



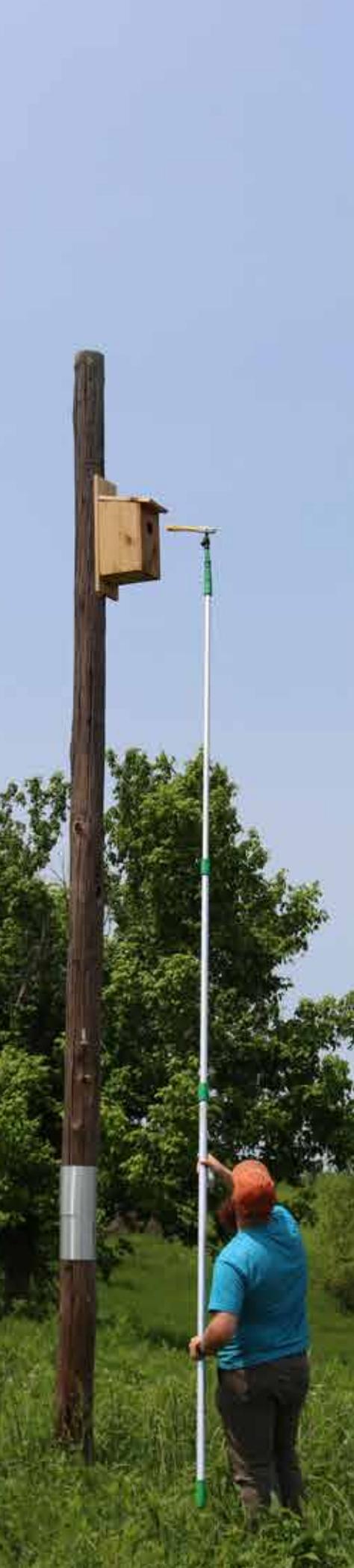
YOUR PARTNER IN CONNECTING  
TO TODAY'S SPORTSMEN AND  
SPORTSWOMEN  
[FW.KY.GOV](http://FW.KY.GOV)

# SPONSORSHIP OPPORTUNITY

2026-2027 Kentucky Wild Program



*Kentucky*  
**WILD**





# KENTUCKY FISH AND WILDLIFE

THE MOST TRUSTED NAME IN CONSERVATION

## WHO WE ARE

*Team of professional scientists that study and manage birds, fish, reptiles, amphibians, mammals, freshwater mussels, and other important species at-risk*

## WHAT WE DO

### RESTORING & PROTECTING WILDLIFE

- Restored **freshwater mussel communities** in the Licking River
- Cultured and released **1,400+ endangered purple catspaw mussels** once thought extinct
- Helped **Bald Eagle populations rebound** to a record **197 nesting pairs**
- Discovered new species — including a newly described **crayfish from Jefferson County**
- Combat wildlife diseases like **White-nose Syndrome** with innovative research and monitoring

### BUILDING HABITAT & STEWARDSHIP

- Partner with public and private landowners statewide to monitor **at-risk fish and wildlife**
- Create healthy habitat for **monarchs, grassland songbirds, and pollinators**
- Lead **regional conservation partnerships** that benefit both wildlife and people

### CONSERVING KENTUCKY'S NATURAL LEGACY

- Founded the **Center for Mollusk Conservation**, a globally recognized facility
- Produced landmark publications documenting our state's biodiversity:
  - Bats of Kentucky
  - Amphibians and Reptiles of Kentucky
  - Fishes of Kentucky
  - Kentucky Breeding Bird Atlas

