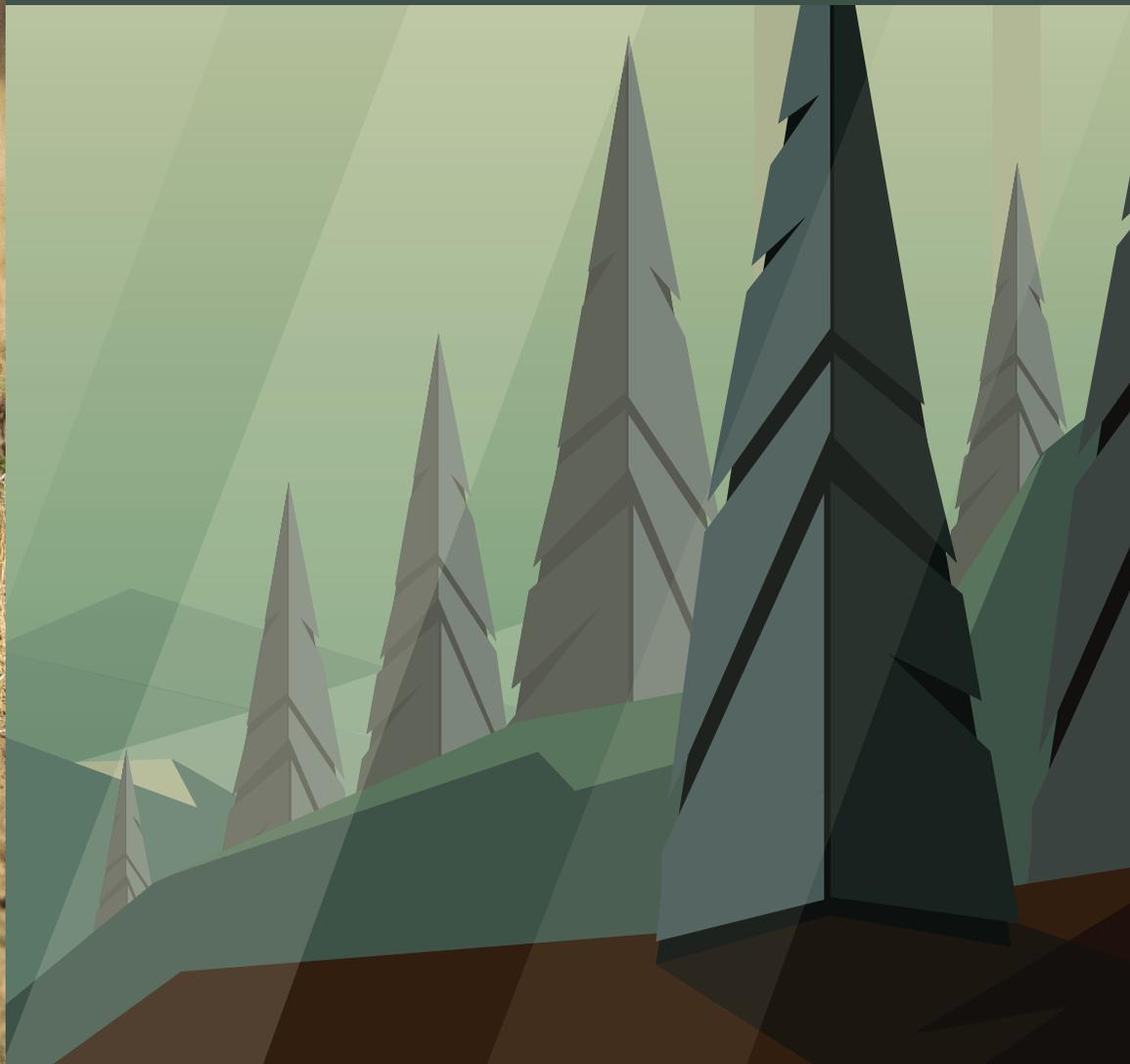




YOUR PARTNER IN CONNECTING  
TO TODAY'S SPORTSMEN AND  
SPORTSWOMEN  
[FW.KY.GOV](http://FW.KY.GOV)

# SPONSORSHIP OPPORTUNITY

2026-2027 The (Title Sponsor), Kentucky Fish and Wildlife Whitetail Deer Rut Reports and More Program





