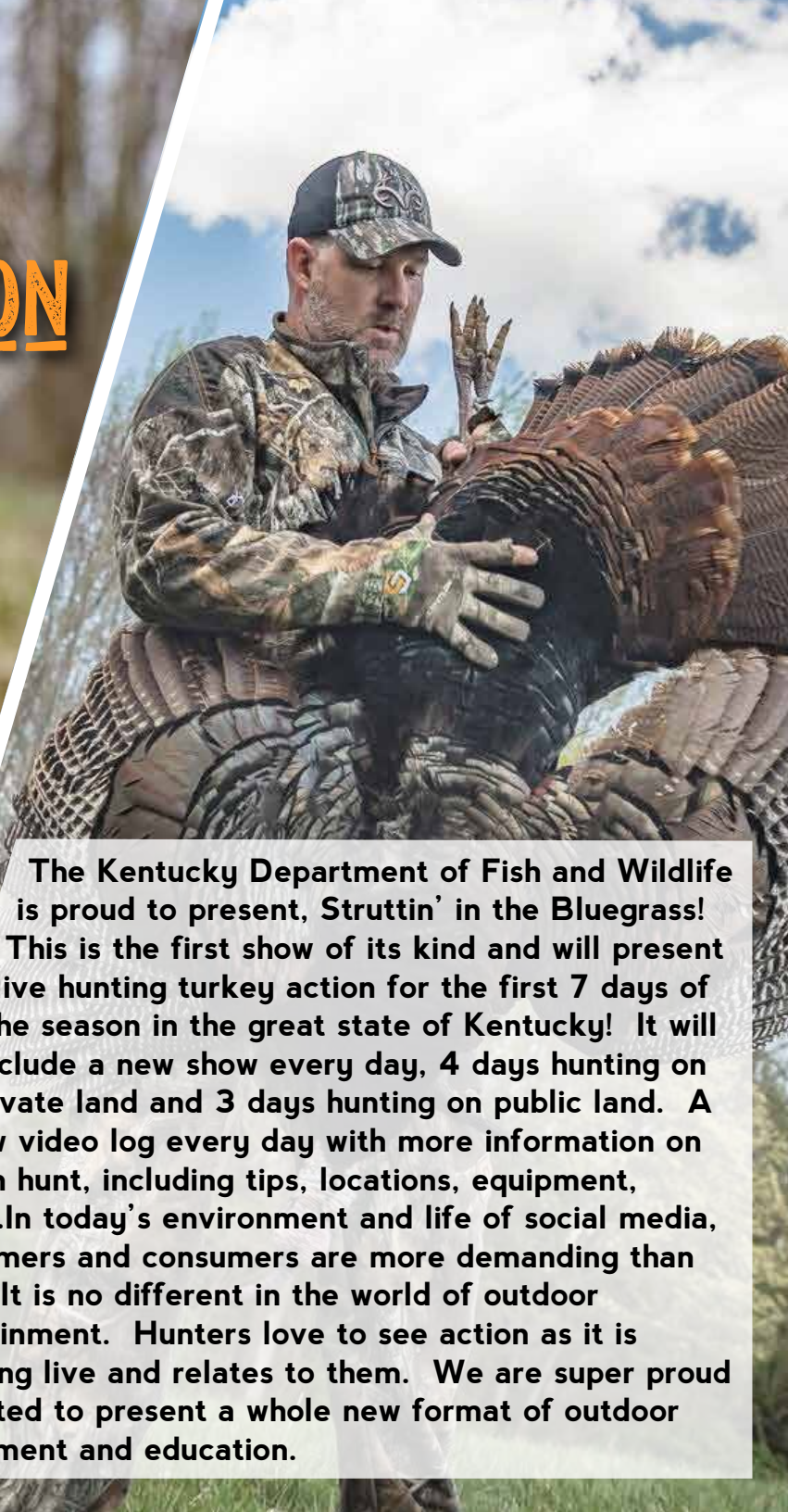
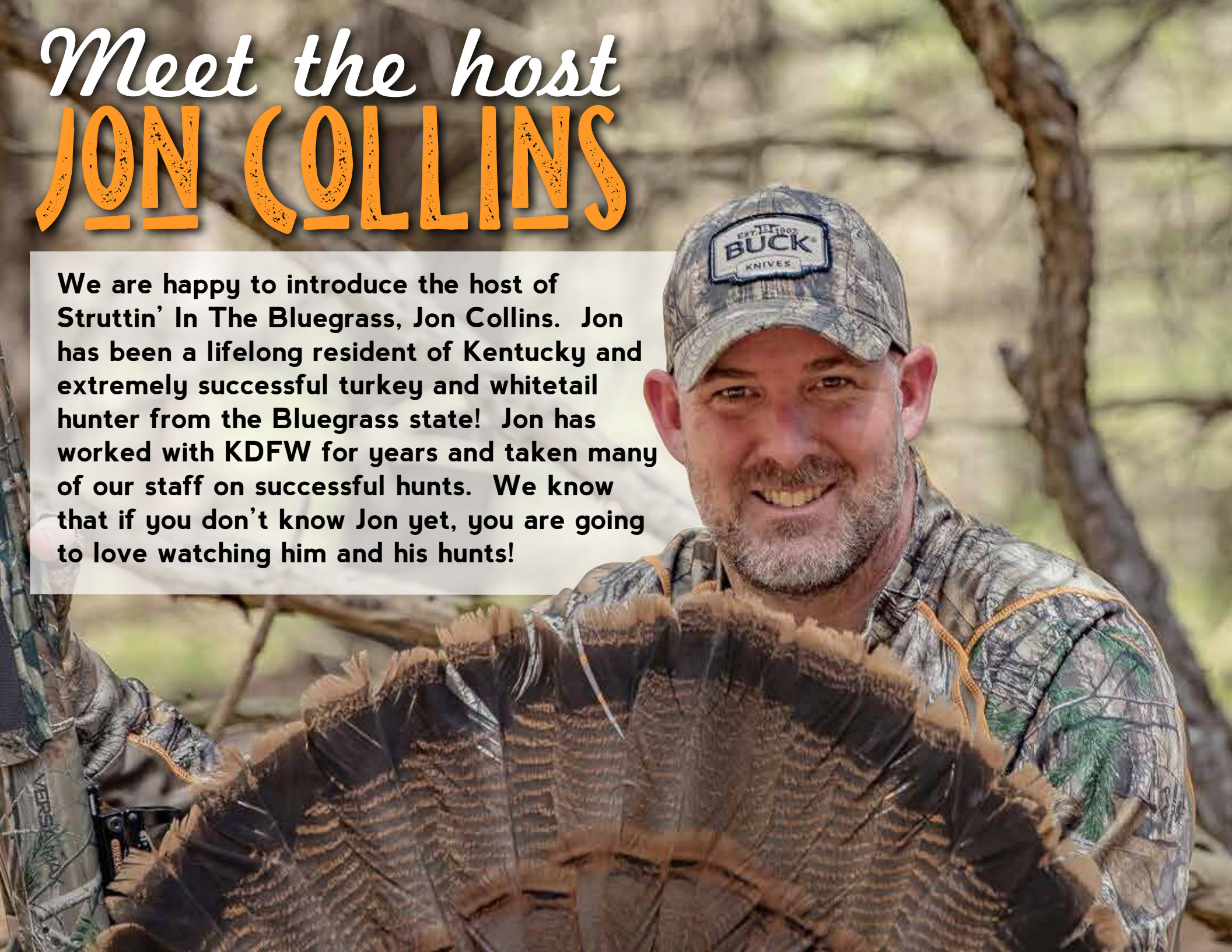
The
KENTUCKY DEPARTMENT OF FISH & WILDLIFE
is proud to present
KENTUCKY DEPARTMENT OF FISH & WILDLIFE'S
STRUTTIN'
in the
BLUEGRASS