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



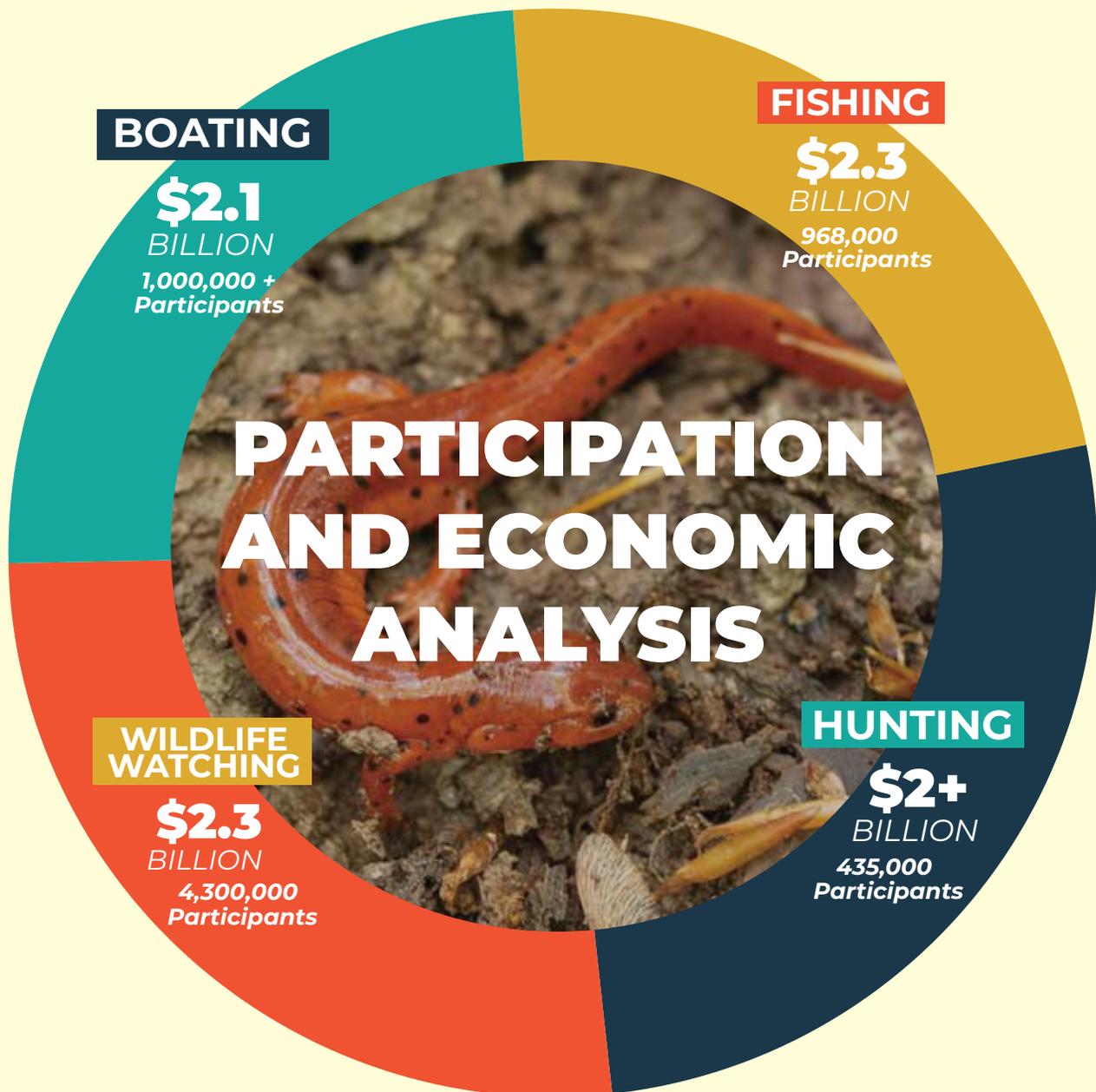
33,693



60,832



208,171



# WHY PARTNER WITH US:

Reach **over 2 million** Kentuckians who hunt, fish, and explore the outdoors - and who trust and support the Kentucky Department of Fish and Wildlife Resources. With an **87% approval rating**, our audience is loyal, conservation-minded, and deeply engaged across print, digital, and in-person experiences.



## Engagement Opportunities

**Cincinnati Boat, RV and Travel Show**  
Cincinnati, OH

**Louisville Boat RV and Sport Show**  
Louisville, KY

**Lexington Boat and Recreation Show**  
Lexington, KY

**Indiana Deer, Turkey, and Waterfowl**  
Indianapolis, IN

**Open Season Sportsman's Expo**  
Columbus, OH

**National Wild Turkey Federation  
Convention & Show**  
Nashville, TN

**Kentucky State NASP Tournament**  
Louisville, KY

**Whistler's Day**  
Crittenden, KY

**Kentucky State Fair**  
Louisville, KY

(Schedule subject to change.)

