



NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

### 2021 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: Elko Bighorns Unlimited	Website Address:	
Organization Address: PO BOX 2233		
City: ELKO	State: NV	Postal Code: 89803
Contact Person #1: MIKE PERCHETTI	Title: PAST PRESIDENT	
Contact Phone No.: ( ) 775-934-8424	Email Address: mperchetti@frontiernet.net	
Secondary Contact Person #2: TOM COPLING	Title: VICE PRESIDENT	
Contact Phone No.: ( ) 775-397-3971	Email Address: tcopling@gmail.com	
Date of Auction: February 13th, 2021		
Time of Auction: 6:00PM		
Place of Auction: ELKO CONVENTION CENTER		
Type of Function (banquet, convention, etc): ANNUAL FUNDRAISING BANQUET		
Estimated Attendance: 550+		
Specie(s) to be considered for: California Bighorn, Elk, Mule Deer		
Do you anticipate charging a Buyer's Premium: NO YES <input checked="" type="checkbox"/>		
If "Yes", how much:		
Describe reason for charging a Buyer's Premium: Credit Card processing fees only (average of 3%)		
Proposed advertising and marketing strategy (attach any additional information): Social Media: Facebook & Instagram Email Distribution Posters & Flyer's Promoted in person at the Wild Sheep Foundation (Sheep Show) Advertised on Wild Sheep Foundation Publications & Web Site		
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. Tag(s) will not be packaged with other items or services.		

1



RECEIVED

APR 18 2020

NEVADA DEPT. OF WILDLIFE

ELKO BIGHORNS UNLIMITED  
P.O BOX 2233  
ELKO, NEVADA 89803  
elkobighornsu@gmail.com

April 18<sup>th</sup>, 2020

**RE: Nevada Heritage Trust: 2021 Tag Vendor Application**

Dear Nevada Board of Wildlife Commissioners:

Elko Bighorns respectfully requests consideration for the following Heritage Tags: California Bighorn, Rocky Mountain Elk, and Mule Deer.

Most recently, Elko Bighorns was awarded the California Bighorn Tag Heritage Tag in 2018, which we auctioned for \$65,000. We used multiple marketing methods to advertise the auction most notably Facebook, Instagram along with Flyers, Posters and Personal communications to prospective bidders, guides & outfitters.

In recent years, EBU has been able to donate in excess of \$300,000.00 to Nevada's Wildlife; a Heritage Tag would complement our continued support and contributions.

Sincerely,

Elko Bighorns Unlimited

ELKO BIGHORNS UNLIMITED MEMBERS & BOARD THANK YOU FOR THE SUPPORT.

COMMITTED TO THE WELFARE AND SUPPORT OF NEVADA'S BIG GAME HERDS

A Non-Profit 501 (C)(3) Organization - Tax Exempt #94-2943970

2



RECEIVED

APR 16 2020

NEVADA DEPT. OF WILDLIFE

NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

**2021 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: Nevada Bighorns Unlimited, Fallon Chapter Website Address:		
Organization Address: P.O. Box 2308		
City: Fallon	State: NV	Postal Code: 89407
Contact Person #1: Heather Salisbury	Title: Secretary Fallon NBU	
Contact Phone No.: 775 530-2668	Email Address: fallon-nbu@yahoo.com	
Secondary Contact Person #2: Kim Rechei	Title: Treasurer Fallon NBU	
Contact Phone No.: 775 427-3087	Email Address: ar10kr@gmail.com	
Date of Auction: Feb 20th, 2021		
Time of Auction: 8:30 pm		
Place of Auction: City-County Gym		
Type of Function (banquet, convention, etc): Dinner Banquet		
Estimated Attendance: 450		
Specie(s) to be considered for: Nelson Bighorn, California Bighorn		
Do you anticipate charging a Buyer's Premium: <input checked="" type="radio"/> NO <input type="radio"/> YES		
If "Yes", how much:		
Describe reason for charging a Buyer's Premium:		
Proposed advertising and marketing strategy (attach any additional information): Facebook Poster Mailing		
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.		

