




KENTUCKY DEPARTMENT OF FISH & WILDLIFE'S  
**STRUTTIN'**  
*in the*  
**BLEGRASS**







# Live TURKEY HUNTING ACTION for 5 DAYS



The Kentucky Department of Fish and Wildlife Resources (KDFWR) is proud to present, *Struttin' in the Bluegrass – Season 5!* This show was the first of its kind and in season 5 we will present live hunting turkey action for the first 5 days of the season in the great state of Kentucky! It will include a new show every day, 5 days hunting on private and public land. 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.



A man in camouflage gear, including a cap and jacket, is smiling and holding a large turkey. The turkey's tail feathers are prominent, showing iridescent colors. The background is a blurred outdoor setting with trees and a blue sky.

# Meet the host **BO MCGUFFEY**

The host of *Struttin' In The Bluegrass* is one of Kentucky's favorites, Bo McGuffey. Bo has been a lifelong resident of Kentucky and an extremely successful turkey and whitetail hunter from the Bluegrass state! You are going to love watching Bo and his hunts!





**REACH**

**960,000**  
**facebook FANS**



**60,000**  
 **Instagram**  
**FOLLOWERS**



**facebook LIVE**  
*and video views:*  
**OVER 225,000**

# Sponsorship OPPORTUNITY

## *Background*

Strong partnerships are essential to build upon the success that has been achieved through good stewardship of Kentucky's most precious natural resources. The Kentucky Department of Fish and Wildlife Resources strives to preserve our Kentucky heritage through wildlife and habitat management programs, and relies upon community partners to keep this legacy alive along with our traditions of hunting and fishing throughout the Commonwealth.

## *Sponsorship Opportunity Details:*

The Kentucky Department of Fish and Wildlife Resources will launch the fifth season of Struttin' in the Bluegrass live turkey hunting show- which will feature video, social media and the KDFWR official website. The exposure from this series is expected to reach over 960,000 Facebook fans & 225,000 Facebook live views, and over 60,000 Instagram subscribers,

## THE PRESENTING SPONSOR SHALL PROVIDE:

The Kentucky Department of Fish Wildlife Resources seeks financial assistance to promote the Struttin' in the Bluegrass series. This campaign will help raise awareness and achieve more interaction with the sportsmen and sportswomen of Kentucky. The promotion will be delivered via KDFWR's social media pages and website, which are designed to inform, engage and encourage participation by new and existing stakeholders in turkey hunting and other wildlife-related recreation and conservation. The funding provided by our sponsorship partners will allow KDFWR to expand our digital communications, and to develop future social media initiatives which will better-equip us to serve Kentuckians and preserve outdoor traditions.



A photograph of two men in camouflage gear and hats, smiling and holding large turkeys in a forest setting. The man on the left is holding a turkey with its tail feathers fanned out, while the man on the right is holding a turkey with its wings spread. The background shows a dense forest of trees.

# *Sponsorship* **BENEFITS**

*Title Sponsor: \$15,000 – (Only One)*

Title sponsor will receive the following:

- Sponsor logo will appear on-screen at the beginning of every show.
- Sponsor logo will be at the top of the KDFWR webpage promoting Struttin' in the Bluegrass with link to sponsor's website.
- Sponsor featured in one KDFWR e-blast.
- Sponsor's products may be incorporated and used during the Struttin' in the Bluegrass shows, when applicable and appropriate as determined by Struttin' in the Bluegrass.
- Struttin' in the Bluegrass also agrees to showcase the sponsor's products or services during any personal appearances by its officers or field staff during the timeframe of the sponsorship agreement.



# Sponsorship **BENEFITS**

## *Facebook Live Sponsor: \$7,500 – (Only One)*

- Facebook Live Sponsor name will be mentioned at the beginning of every Facebook Live event; “Hello and welcome to our Struttin’ in the Bluegrass Facebook Live, brought to you by \_\_\_\_\_ !.
- The sponsor logo will appear on-screen during every show.
- Sponsor logo will appear on the KDFWR Website with a link to the sponsor’s website.
- Sponsor’s products may be incorporated and used during the Struttin’ in the Bluegrass shows, when applicable and appropriate as determined by Struttin’ in the Bluegrass.
- Struttin’ in the Bluegrass also agrees to showcase sponsor’s products or services during any Personal Appearances by its officers or field staff during the timeframe of the sponsorship agreement.

## *Corporate Sponsor: \$3,000 – (Only Four)*

- The corporate sponsor logo will appear on-screen during every show.
- Sponsor logo will appear on the KDFWR Website with a link to the sponsor’s website.
- Sponsor’s products may be incorporated and used during the Struttin’ in the Bluegrass shows, when applicable and appropriate as determined by Struttin’ in the Bluegrass.
- Struttin’ in the Bluegrass also agrees to showcase sponsor’s products or services during any personal appearances by its officers or field staff during the timeframe of the sponsorship agreement.

## *Camo Sponsor: \$10,000 – (Only One)*

- Sponsor logo will appear on-screen during every show.
- Sponsor logo will appear on the KDFWR Website with a link to the sponsor’s website.
- Sponsor’s camo attire will be featured, incorporated, and used during the Struttin’ in the Bluegrass shows.



# *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 individuals/companies to sponsor the Struttin' in the Bluegrass promotion. This sponsorship shall be for the time frame of February 1, 2024 to May 31, 2024.

**B SUBMISSION DATES**  
Responses shall be delivered by 2:00 p.m. (EDT), August 31, 2023 to:

Brian Blank  
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 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.

**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.



A man in camouflage gear, including a cap and a jacket with a large bag, is holding a large turkey in a field. The background shows a line of trees under a blue sky.

# Section 2: SCOPE

KDFWR continues to seek out and expand outreach opportunities that promote hunting and fishing in Kentucky and across the country. With the support of our 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](http://www.fw.ky.gov), or contact Brian Blank, 502.892.4428, [Brian.Blank@ky.gov](mailto:Brian.Blank@ky.gov)

# Section 3: STATEMENT OF 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, the sponsor shall provide a financial contribution that meets or exceeds the dollar amount associated with their particular 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 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



# 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 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 on the KDFWR website. 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**

**Direct: 502-892-4428**

**Email: [Brian.Blank@ky.gov](mailto: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.