## YOUR BRAND BENEFITS

Partnering with Kentucky Fish & Wildlife helps you:

- Strengthen your **brand image** and **public trust**
- **Increase awareness and visibility** statewide
- **Align** with a respected conservation brand
- **Boost loyalty** among outdoor enthusiasts and families
- **Showcase commitment** to environmental stewardship
- Generate **sales, trial, and usage** through direct activation
- Build stronger **retail and B2B relationships**
- Educate and engage new customers face-to-face
- Leverage our **digital and social media reach** for new launches
- **Connect** with specific user groups — from anglers and hunters to campers and conservationists

## WAYS TO PARTNER

- **Event Sponsorships:** Presence at high-traffic outdoor events
- **Digital Activation:** Cross-promotion via email, website, and social media
- **On-Site Engagement:** Product displays, sampling, and interactive experiences
- **Collaborative Campaigns:** Co-branded giveaways or conservation education

# SPONSORSHIP OPPORTUNITY

## 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. Most Kentuckians never encounter many of these creatures. 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, development, 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.

## SPONSORS SHALL PROVIDE:

KDFWR is therefore seeking financial and in-kind assistance for the Kentucky Wild Program. The backing of this initiative through sponsorship will help ensure that future generations of Kentuckians can enjoy the diversity of wildlife and the habitats on which they depend. As a Kentucky Wild 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.

Strong partnerships are essential to continue the conservation successes and the diverse wildlife natural heritage of Kentucky. By committing to this Program, sponsors help KDFWR achieve its mission as a steward of wildlife and natural resources in the Commonwealth of Kentucky.



# KENTUCKY WILD PROGRAM SPONSORSHIP LEVELS

**Partner with the Kentucky Department of Fish & Wildlife Resources to support conservation, education, and engagement programs that keep Kentucky wild.**

## **Ambassador One \$15,000 - \$25,000 (Capacity: 10)** **Premium Level Sponsorship** **Sponsors receive:**

- Company logo featured on a minimum of one (1) digital program communication per sponsorship year
- Two coupon opportunities for Kentucky Wild members per year
- Presentation opportunities at up to three (3) Kentucky Wild experiences per year
- Two native promotions annually on KDFWR's Facebook and Kentucky Wild's Instagram page
- Company materials distributed at KDFWR's show booth at various events during the sponsorship year
- Company logo and short bio featured on Kentucky Wild's website ([fw.ky.gov/kywild](http://fw.ky.gov/kywild))
- Opportunity to co-brand with Kentucky Wild marks and logo (Including, but not limited to: hats, t-shirts, and water bottles)
- Provide :30 second video commercial which will air on KDFWR's social media sites

## **Ambassador Two \$10,000 - \$14,999 (Capacity: 25)** **Sponsors receive:**

- Company logo featured on a minimum of one (1) digital program communication per sponsorship year
- Two (2) coupon opportunities for Kentucky Wild members per year
- Presentation opportunities at up to two (2) Kentucky Wild experiences per year
- One native promotion annually on KDFWR's Facebook and Kentucky Wild's Instagram page
- Company logo and short bio featured on Kentucky Wild's website ([fw.ky.gov/kywild](http://fw.ky.gov/kywild))
- Company materials distributed, as a sponsor, at KDFWR's show booth at various events during the sponsorship year

## **Ambassador Three \$5,000 - \$9,999 (Capacity: 50)** **Sponsors receive:**

- Company logo featured on a minimum of one (1) digital program communication per sponsorship year
- Two (2) coupon opportunities for Kentucky Wild members per year
- Presentation opportunities at one (1) Kentucky Wild experience per year
- One native promotion annually on KDFWR's Facebook and Kentucky Wild's Instagram page
- Company logo and short bio featured on Kentucky Wild's website ([fw.ky.gov/kywild](http://fw.ky.gov/kywild))

## **Ambassador Four \$1,000 - \$4,999 (Capacity: 50)** **Sponsors receive:**

- Company logo featured on a minimum of one (1) digital program communication per sponsorship year
- One coupon opportunity for Kentucky Wild members per year
- Company logo and short bio featured on Kentucky Wild's website ([fw.ky.gov/kywild](http://fw.ky.gov/kywild))

# 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 individuals/companies to sponsor the Kentucky Wild Program. This sponsorship shall be for the time frame of March 1, 2026, to December 31, 2027. This sponsorship may include a second year, if included in official agreement.

### **B SUBMISSION DATES**

Responses shall be delivered 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  
502.892.4585  
[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 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, fishing and conservation throughout the Commonwealth. 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 Kentucky Wild Program.

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**, 502.892.4428, [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, sponsor will provide financial contribution based on sponsorship level.

**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

### 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. 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 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

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 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.*



**FW.KY.GOV**