①



RECEIVED

APR 14 2020

NEVADA DEPT. OF WILDLIFE

NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

2021 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: <i>Las Vegas Woods &amp; Waters</i>		Website Address: <i>LVwoodsandwaters.org</i>
Organization Address: <i>P.O. Box 29081</i>		
City: <i>LV</i>	State: <i>NV</i>	Postal Code: <i>89126</i>
Contact Person #1: <i>Mike Reese</i>	Title: <i>President</i>	
Contact Phone No.: <i>(702) 400-6501</i>	Email Address: <i>mikereese224@gmail.com</i>	
Secondary Contact Person #2:	Title:	
Contact Phone No.: <i>( )</i>	Email Address:	
Date of Auction: <i>2-20-2021</i>		
Time of Auction: <i>5-9 P.M</i>		
Place of Auction: <i>Gold Coast Hotel &amp; Casino</i>		
Type of Function (banquet, convention, etc): <i>Banquet</i>		
Estimated Attendance: <i>350</i>		
Specie(s) to be considered for: <i>Turkey</i>		
Do you anticipate charging a Buyer's Premium: <input checked="" type="radio"/> NO <input type="radio"/> YES		
If "Yes", how much:		
Describe reason for charging a Buyer's Premium:		
Proposed advertising and marketing strategy (attach any additional information): <i>Facebook &amp; Email list</i>		
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.  <i>none</i>		

①



RECEIVED

APR 13 2020

NEVADA DEPT. OF WILDLIFE

NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

2021 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: MEADOW VALLEY WILDLIFE UNLIMITED		Website Address: MVWU.ORG
Organization Address: PO BOX 112		
City: CALIENTE	State: NV	Postal Code: 89008
Contact Person #1: KYLE TEEL	Title: PRESIDENT	
Contact Phone No.: 775 962-3501	Email Address: PKTEEL@LETURBONET.COM	
Secondary Contact Person #2: CORY LYTLE	Title: SECRETARY	
Contact Phone No.: 775 962-1774	Email Address: CLYTLE@LINCOLNVV.COM	
Date of Auction: 3/20/21		
Time of Auction: 7:00 PM		
Place of Auction: CALIENTE VOLUNTEER FIRE DEPARTMENT STATION 1		
Type of Function (banquet, convention, etc): BANQUET		
Estimated Attendance: 500		
Specie(s) to be considered for: ELK, TURKEY, MULE DEER, DESERT BIGHORN, ANTE LOPE		
Do you anticipate charging a Buyer's Premium: NO <input checked="" type="radio"/> YES		
If "Yes", how much: 3%		
Describe reason for charging a Buyer's Premium: ONLY CHARGE PREMIUM IF A CREDIT CARD IS USED		
Proposed advertising and marketing strategy (attach any additional information): INDICATE ON ALL ADVERTISING, POSTERS, WEBSITE, etc. TAG AVAILABLE		
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.		