# KENTUCKY FISH AND WILDLIFE

*THE MOST TRUSTED NAME IN CONSERVATION*

## WHAT WE DO

- Kentucky Fish and Wildlife supports a \$8.7 billion outdoors economy in the Commonwealth
- 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 & EDUCATION

- We inform and educate more than a quarter million kids and adults through outreach programs annually
- 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 reach over 21 Million views
- Programs for new hunters and anglers, including Field to Fork, Hook and Cook and Becoming an Outdoors-Woman

Outdoors recreation generate an

**\$8.7 BILLION**

impact in Kentucky

### A WILDLY VALUABLE IMPACT

Outdoor recreation in Kentucky generates **billions in economic impact** and supports local communities - proof that conservation and commerce go hand-in-hand.

# MISSION STATEMENT

The Kentucky Department of Fish and Wildlife Resources' mission is to conserve, protect and enhance Kentucky's fish and wildlife resources and provide outstanding opportunities for hunting, fishing, trapping, boating, shooting sports, wildlife viewing, and related activities.

## SOCIAL MEDIA

More than **939,500** social media fans and growing



636,883



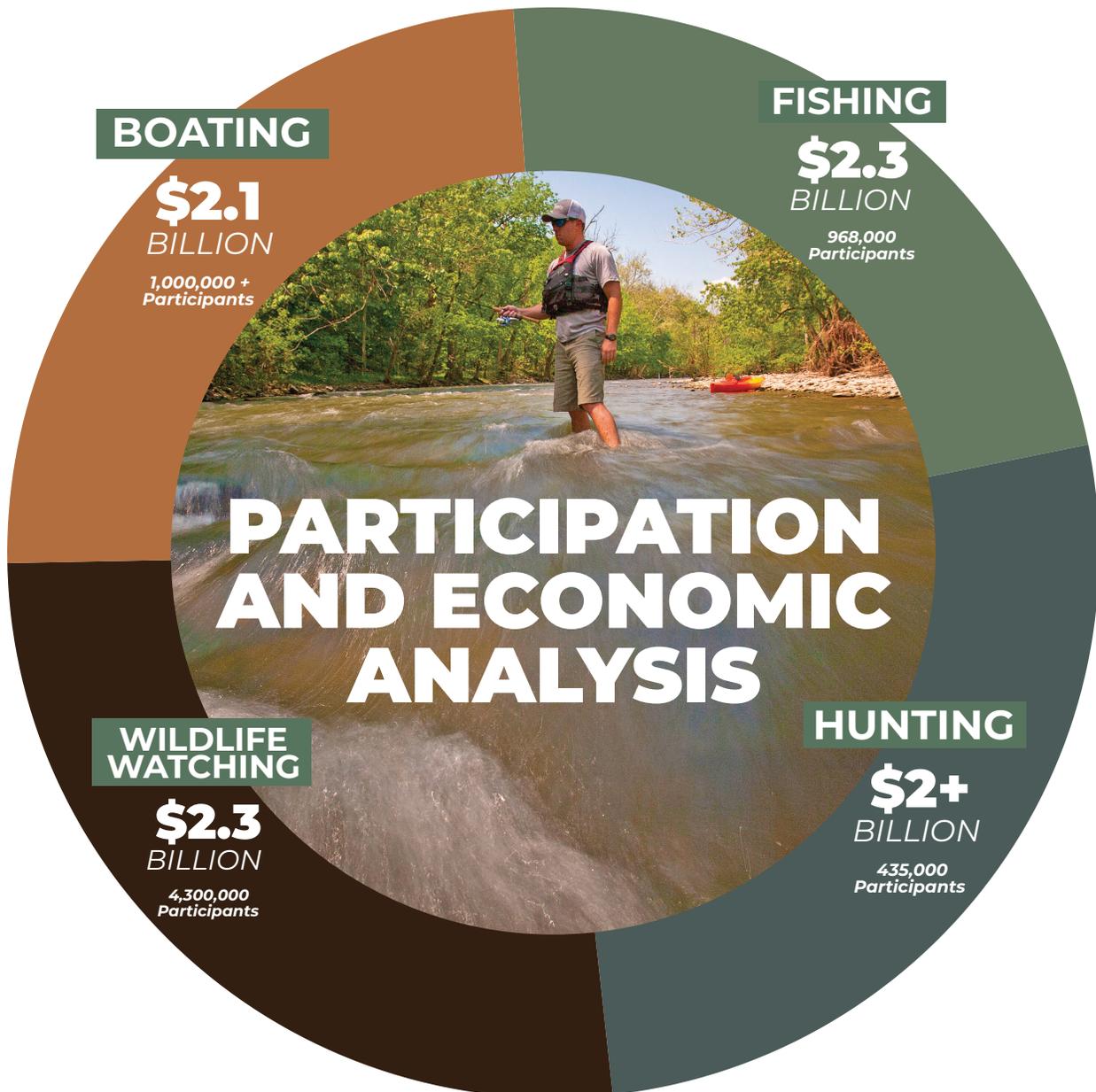
33,693



60,832



208,171



# WHY PARTNER WITH US:

Increase your reach, sales, and brand awareness by engaging, activating, couponing our users, and being seen as a driving force in conservation of Kentucky's Whitetail deer.



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
- Connect with Millions of passionate outdoor enthusiasts who are influenced by clear calls to action associated with The Kentucky Department of Fish and Wildlife resources

# 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, and partnerships with conservation organizations, landowners and individual hunters, that number has surged to nearly one million.

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, illuminating the exceptional quality of our wildlife and the effective management practices of Kentucky Fish and Wildlife.



