

## **2018 Kentucky Elk Draw Unveiling Event Sponsorship Opportunity**

### **Background:**

The Kentucky Department of Fish and Wildlife Resources (KDFWR) manages the largest wild, free-ranging elk herd east of the Rocky Mountains. The official Kentucky elk zone consists of over 4.2 million acres in Southeastern Kentucky. The historic first elk hunt in Kentucky in 150 years was held in 2001.

Elk hunting permits are awarded by random drawing. Since 2001, the number of elk permits available through the drawing has risen due to increases in the elk population from the KDFWR's and its partners' efforts. In 2018, a total of 710 permits will be issued. The unveiling of the 2018 recipients of these highly coveted permits will occur in May 2018 during a one-day event in the 16-county Kentucky elk zone.

The KDFWR is seeking a sponsor to design, coordinate, promote, and host a one-day event to unveil the names of those drawn for the 2018 elk hunting permits.

The support generated through this sponsorship will help ensure that future generations of Kentuckians can learn about, view, hunt, and otherwise enjoy elk in Kentucky's natural environment.

### **Timeframe:**

In accordance with KRS 45A.097(4) this sponsorship opportunity will be posted on the agency's website for a minimum of seven (7) calendar days, beginning on April 2, 2018, and ending on April 12, 2018. This sponsorship 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. This sponsorship opportunity is described below.

### **Sponsorship Opportunity Details:**

The KDFWR is seeking a sponsor to design, coordinate, promote, and host the 2018 Elk Draw Unveiling Event. This event should be designed to announce the names of those drawn for the 2018 elk hunting permits, to raise awareness about the successful restoration of this species, to promote elk conservation education and hunting, and to allow the sponsor a unique opportunity to deliver its brand and messages to wildlife conservationists and enthusiasts throughout the entire state of Kentucky, as well as to non-residents, who participate in the Kentucky elk hunt drawing.

This event will provide the sponsor with:

- the opportunity to choose the date, location, and venue for the 2018 Elk Draw Unveiling Event (as long as it is within Kentucky's 16-County Elk Zone and no earlier than May 11 and no later than May 15, 2018);
- the opportunity to have its company/organization logo listed on all of the KDFWR's printed and digital materials promoting the 2018 Elk Draw Unveiling Event;
- the opportunity to incorporate the event and event name into its own advertising and promotion of the event (coordinated with and approved by the KDFWR);
- the opportunity to exhibit on site at the 2018 Elk Draw Unveiling Event; and
- the opportunity to secure a third party to live stream at the 2018 Elk Draw Unveiling Event.

Within 30 days of selection, the selected sponsor shall execute a contract with the KDFWR outlining the responsibilities for the event. Within 10 days of execution of the contract, the selected sponsor shall provide payment as outlined in its application/proposal. The selected sponsor shall be required to coordinate with the Certified Public Accountant, (identified by KDFWR) that is delivering the results of the elk drawings and verifying the chain of custody of the results from the Commonwealth's Office of Technology, which is conducting the drawings, to the Accountant, and then to the selected sponsor announcing the names.

The results will be formatted in a Microsoft Excel spreadsheet containing the Customer ID, Last Name, First Name, Middle Initial, County/State of Residence, and Tag Type. **The selected sponsor shall not disclose the results to KDFWR until after they are publicly announced by the selected sponsor.**

#### **Application & Evaluation:**

In order to be considered for this Sponsorship Opportunity, you must submit an application/proposal to Brian Blank at [brian.blank@ky.gov](mailto:brian.blank@ky.gov) by 4:30 p.m. on April 12, 2018.

KDFWR shall review all applications in accordance with the evaluation factors set forth below:

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| 1. Sponsorship Amount in Dollars (\$):         | 20 Points Max |
| 2. Experience/Previous Sponsorship Activities: | 30 Points Max |

3. Proposal for Event:

50 Points Max

Potential sponsors must include:

- the sponsorship amount in dollars (and/or description of goods or services for in-kind sponsorship),
- a list of experience/previous sponsorship activities, and
- a proposal outlining the event and how the sponsor will meet all of the requirements provided in the **Sponsorship Opportunity Details** described above (including listed items, name announcement, restoration awareness, and promotion of conservation education and hunting).

Only one (1) sponsor is being sought.

**Note:**

The KDFWR reserves the right to reject any applicants whose branding, image, advertising, and/or mission are in conflict with the KDFWR's goals, mission, and values.

You must be eighteen (18) years old or older to respond or be selected as a Kentucky Department of Fish and Wildlife Resources sponsor.

This sponsorship shall not constitute an endorsement of a particular business or individual by the Commonwealth as the sole vendor of choice.

Sponsorships are governed by KRS 45A.097 and any mandates therein.