



YOUR PARTNER IN CONNECTING
TO TODAY'S SPORTSMEN AND
SPORTSWOMEN
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SPONSORSHIP OPPORTUNITY

2026-2027 Kentucky Afield Television





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



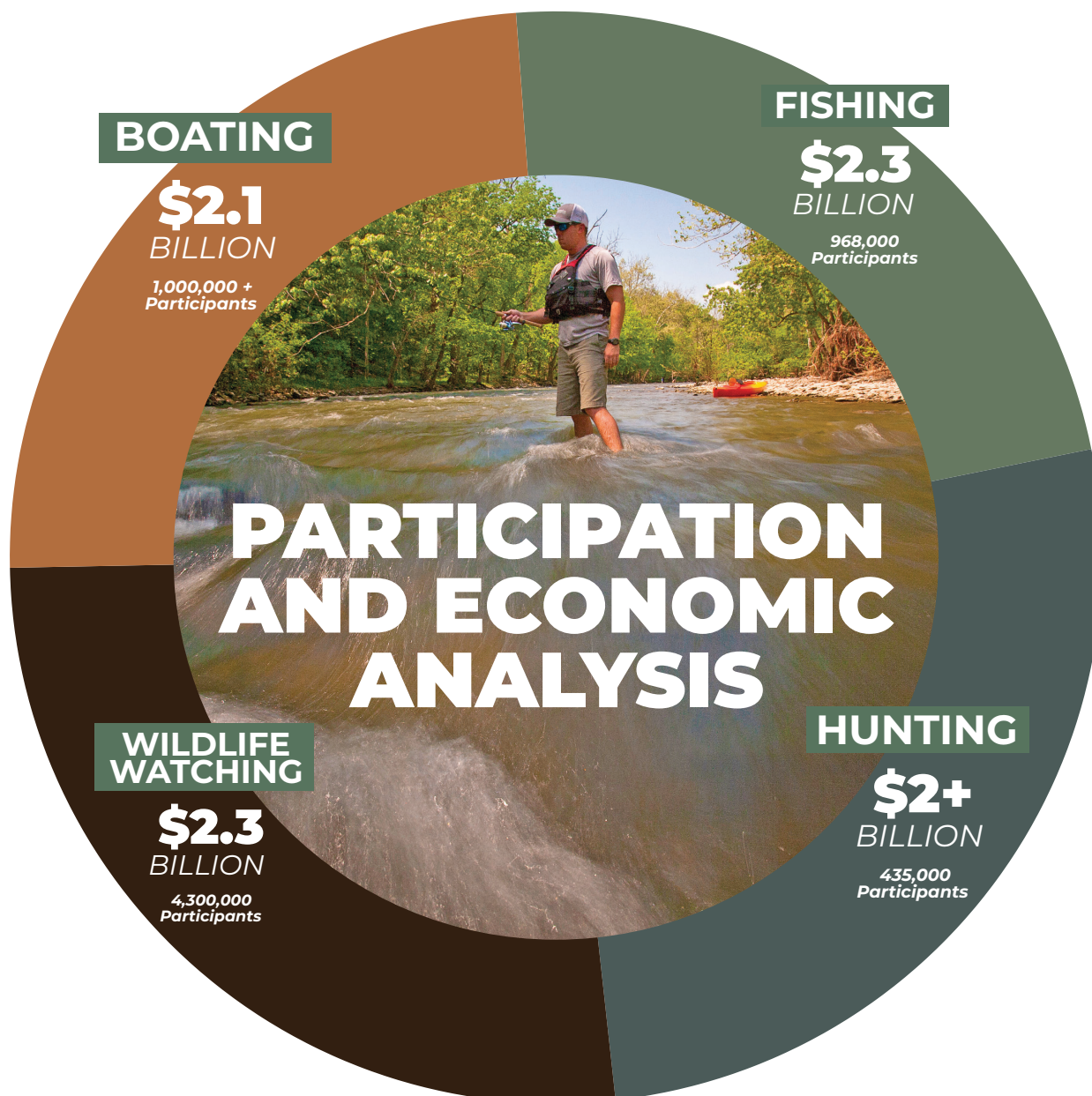
33,693



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

Background

The Kentucky Department of Fish and Wildlife Resources produces a weekly television show that showcases and promotes opportunities for outdoor enthusiasts across the state. Kentucky Afield TV is the longest continuously running hunting and fishing show in the world, on air since 1953. The show reaches over 7.5 million households on a weekly basis, covering all of Kentucky, Atlanta, Nashville, and parts of Ohio, Indiana, Illinois, West Virginia, and Alabama. The show's reach continues to grow exponentially, totaling over 95 million views on YouTube.