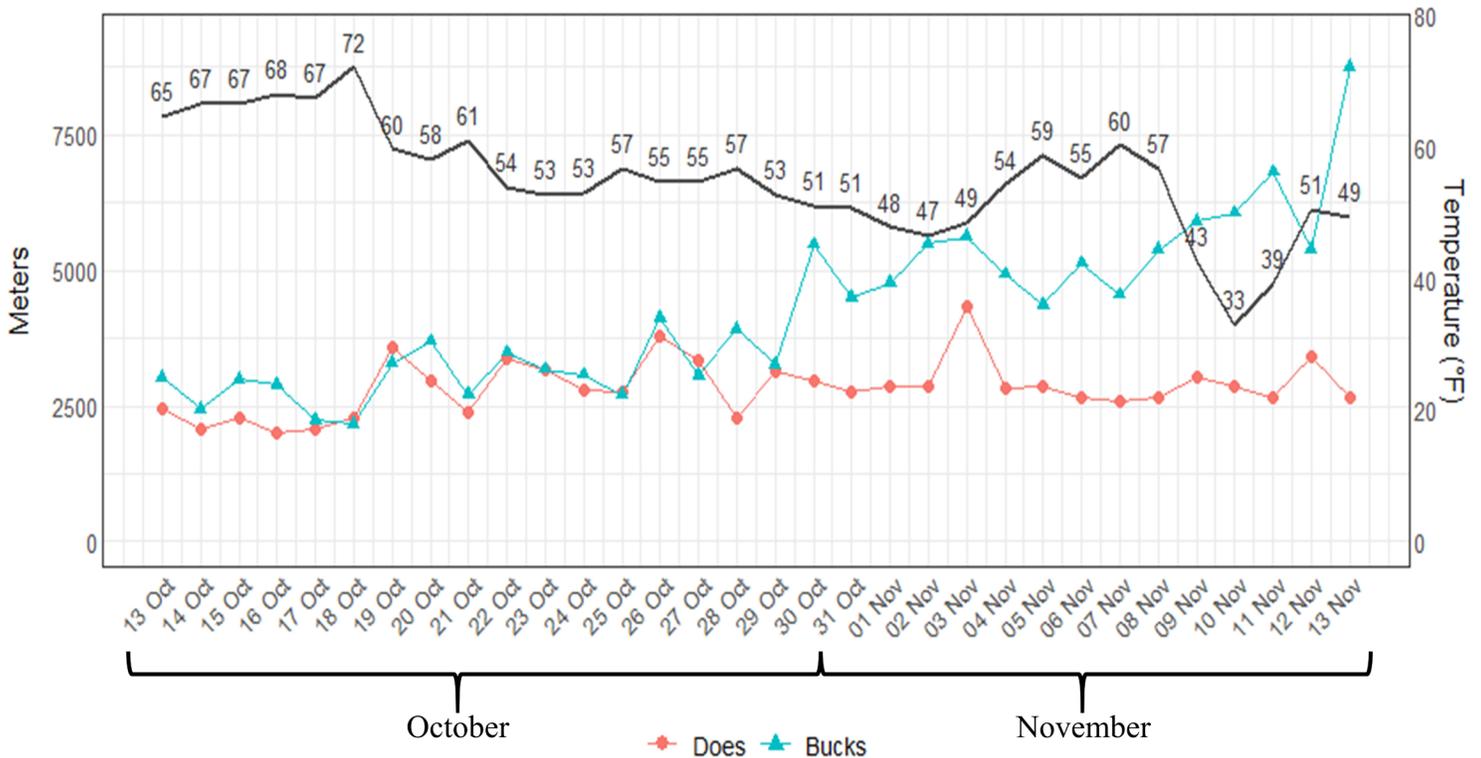
# REGIONAL RUT REPORTS

## Background

The KDFWR is currently collaborating on a deer study in western KY with the University of Kentucky. The primary purpose of this project is to examine yearling deer dispersal rates but generalized movement data can be derived as well (Figure 1) to highlight how deer are utilizing the landscape over the course of the hunting season.

Figure 1.

Average Daily Deer Movement in Western Kentucky  
