



YOUR PARTNER IN CONNECTING
TO TODAY'S SPORTSMEN AND
SPORTSWOMEN

FW.KY.GOV



2023-2024

**SPONSORSHIP
OPPORTUNITY**

**KENTUCKY AFIELD
TELEVISION**



KENTUCKY AFIELD TELEVISION

THE WORLD'S LONGEST RUNNING OUTDOOR TV SHOW

WHAT WE DO

Kentucky Fish and Wildlife supports a \$6 billion outdoors economy

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 AND EDUCATION

We inform and educate more than a quarter-million kids and adults through outreach programs

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 roughly 50,000 visitors annually

Kentucky Afield television show and magazine

Programs for new hunters and anglers, including Field to Fork, Hook and Cook and Becoming an Outdoors-Woman

Outdoors recreation generates a

\$6 BILLION

impact in Kentucky

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 **430,000** social media followers.



160,000



252,000



18,500

BOATING

\$1.9
BILLION

1,200,000
Participants

FISHING

\$1.2
BILLION

554,000
Participants

PARTICIPATION AND ECONOMIC ANALYSIS

HUNTING

\$1.5
BILLION

347,000
Participants

WILDLIFE WATCHING

\$1.3
BILLION

1,319,000
Participants



Increase your reach and sales by engaging, educating, and activating our viewers.

Partner with a brand that reaches more than **SEVEN MILLION households and has a social media presence that exceeds **430,000** followers.**

Becoming a partner of Kentucky Afield TV helps you:

- Change/reinforce image
- Increase brand loyalty
- Create awareness visibility
- Align with the Kentucky Fish and Wildlife brand
- Educate potential and existing customers
- Showcase industry commitment
- Showcase conservation/preservation commitment
- Simply display/showcase products,
- 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

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

SPONSORSHIP BENEFITS

Kentucky Afield TV is seeking assistance for the upcoming year.

Assistance may be provided monetarily or in necessary product.

> \$25,000 – KENTUCKY AFIELD Title Sponsor

- Organic product placement within Kentucky Afield TV shows, where applicable
- Two product demonstration on Kentucky Afield's social media channels
- Your brand tagged as a sponsor in social media post when product is used in a segment
- On screen mention as a sponsor in the closing credits of each show
- Your logo on the Kentucky Afield truck or boat
- One Meet and Greet with Kentucky Afield host Chad Miles at sponsor location
- Embedded commercial produced and edited by Kentucky Afield TV airing in every show

\$5,000 - \$25,000 – KENTUCKY AFIELD Partner Three


- Organic product placement within Kentucky Afield TV shows, where applicable
- One product demonstration on Kentucky Afield's social media channels
- Your brand tagged as a sponsor in social media post when product is used in a segment
- On-screen mention as a sponsor in the closing credits of every show
- Your logo on the Kentucky Afield truck or boat
- One Meet and Greet with Kentucky Afield host Chad Miles at sponsor location

\$2,500 - \$5,000 – KENTUCKY AFIELD Partner Two

- Organic product placement within Kentucky Afield TV shows, where applicable
- One product giveaway on Kentucky Afield's social media channels
- Your brand tagged as a sponsor in social media post 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

\$1,000 - \$2,500 – KENTUCKY AFIELD Partner One

- Organic product placement within Kentucky Afield TV shows, where applicable
- One product giveaway on Kentucky Afield's social media channels
- Your brand tagged as a sponsor in social media post when product is used in a segment

The background is a stylized illustration of a forest. It features several tall, thin trees with dark brown trunks and grey-green foliage. In the foreground, there are several pointed evergreen trees in shades of grey and green. The sky is a mix of light green and yellow, with a few small black birds in flight. The overall style is flat and modern.

2023-2024

SPONSORSHIP REQUIREMENTS

SECTION I

General Information

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 or more individuals or companies to sponsor the Kentucky Afield TV Show.

SUBMISSION DATES

Responses shall be delivered by 2 p.m. (ET), **Wednesday, Nov. 1, 2023** to:

Brian Blank

Kentucky Department of Fish and Wildlife Resources

#1 Sportsman's Lane Frankfort, KY 40601

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 Blank

Kentucky Department of Fish and Wildlife Resources

#1 Sportsman's Lane
Frankfort, KY 40601

502.892.4428

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.

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.

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.

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

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 **Brian Blank**, 502.892.4428, Brian.Blank@ky.gov

SECTION III

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 IV

General Conditions

SPONSOR'S RESPONSIBILITIES

During the award term, sponsors will provide in-kind contribution or equipment during the term of the agreement

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.