Live TURKEY HUNTING ACTION for 7 DAYS



The Kentucky Department of Fish and Wildlife is proud to present, Struttin' in the Bluegrass! This is the first show of its kind and will present live hunting turkey action for the first 7 days of the season in the great state of Kentucky! It will include a new show every day, 4 days hunting on private land and 3 days hunting on public land. A new video log every day with more information on each hunt, including tips, locations, equipment, etc...In today's environment and life of social media, customers and consumers are more demanding than ever. It is no different in the world of outdoor entertainment. Hunters love to see action as it is happening live and relates to them. We are super proud and excited to present a whole new format of outdoor entertainment and education.

Meet the host
JON COLLINS



We are happy to introduce the host of Struttin' In The Bluegrass, Jon Collins. Jon has been a lifelong resident of Kentucky and extremely successful turkey and whitetail hunter from the Bluegrass state! Jon has worked with KDFW for years and taken many of our staff on successful hunts. We know that if you don't know Jon yet, you are going to love watching him and his hunts!

ESPN 680 Louisville | 105.7 Frankfort

93.9 The Ville

Sponsors of Struttin' In The Bluegrass will have their company mentioned during our broadcasts on Louisville's number 1 sports radio talk show

Sponsorship OPPORTUNTY

Background

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

Sponsorship Opportunity Details:

In May of 2020 The Kentucky Department of Fish and Wildlife Resources (KDFWR) will launch the Struttin In The Blue Grass live turkey hunting show which will include video, social media and the department website. The exposure with be over 962,000 Facebook fans, 60,000 Instagram Subscribers, 260,000 Roku Subscribers and thousands of views on Amazon Prime Video.

THE PRESENTING SPONSOR SHALL PROVIDE:

The Kentucky Department of Fish Wildlife Resources (KDFWR) seeks financial assistance, minimum of $1,000 to promote the Stuttin' In the Bluegrass show.

The campaign will help raise awareness, engage and achieve more interaction with the sportsmen and women of Kentucky. The promotion 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 turkey hunting and other wildlife related recreation and conservation as well as Roku and Amazon Prime Video.

The Kentucky Department of Fish and Wildlife Resources are therefore seeking financial assistance for the Struttin' In The Bluegrass campaign.

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

Sponsorship BENEFITS

Title Sponsor: $7,500 - Only 1

Title sponsor will receive the following:

- Logo will appear first in every show.
- Logo will be at the top of the KDFW website page promoting Struttin In The Bluegrass with link to company website.
- 1 On Site Visit to Location of Business By Jon Collins that will be filmed and incorporated into a show.
- When applicable and appropriate as determined by Struttin In The Bluegrass, we agree to use company products during the Struttin In The Bluegrass shows.
- Struttin In The Bluegrass also agrees to promote company products or services during any Personal Appearances by its officers or field staff.
- Struttin In The Bluegrass agrees to promote company at all Trade Shows and Consumer shows it attends, between January 1, 2020 and April 30, 2020

VlogSponsor: $5,000 - Only 1

- Vlog Sponsor name will be mentioned at the beginning of every Vlog entry every day. "Hello and welcome to our daily Struttin In the Bluegrass video log talking all about the last hunt, brought to you by _____ !
- Logo will appear during every show.
- Logo will appear on the KDFW Website with link to company website.
- When applicable and appropriate as determined by Struttin In The Bluegrass, we agree to use company products during the Struttin In The Bluegrass shows.
- Struttin In The Bluegrass also agrees to promote company products or services during any Personal Appearances by its officers or field staff.
- Struttin In The Bluegrass agrees to promote company at all Trade Shows Consumer shows it attends, between January 1, 2020 and April 30, 2020.

Facebook Live Sponsor: $4,000 - Only 1

- Facebook Live Sponsor name will be mentioned at the beginning of every Facebook Live event. "Hello and welcome to our Facebook Live Struttin In the Bluegrass, brought to you by _____ !

Sponsorship BENEFITS

- Logo will appear during every show.
- Logo will appear on the KDFW Website with link to company website.
- When applicable and appropriate as determined by Struttin In The Bluegrass, we agree to use company products during the Struttin In The Bluegrass shows.
- Struttin In The Bluegrass also agrees to promote company products or services during any Personal Appearances by its officers or field staff.
- Struttin In The Bluegrass agrees to promote company at all Trade Shows Consumer shows it attends, between January 1, 2020 and April 30, 2020.

Corporate Sponsor: $2,500 - Only 1

- Logo will appear during every show.
- Logo will appear on the KDFW Website with link to company website.
- When applicable and appropriate as determined by Struttin In The Bluegrass, we agree to use company products during the Struttin In The Bluegrass shows.
- Struttin In The Bluegrass also agrees to promote company products or services during any Personal Appearances by its officers or field staff.
- Struttin In The Bluegrass agrees to promote company at all Trade Shows Consumer shows it attends, between January 1, 2020 and April 30, 2020.

Exclusive Truck Dealer: $5,000 - Only 1

- The exclusive car/truck dealer will be the only car dealership of the Struttin In The Blue Grass show.
- 1 On Site Visit to Location of Business By Jon Collins that will be filmed and incorporated into a show.
- Truck from dealership would be used for 30 days with Struttin in the Bluegrass logo as well as car dealership logo
- Truck would appear in every show
- When applicable and appropriate as determined by Struttin In The Bluegrass, we agree to use company products during the Struttin In The Bluegrass shows.
- Struttin In The Bluegrass also agrees to promote company products or services during any Personal Appearances by its officers or field staff.
- Struttin In The Bluegrass agrees to promote company at all Trade Shows Consumer shows it attends, between January 1, 2020 and April 30, 2020.