13 Oct – 13 Nov 2025



**Martin-Gatton**  
College of Agriculture,  
Food and Environment  
Department of Forestry and  
Natural Resources

Proprietary Data Statement:  
reproduction or use without prior  
written permission is prohibited

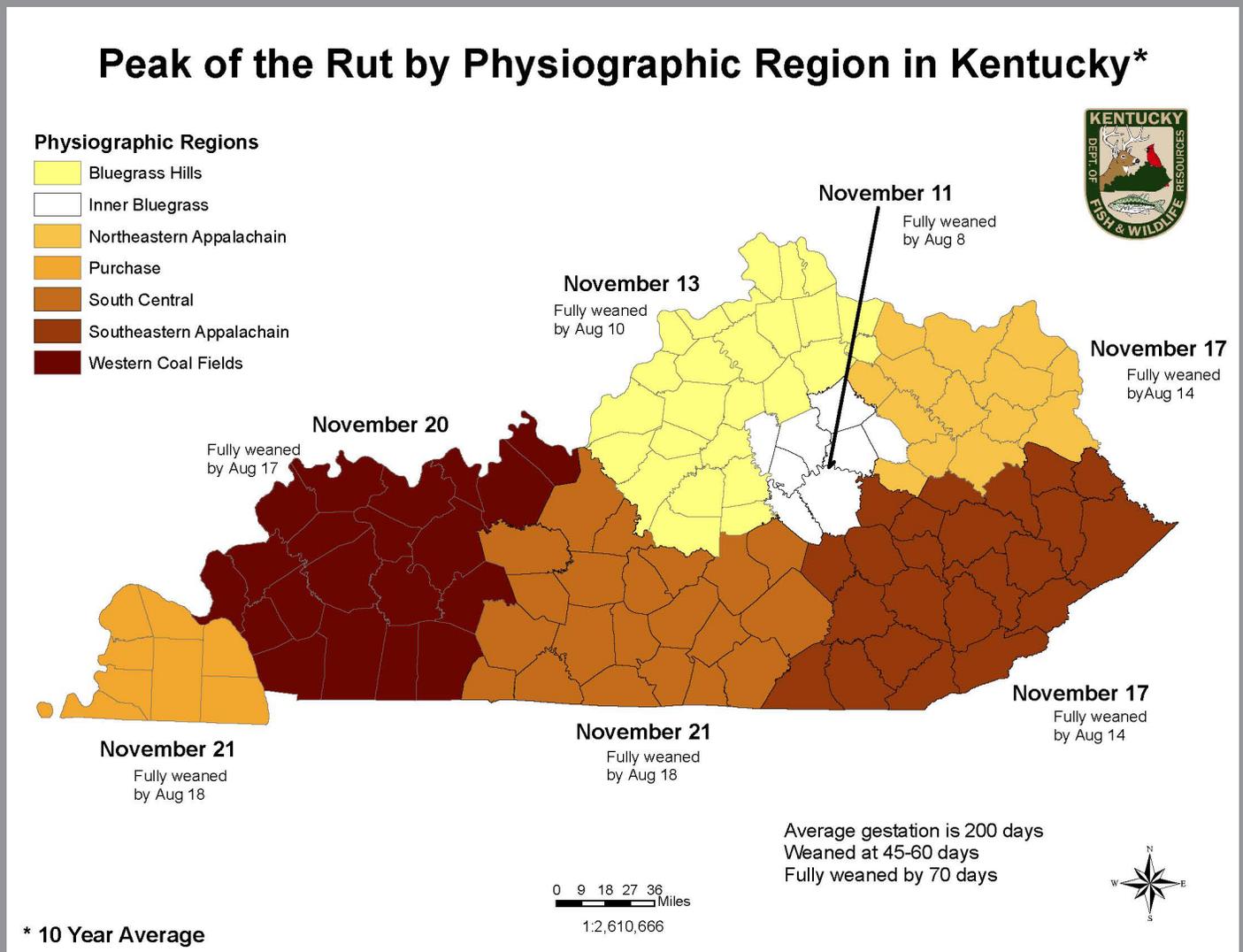
**These data, which are distributed widely across the Dept.'s social media channels, have been well received by 100's of thousands of hunters, and wildlife watching enthusiast.**