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 KDFWR Office of Procurement Services. Pending final determination of any dispute hereunder, the sponsor shall proceed diligently with the performance of the award and in accordance with the KDFWR Office of Procurement Services. 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.

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.

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.

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.

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

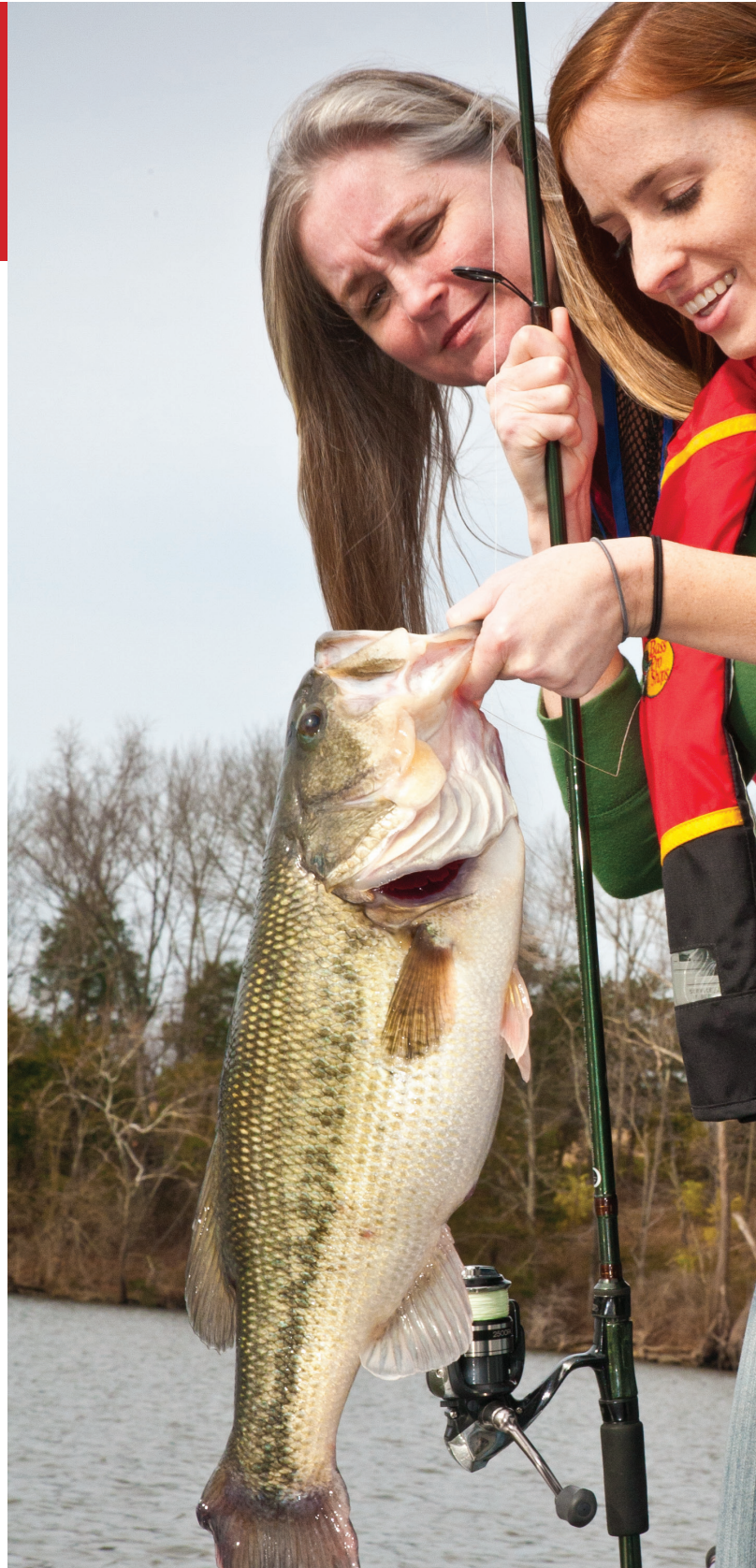
RESPONSIVENESS

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:

- 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
- Acknowledgement of all addenda
- Notarized Affidavit for Bidders, Offerors and Contractors (Attachment A)
- 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.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

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.070(3)** 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, 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.

Each company wishing to do business with the Kentucky Department of Fish and Wildlife Resources must complete and submit a Required Affidavit for Bidders, Offerors and Contractors as found here. For more information on KRS 45A.097, please visit <http://www.lrc.ky.gov/Statutes/statute.aspx?id=47025>

THANK YOU!

Brian Blank
Direct: 502-892-4428
Email: 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.



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