①



NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

### 2021 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: <u>The Mule Deer Foundation</u>	Website Address: <u>www.muledeer.org</u>
Organization Address: <u>1939 S. 4130 W. Suite H</u>	
City: <u>Salt Lake City</u> State: <u>Utah</u> Postal Code: <u>84104</u>	
Contact Person #1: <u>Amanda Yetter</u> Title: <u>Sr. Accounting Clerk</u>	
Contact Phone No.: <u>(801) 973-3940 ext. 117</u> Email Address: <u>ayetter@muledeer.org</u>	
Secondary Contact Person #2: <u>Shawna Huckabey</u> Title: <u>Director of Special Events</u>	
Contact Phone No.: <u>(801) 973-3940 ext. 103</u> Email Address: <u>shawna@muledeer.org</u>	
Date of Auction: <u>February 12, 2021</u>	
Time of Auction: <u>9:00 p.m.</u>	
Place of Auction: <u>Salt Palace Convention Center - Salt Lake City, Utah</u>	
Type of Function (banquet, convention, etc): <u>Convention</u>	
Estimated Attendance: <u>60,000</u>	
Specie(s) to be considered for: <u>Mule Deer &amp; Pronghorn</u>	
Do you anticipate charging a Buyer's Premium: <input checked="" type="radio"/> NO YES	
If "Yes", how much:	
Describe reason for charging a Buyer's Premium:	
Proposed advertising and marketing strategy (attach any additional information): <u>The Mule Deer Foundation, in conjunction with WHTCE, has an advertising &amp; marketing budget of over \$200,000. We will use radio, tv, printed ads, website, social media, eblast and personal invitations.</u>	
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. <u>N/A</u>	

①



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

April 8, 2020

Julie Meadows  
Nevada License Office-Heritage Tag  
6980 Sierra Center Pkwy Ste 120  
Reno, NV 89511

RECEIVED

APR 09 2020

NEVADA DEPT. OF WILDLIFE

Re: Request for 2021 Wildlife Heritage Tags

Dear Ms. Meadows:

Please accept this letter and our application for one (1) 2021 Wildlife Heritage Mule Deer Tag, one (1) and one (1) 2021 Wildlife Heritage Pronghorn Antelope Tag. Since 1996, MDF has raised over \$1.7 million for Nevada's wildlife through auctioning Wildlife Heritage Tags at our national conventions.

If awarded the 2021 tags, we would auction the tags at our National Convention that is held in conjunction with the Western Hunting & Conservation Expo in Salt Lake City, Utah on February 11-14, 2021. Our fundraising auctions grossed over 8 million dollars at this year's Expo. Many of these tags attract national attention with phone bidders from around the country.

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 60,000 wildlife and outdoor enthusiasts ventured through our exhibit hall during this 4-day event.

MDF plans to promote the WHCE through an aggressive media campaign, utilizing television, radio stations and social media to advertise the event. We will also promote the Wildlife Heritage tags on our website and in our publication, *Mule Deer Foundation* magazine, which has a circulation of over 15,000 nationwide. A complimentary booth is available to NDOW in our exhibit hall where your department will have the opportunity to promote the tags at the convention site.

We appreciate the opportunity to apply for the 2021 Wildlife Heritage tags and our ongoing partnership we hope that NDOW will consider our request. Together we can secure a strong future for Nevada's mule deer and other wildlife.

Sincerely,

Amanda Yetter  
Senior Accounting Clerk / Tag Coordinator  
The Mule Deer Foundation