Since they have been received so well, we have begun to generate weekly figures to help hunters, and wildlife viewers plan when to be afield ahead of their weekend hunts.

Kentucky has a relatively tight, synchronous rut, the peak of which varies only slightly across the state. However, there are regional differences that exist that limit the applicability of the current data from western KY to the rest of the state (Figure 2). To counter that, and to continue to provide our hunters, and wildlife viewers with fresh from the field data, we are proposing to expand our collaring project to all 5 Wildlife Regions in the state.

This unique Sponsorship opportunity will allow your company/organization to be at the forefront of connecting thousands to this highly desirable content.

Figure 2.



## Objectives

The KDFWR seeks to collar 10 white-tailed deer (5 per sex) at one WMA in each of the 5 Wildlife Regions across KY (Figure 3).



## REGIONAL BIOLOGISTS & COORDINATORS

Regional Biologists provide assistance with general wildlife questions/issues including: general wildlife and habitat information, wildlife damage, nuisance wildlife, and sick wildlife.

**Bluegrass Region**  
FW.BluegrassRegion@ky.gov

**Northeast Region**  
FW.NortheastRegion@ky.gov

**Green River Region**  
FW.GreenRiverRegion@ky.gov

**Purchase Region**  
FW.PurchaseRegion@ky.gov

**Southeast Region**  
FW.SoutheastRegion@ky.gov

## Anticipated Benefits

- Real time movement data in your backyard, regardless of where you live in the state
- Everyone is busy; help plan your hunt or wildlife viewing time, so you know when the most productive time to be in your favorite spot to capture that shot.
- Resource utilization in response to habitat management practices
- Hunter/ deer habitat use on WMAs
- Season timing selections (are deer present when hunters are?)
- Survival and mortality data

Social media impressions:

Sponsorship opportunities:

**The Title Sponsor(s) shall Provide:**

**Limit 1 - \$100,000**

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.

Your investment will help fund the purchase of GPS radio collars for up to 10 deer per the five (5) regions', for this vital research, and content that will be posted across multiple KDFWR social, digital and communication platforms.

Your investment will help underwrite the cost of software, tracking equipment, and staff work collecting, tracking, gathering, interpreting, and delivering content across multiple communication platforms during the Sponsorship period.

**The Regional Sponsor(s) shall Provide:**

**Limit 3 - \$25,000 Per Region**

- 1. Purchase Region**
- 2. Green River Region**
- 3. Southeast Region**
- 4. Northeast Region**
- 5. Bluegrass Region**

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.

Your investment will help fund the purchase of GPS radio collars for up to 5 deer per region for one region, for this vital research, and content that will be posted across multiple KDFWR social, digital and communication platforms.

Your investment will help underwrite the cost of software, tracking equipment, and staff work collecting, tracking, gathering, interpreting, and delivering content across multiple communication platforms during the Sponsorship period.



