



*The Mission of the Mule Deer Foundation is
to ensure the conservation of mule deer, black-tailed deer
and their habitat.*

March 31, 2011

Julie Meadows
Nevada License Office-Heritage Tag
4600 Kietzke Ln, D-135
Reno, NV 89502

Dear Ms. Meadows:

Please accept this letter and our application for one (1) 2012 Wildlife Heritage Mule Deer Tag, one (1) 2012 Wildlife Heritage Nelson Bighorn sheep tag, one (1) 2012 Wildlife Heritage California Bighorn Sheep tag, one (1) 2012 Wildlife Heritage Antelope Tag, one (1) 2012 Wildlife Heritage Wild Turkey tag, and one (1) 2012 Wildlife Heritage Elk Tag. For many years, the Mule Deer Foundation and Nevada Department of Wildlife (NDOW) have enjoyed a productive partnership. Since 1996, MDF has raised over \$700,000 for Nevada's wildlife through auctioning Wildlife Heritage Tags at our national conventions.

If awarded the 2012 tags, we would auction the tags at our National Convention in Salt Lake City, Utah on February 9-12, 2012, that is held in conjunction with the Western Hunting & Conservation Expo. Our fundraising auctions grossed over a 4 million dollars at this year's Expo. Many of these tags attract national attention with phone bidders from around the country. At this year's show, the 2011 Wildlife Heritage Tags sold for \$119,000.

Our national convention serves as our annual members' meeting and provides opportunities to raise funds for our mission. In addition, we present an exhibit hall full of vendors who sell everything from outfitted hunts and trips to wildlife art. Last year, approximately 25,000 wildlife and outdoor enthusiasts ventured through our exhibit hall during this 4 day event.

We appreciate the opportunity to apply for the aforementioned 2012 Wildlife Heritage tags and hope that NDOW will consider our request. We appreciate our ongoing partnership with NDOW and hope that together we can secure a strong future for Nevada's mule deer and other wildlife.

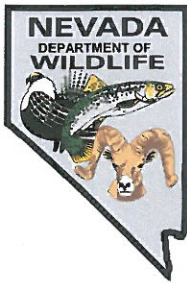
Sincerely,

Shawna Huckabey
Director of Special Events

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NEVADA DEPT. OF WILDLIFE



2012 HERITAGE TAG VENDOR INFORMATION FORM

Please fill out this form and send back along with proposal to the address listed above.

Please Print Clearly

Organization Name:	Mule Deer Foundation				
Organization Address:	1939 S. 4130 W. Suite H				
City:	Salt Lake City	State:	Utah	Postal Code:	84104
Contact Person:	Shawna Huckabey	Contact Phone No.:	(775)530-6967		
Secondary Contact Person:	Eric Tycksen	Contact Phone No.:	(801)973-3940		
Email Address:	shawna@muledeer.org	Website Address:	www.muledeer.org		
Date of Auction:	February 9-12, 2012				
Time of Auction:	9:00 - 10:00 pm				
Place of Auction:	Salt Palace Convention Center, Salt Lake City, Utah				
Type of Function (banquet, convention, etc):	Convention				
Estimated Attendance:	20,000				
Specie(s) requested in Proposal:	Mule Deer, Nelson Big Horn, Pronghorn Antelope, California Big Horn Sheep, Rocky Mountain Elk & Wild Turkey				
Proposed advertising and marketing strategy (attach any additional information):	<p>We plan to promote our expo through an aggressive media campaign, utilizing local and national television, radio and magazines. Also, a complimentary booth is available to NPOW in our exhibit hall where your department has the opportunity to promote the tags at the convention site.</p>				
An explanation of any "packaging" of the game hunt; i.e., other services to be provided in addition to the authorized tag, such as guide or taxidermy services, etc.	<p>Not applicable.</p>				