2



RECEIVED

APR 09 2020

NEVADA DEPT. OF WILDLIFE

NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

**2021 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: <b>Wildlife and Habitat Improvement of Nevada</b>		Website Address: <a href="http://www.whinlv.org">www.whinlv.org</a>
Organization Address: <b>P O Box 98435</b>		
City: <b>Las Vegas</b>	State: <b>Nevada</b>	Postal Code: <b>89193-8435</b>
Contact Person #1: <b>Kevin McNair</b>		Title: <b>President</b>
Contact Phone No.: <b>(702) 604-6764</b>		Email Address: <a href="mailto:tacticalwest@yahoo.com">tacticalwest@yahoo.com</a>
Secondary Contact Person #2: <b>Bill DeJuncker</b>		Title: <b>Vice-President</b>
Contact Phone No.: <b>(702) 245-1250</b>		Email Address: <a href="mailto:themudd@aol.com">themudd@aol.com</a>
Date of Auction: <b>Saturday, March 6, 2021</b>		
Time of Auction: <b>5:30pm to 9:30pm</b>		
Place of Auction: <b>Gold Coast Hotel and Casino, Las Vegas, Nevada</b>		
Type of Function (banquet, convention, etc.): <b>Annual Banquet</b>		
Estimated Attendance: <b>375+ individuals</b>		
Specie(s) to be considered for: <b>(1) Mule Deer and (1) Wild Turkey and (1) Pronghorn</b>		
Do you anticipate charging a Buyer's Premium: <b>NO</b> YES		
If "Yes", how much:		
Describe reason for charging a Buyer's Premium:		
Proposed advertising and marketing strategy (attach any additional information): <b>We will offer the following:</b>		
<ul style="list-style-type: none"> <li><b>(1) Send out periodic e-mail blasts with detailed event fliers advertising auction;</b></li> <li><b>(2) Make personal phone calls to past and proposed tag buyers and back-up bidders;</b></li> <li><b>(3) Phone bid option for those individuals not attending the event in person;</b></li> <li><b>(4) Advertise on our organization website every day leading up to the event date;</b></li> <li><b>(5) Provide up to the minute notifications to all our social media followers (3000+) on Facebook, Twitter, Pinterest, etc.;</b></li> <li><b>(6) Arrange for dominant advertising of auction details in all organization postal mailings</b></li> </ul>		
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><b>We will contact various guide services and taxidermy shops to make them aware of the time and place of the banquet/auction event.</b></p> <div style="text-align: right;">  </div>		

RECEIVED

MAR 12 2020

NEVADA DEPT. OF WILDLIFE

NEVADA DEPARTMENT OF WILDLIFE  
License Office - Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511



2021 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:	Pershing Co. Chukars Unlimited		Website Address:	N/A	
Organization Address:	PO Box 1178				
City:	Lovelock	State:	NV	Postal Code:	89419
Contact Person #1:	Dan Hill		Title:	President	
Contact Phone No.:	(775) 335-5503		Email Address:	dan.hill24@yahoo.com	
Secondary Contact Person #2:	Lisa Booth		Title:	Treasurer	
Contact Phone No.:	(775) 225-0160		Email Address:	lbooth@cityoflovelock.com	
Date of Auction:	Sept. 19, 2020				
Time of Auction:	7:00 p.m.				
Place of Auction:	Pershing Co. Community Center				
Type of Function (banquet, convention, etc):	Banquet				
Estimated Attendance:	300				
Specie(s) to be considered for:	Pronghorn Antelope				
Do you anticipate charging a Buyer's Premium:	NO		<input checked="" type="radio"/> YES		
If "Yes", how much:	Depending on purchase price				
Describe reason for charging a Buyer's Premium:	Credit card fee will be included with tag purchase				
Proposed advertising and marketing strategy (attach any additional information):	magazine ad in Northern Nevada outdoor magazine Local newspaper bulletin boards at our Banquet				
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.	N/A				

1



NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

### 2021 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:	Safari Club International Las Vegas	Website Address:	scilasvegas.com
Organization Address:	3301 N. Buffalo Dr. Ste. 195		
City:	Las Vegas	State:	NV
		Postal Code:	89129
Contact Person #1:	Ryan Dennett	Title:	President
Contact Phone No.:	702 275 4555	Email Address:	rdennett@dennettwingspec.com
Secondary Contact Person #2:	Guy Bennalack	Title:	Vice President
Contact Phone No.:	702 234-9233	Email Address:	guy@trclv.com
Date of Auction:	January 30, 2021		
Time of Auction:	6:30 - 9:00 pm		
Place of Auction:	Gold Coast Hotel, Las Vegas		
Type of Function (banquet, convention, etc):	Banquet		
Estimated Attendance:	300		
Specie(s) to be considered for:	Nelson Bighorn, Elk, Mule Deer, Antelope, Turkey		
Do you anticipate charging a Buyer's Premium:	<input checked="" type="radio"/> NO	<input type="radio"/> YES	
If "Yes", how much:			
Describe reason for charging a Buyer's Premium:			
Proposed advertising and marketing strategy (attach any additional information):	see attached letter		
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.	see attached letter		

①



Dear Selection Committee Members,

Please consider this letter and the enclosed materials as a request from the Las Vegas Chapter of Safari Club International to be considered as a vendor for a 2021 Nevada Heritage Tag.