# SPONSORSHIP BENEFITS

## Sponsorship Opportunities

Title Sponsor	\$100,000
Regional Sponsorship	\$25,000 Per region

Each of the five regions include:

The Purchase Region	\$25,000
The Green River Region	\$25,000
Southeast Region	\$25,000
Bluegrass Region	\$25,000
Northeast Region	\$25,000

## Sponsor Benefits

Sponsors will gain:

- Recognition in KDFWR promotional materials
- Brand exposure to a statewide audience of outdoor enthusiasts
- The opportunity to support conservation and outdoor education efforts across Kentucky



**The Title Sponsor shall receive:****Limit 1**

- Brand Visibility
- Targeted Reach
- Media Coverage
- Community Engagement
- Opportunity to coupon KDFWR customers 5 times per year
- Opportunity to have your company's materials distributed at KDFWR's show booth during the sponsorship period
- Your produced, and KDFWR pre-approved 0.30 second video commercial for posting on KDFWR social media sites
- Logo right next to KDFWR's on communication materials across multiple KDFWR platforms
- Logo on up to 5 KDFWR research vehicles driven throughout the state. Logo size and dimensions must be pre-approved by KDFWR
- Photo Op in each region with staff (up to 10 Sponsor guest per shoot) All transportation costs and related expenses of sponsor and guest, are the sole responsibility of the sponsor
- Up to Five (5) trips in the field doing deer research with our professional scientist (up to 5 Sponsor guest per trip) All transportation costs and related expenses of sponsor and guest are the sole responsibility of the sponsor
- Up to 5 Seminars within the state of Kentucky at the Sponsor's business or preapproved location throughout the Sponsorship period

**The Regional Sponsors shall receive:****Limit 3 Per Region**

- Brand Visibility
- Targeted Reach
- Media Coverage
- Community Engagement
- Opportunity to coupon KDFWR customers 2 times per year
- Opportunity to have your company's materials distributed at KDFWR's show booth during the sponsorship period
- Your produced, and KDFWR pre-approved 0.30 second video commercial for posting on KDFWR social media sites
- Logo right next to KDFWR's on communication materials across multiple KDFWR platforms
- Logo on up to One (1) KDFWR research vehicle driven throughout the state. Logo size and dimensions must be pre-approved by KDFWR
- One (1) Photo Op in each region with staff (up to 3 Sponsor guest per shoot) All transportation costs and related expenses of sponsor and guest, are the sole responsibility of the sponsor
- One (1) trip in the field doing deer research with our professional scientist (up to 5 Sponsor guest per trip) All transportation costs and related expenses of sponsor and guest are the sole responsibility of the sponsor
- One (1) Seminar within the state of Kentucky at the Sponsor's business or preapproved location throughout the Sponsorship period

# 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 sponsors of the “Rut Reports and More” program. This sponsorship shall be for the time frame of July 1, 2026 to June 30, 2027. Specifically, the department is seeking a minimum of \$100,000 to purchase collars and equipment to track and post movement of deer in Kentucky on KDFWR Social Media sites.

### **B** SUBMISSION DATES

Responses shall be delivered by 2:00 p.m. (EDT), Friday March 13, 2026 to:

#### **Brian Blank**

Kentucky Department of Fish & Wildlife Resources  
#1 Sportsman’s Lane  
Frankfort, KY 40601

### **C** INQUIRIES

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 Blank**

Kentucky Department of Fish & Wildlife Resources  
#1 Sportsman’s Lane  
Frankfort, KY 40601  
502.892.4428  
[Brian.Blank@ky.gov](mailto:Brian.Blank@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, equipment, and reports prepared for Kentucky Department of Fish and Wildlife Resources under the award shall become its property. 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 “Rut Report and More” 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 Whitetail Deer Management Program. The promotions will be delivered via KDFWR social media platforms and 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](http://www.fw.ky.gov), or contact Brian Blank [brian.blank@ky.gov](mailto:brian.blank@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, 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.

## **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 (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

### 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.

### TECHNICAL RESPONSE

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

- ✓ 1. Signed solicitation cover page
- ✓ 2. Title Page with contact information
- ✓ 3. Table of Contents (if applicable)
- ✓ 4. Any deviations from stated requirements
- ✓ 5. Sponsor background including date established and a brief history
- ✓ 6. Designate which of the five, combination of, or all wildlife regions sponsor wishes to cover, or any combination of the five.

## 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

Financial value being offered to Kentucky Department of fish and Wildlife Resources experience.

### TOTAL POINTS 100 POINTS

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

Brian Blank  
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



**FW.KY.GOV**

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 <https://apps.legislature.ky.gov/law/statutes/statute.aspx?id=47025>

## **THANK YOU!**

Brian Blank  
502-892-4428  
Brian.Blank@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.*