Kentucky Afield reaches hunters, anglers, boaters, trappers and other outdoor enthusiasts of all ages, raises awareness of the issues they face, informs about the Kentucky Department of Fish and Wildlife Resources' efforts, and educates on preserving Kentucky's natural resources for years to come.

Kentucky Afield produces approximately 42 new 30-minute episodes, and four 1-hour Q&A shows each year, totaling sixty to eighty new segments. This provides numerous opportunities for products to be used in Kentucky Afield segments.

Kentucky Afield TV Sponsors shall provide:

The Kentucky Department of Fish and Wildlife Resources (KDFWR) seeks financial or in-kind assistance for Kentucky Afield TV and to promote hunting and fishing seasons and other outdoor activities throughout the year.

In-kind assistance should be equipment or items used in outdoor recreational pursuits (e.g. fishing, hunting, boating, trapping, hiking, camping) or to increase awareness of Kentucky Afield TV and its sponsor(s).

Examples include:

Fishing clothing and footwear	Calls
Hunting clothing and footwear	4WD truck
Fishing tackle	All-terrain vehicle
Life jackets	Kayaks
Waders	Vehicle graphics
Archery and crossbow equipment	Boat graphics
Shotguns	Eye protection
Rifles	Hearing Protection
Hunting blinds	Sunscreen
Tree stands and safety harnesses	Insect repellants
Optics	First aid kits
Decoys	Boat Electronics

SPONSORSHIP BENEFITS

Kentucky Afield TV is seeking assistance for the upcoming year.

Assistance may be provided monetarily or in necessary product.

Presenting Sponsor

- Organic product placement within Kentucky Afield TV shows, where applicable
- Sponsor logo on the Kentucky Afield truck or boat
- Embedded commercial in every full show uploaded to YouTube
- Up to two product demonstrations on Kentucky Afield social media channels
- Up to two product giveaways on Kentucky Afield social media channels, if applicable
- Sponsor brand tagged as a sponsor in social media posts when product is used in a segment
- On screen mention as a sponsor in the closing credits of each show
- One meet and greet with the Kentucky Afield host at sponsor location
- Use of the Kentucky Afield logo as a partner sponsor

Supporting Sponsor

- Organic product placement within Kentucky Afield TV shows, where applicable
- One product giveaway on Kentucky Afield social media channels, if applicable
- Sponsor brand tagged as a sponsor in social media posts when product is used in a segment
- On-screen mention as a sponsor in the closing credits of every show
- Use of the Kentucky Afield logo as a partner sponsor

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 Kentucky Afield TV program. This sponsorship shall be for the time frame of Sept. 1, 2026 to Aug. 31, 2027.

B SUBMISSION DATES

Responses shall be delivered by 2:00 p.m. (EDT), Friday Sept. 4, 2026 to:

Nathan Brooks

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:

Nathan Brooks

Kentucky Department of Fish & Wildlife Resources
#1 Sportsman's Lane
Frankfort, KY 40601
502.892.4501
Nathan.Brooks@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 backing of Kentucky Afield TV through financial and in-kind sponsorship will help ensure that current sportsmen and sportswomen are aware of all the opportunities Kentucky has to offer, and that future generations can experience the natural resources that so many fight to protect.

The Kentucky Department of Fish and Wildlife Resources conserves, protects and enhances Kentucky's fish and wildlife resources and provides outstanding opportunities for hunting, fishing, trapping, boating, shooting sports, wildlife viewing, and related activities.

For more information, please visit our website at www.fw.ky.gov, or contact Nathan Brooks, 502.892.4501 Nathan.Brooks@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:

Nathan Brooks
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.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!

Nathan Brooks
502-892-4501
Nathan.Brooks@ky.gov



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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.