The Las Vegas Chapter of Safari Club International was founded 6 years ago and on February 1, 2020, completed its fourth fundraising banquet. The fifth fundraising banquet is scheduled for January 30, 2021 at the Gold Coast Hotel in Las Vegas. SCI Las Vegas is very interested in providing vendor services for auction of a Nevada Heritage Tag at that event. I am enclosing a banquet brochure from the 2020 banquet. That brochure includes some information on SCI Las Vegas, and details the items that were sold at live auction at our banquet this year. Our 2020 banquet grossed over \$153,000, with \$62,000 of that amount coming from the live auction items described in the brochure. The attendees at our auctions are very active in the live auction items.

Significantly, our 2021 auction will coordinate with the international convention of Safari Club International which will be held in Las Vegas from February 2, 2021 to February 6, 2021. Many national and international hunters, outdoorspeople and outfitters will be in Las Vegas at the time of our banquet, and a Nevada Heritage Tag will draw particular attention from those individuals. SCI Las Vegas is proud that our banquet is one of the premier hunting, outdoors and conservation events held in Las Vegas each year.

SCI Las Vegas does not intend to charge any buyer's premium for the auctioned tag, as we consider it our mission and honor to assist in the conservation of Nevada's wildlife. Our marketing for the banquet and of the Heritage Tag will be both focused and general. We engage in a campaign of email advertising to thousands of individuals, direct mailings and internet (website and social media) marketing. Finally, the board members participate in direct marketing to individuals and companies who enjoy the are outdoors, are hunters or are generally interested in the conservation of Nevada's wildlife.

If there are questions, or if I can provide additional information, the committee or members should feel free to contact myself or Mr. Bennallack. Thank you for your consideration. We look forward to working with the Nevada Department of Wildlife in the important endeavor of ongoing wildlife conservation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ryan Dennett".

Ryan Dennett, President

A handwritten number "2" inside a circle, drawn in blue ink.



RECEIVED

MAR 18 2020

NEVADA DEPT. OF WILDLIFE

NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

**2021 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: Wild Sheep Foundation		Website Address: <a href="http://www.wildsheepfoundation.org">www.wildsheepfoundation.org</a>	
Organization Address: 412 Pronghorn Trail			
City: Bozeman	State: Montana	Postal Code: 59718	
Contact Person #1: Kim Nieters		Title: Auction Manager	
Contact Phone No.: (406) 404-8750		Email Address: <a href="mailto:knieters@wildsheepfoundation.org">knieters@wildsheepfoundation.org</a>	
Secondary Contact Person #2: Gray Thornton		Title: President and CEO	
Contact Phone No.: (406) 404-8750		Email Address: <a href="mailto:gthornton@wildsheepfoundation.org">gthornton@wildsheepfoundation.org</a>	
Date of Auction: January 16-18, 2020			
Time of Auction: Evening live auction (following banquet meal)			
Place of Auction: Peppermill Hotel and Casino, Reno, Nevada			
Type of Function (banquet, convention, etc): Convention/Banquet/Evening Live Auction (includes on-line bidding)			
Estimated Attendance: 2,000 at Friday and Saturday evening auctions			
Specie(s) to be considered for: California bighorn, Nelson desert bighorn, pronghorn and Rocky Mountain elk			
Do you anticipate charging a Buyer's Premium:      NO-X              YES			
If "Yes", how much: NA			
Describe reason for charging a Buyer's Premium: NA			
Proposed advertising and marketing strategy (attach any additional information): WSF will showcase the Nevada tags in the Permit section of our quarterly Wild Sheep magazine, as well as on the Permit section of our website, including streaming video. WSF will aggressively promote the Nevada tags to our membership and our extensive database of permit buyers using our weekly Mountain Minutes eNewsletter, VOCUS, social media and other channels. WSF also provides live streaming video on-line bidding, should a prospective buyer want to bid on the Nevada tags, but is not able to attend our convention in person. On-line buyers are pre-qualified and may bid live, while watching and hearing our evening auctions, on our secure website. WSF will provide a complimentary booth to NDOW to assist in marketing Nevada tags during our convention.			
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.			
WSF will not bundle the tags with any outfitting services, taxidermy or other products or services			

