


NEVADA DEPARTMENT OF WILDLIFE POLICY AND PROCEDURE	Pages: 3 (including form) Effective: February 2012  Approved:
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TITLE: Conserve Wildlife License Plates (#0-7)

REFERENCE: Correspondence and approval documentation from the Legislature's Commission on Special License Plates, Memorandum and correspondence from the Department of Motor Vehicles (DMV).

AFFECTED PARTIES: Staff Conservation Educator/Volunteer Coordinator (PC#0804), Deputy Director (PC#0188), and Administrative Services Officer III (PC#0432).

PURPOSE: To inform the public and guide the Department of Wildlife in administering the disbursement, through an auction, sealed bid or raffle process of Conserve Wildlife license plates 0000 through 0007 in calendar year 2012.

Conserve Wildlife license plate is defined to mean one of the first eight Conserve Wildlife license plates manufactured and distributed by the DMV.

POLICY: It is the policy of the Nevada Department of Wildlife to provide guidelines for the equitable distribution of Conserve Wildlife (CW) license plated to vendors to be utilized at fundraisers for the benefit of the Conservation Education Division's Wildlife Education and Volunteer programs.

The intent of offering Conserve Wildlife license plates 0 – 7 is to provide for a unique opportunity for generating revenue for the Conservation Education Division. To this end, it is the Department's intention to integrate public comment with the distribution of Conserve Wildlife license plates 0 – 7. This is a one-time opportunity that exists only until these plates have been distributed and will not occur on an annual basis.

The Conserve Wildlife license plate by the Department of Wildlife was approved in October 2010 by the Legislature's Commission on Special License Plates with the revenue generated specifically for the benefit of the Conservation Education Division's Wildlife Education and Volunteer programs. Any money generated by this license plate must be used for this purpose. Therefore, all money raised through the auction, raffle, or sealed bid by a non-profit organization must be donated back in the form of a check or electronic transfer to the Nevada Department of Wildlife.

PROCEDURES:

The Staff Conservation Educator/Volunteer Coordinator (PC#0804) is responsible for coordinating and collecting all associated forms and reports for activities associated with the Conserve Wildlife License Plate.

1. By the first Monday in February, 2012, the Department will mail or email solicitation packets which will include vendor proposal requirements and proposal deadline information.
2. Proposals will be considered which are submitted by the third Monday in February, 2012. All proposals received after this date will be ineligible for consideration for award of the plates. A vendor proposal to auction, raffle or through sealed bid a Conserve Wildlife license plate must provide the following information:

- a. Date, time and place of auction, raffle or sealed bid. If the proposed date, time and place changes due to circumstances beyond the organization's control, it is the vendor's responsibility to notify the Department to post the updated information.
 - b. Type of function (banquet, convention, etc.)
 - c. Estimated attendance.
 - d. Proposed advertising and marketing strategy.
 - e. No changes or alterations may occur to the proposal after the deadline for receipt of the proposals.
 - f. Name and email or phone number of the individual who is responsible party.
 - g. Signature of agreement to donate all proceeds generated to NDOW.
3. The Department will review all proposals and select vendors to auction the respective plates. If no proposals are received the Department may authorize organizations within Nevada to auction the plates. The Department reserves the right to award plates to vendors, who, based on the Department's assessment have the largest potential to generate revenue. If no organization can be found to administer an auction, the plate may be sold by sealed bid.
 4. The Department reserves the right to refuse any proposal received for auctioning Conserve Wildlife license plates.
 5. All vendors who submit proposals will be notified in writing of the results by the Department.
 6. Within one week of the organization's auction, convention or other event, the organization must notify the Department in writing of the results to include the amount(s) generated for special license plate(s), and the donation check no later than two weeks after the event.

Staff Conservation Educator/Volunteer Coordinator (PC#0804) is the contact person for proposals and reporting. After receiving the vendor results letter/form the Staff Conservation Educator/Volunteer Coordinator will notify the Director's Office of each of the event results.

Administrative Services Officer III (PC#0432) will regularly report to the Conservation Education Chief and Director's Office the status of the account/category designated for the sole purpose of the Conserve Wildlife License Plate revenues, and will prepare the annual report to the Commission on Special License Plates.

This policy shall remain in effect until amended, repealed, or superseded by the Department.