Sponsorship REQUIREMENTS

Section 1: 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 the Struttin' In The Bluegrass promotion.

B SUBMISSION DATES

Responses shall be delivered by 2:00 p.m. (EDT), August 13, 2019 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

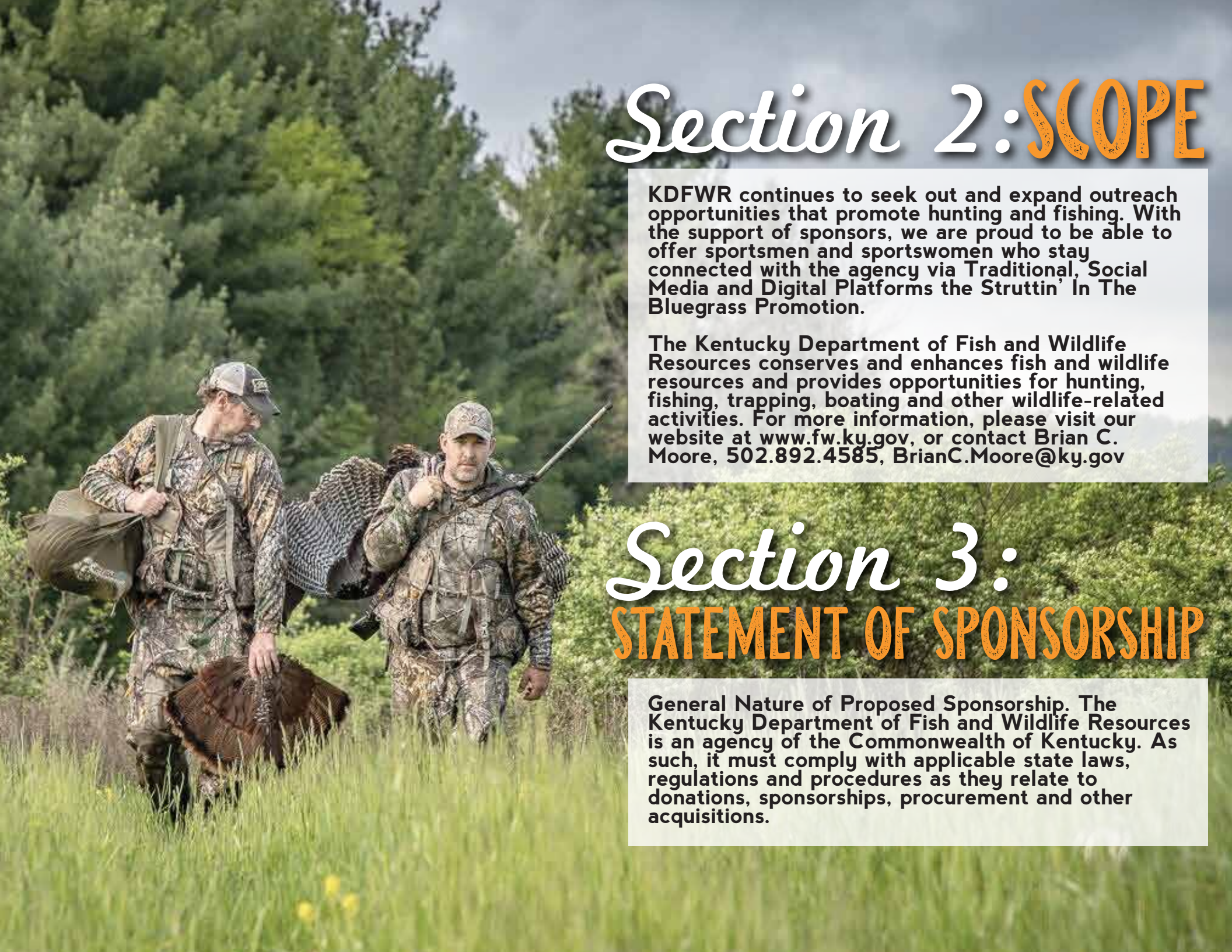
The Kentucky Department of Fish and Wildlife Resources may request verification/clarification documentation from the sponsor of any information provided in its response.

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 2: 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 Struttin' In The Bluegrass Promotion.

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 3: STATEMENT OF SPONSORSHIP

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 4: GENERAL CONDITIONS

A SPONSOR'S RESPONSIBILITIES

During the award term, sponsor will provide financial contribution of a minimum of $1,000.

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 bonafide 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

Section 4: GENERAL CONDITIONS

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 5: 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 6 : 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 & 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.