1



March 16, 2020

Julie Meadows  
Nevada Department of Wildlife  
License Office – Heritage Tags  
6980 Sierra Center Parkway, Suite 120  
Reno, NV 89511

**Re: Proposal to Market and Sell via Live Auction the following 2021 Heritage Tags: One (1) California bighorn sheep tag; One (1) Nelson desert bighorn sheep tag; one pronghorn tag; and one (1) Rocky Mountain elk tag on behalf of the Nevada Department of Wildlife**

Dear Ms. Meadows:

Thank you for the opportunity to present the Wild Sheep Foundation's proposal to market and sell via live auction the following 2021 Nevada Heritage Tags: one (1) California bighorn sheep tag; one (1) Nelson desert sheep tag; one (1) pronghorn tag; and one (1) Rocky Mountain elk tag to benefit bighorn sheep and other wildlife conservation, restoration, research and enhancement initiatives of the Nevada Department of Wildlife (NDOW). The Wild Sheep Foundation continues working with our in-state conservation partner, the Fraternity of the Desert Bighorn (FDB), to market and sell these four tags, to bring the highest possible return for NDOW and Nevada's wildlife.

The Wild Sheep Foundation (WSF) is a 501(c)(3) non-profit wildlife conservation organization whose mission is to enhance wild sheep populations, promote professional wildlife management, educate the public and youth on sustainable use and the conservation benefits of hunting, while promoting the interests of the hunter and all stakeholders. WSF's Purpose is *"To Put and Keep Wild Sheep Sheep on the Mountain®"* and since forming in 1977, the foundation has raised and put on the ground more than \$135 million towards wild sheep conservation, research, habitat enhancement, reintroduction, education and advocacy programs supporting our mission and purpose. Most of these funds were the result of auction sales of special permits and tags.

We appreciate the opportunity and are pleased to submit our proposal to continue our joint record of success by marketing and selling via live auction the 2021 Nevada Heritage Tags for a California bighorn sheep, Nelson desert bighorn, pronghorn, and Rocky Mountain elk tag during our January 14-16, 2021 annual convention in Reno, Nevada.

- WSF proposes to sell the Nevada Heritage Tags with WSF retaining 0% of the final auction bid price. One hundred percent (100%) of the final auction bid price will be forwarded to Nevada Department of Wildlife. WSF proposes to charge an additional 3% convenience fee

should the buyer(s) choose to purchase the tag(s) on credit cards to offset the credit card charges incurred by WSF. However, WSF will make every effort to encourage the buyer to pay without a credit card, to avoid the processing fees.

- WSF will showcase the Nevada Heritage Tags in the Permit Section of our quarterly *Wild Sheep*® magazine as well as on the Permit Section of our website, including streaming video.
- WSF will aggressively promote the tags to our membership and our extensive database of permit buyers throughout the wild sheep and mountain hunting community using our weekly "Mountain Minutes" eNewsletter, VOCUS news wire service, social media and other channels.
- Our in-state conservation partner, FDB will augment our efforts by aggressively marketing these tags to their network of sheep hunter/conservationists through eBlasts of their *Lambs to Rams eNews* and online social media such as Facebook, Twitter and Instagram, as well as through the FDB booth at the 2021 WSF Reno Sheep Show convention.
- WSF also provides live-streaming video on-line bidding should a prospective buyer want to bid on the Nevada Heritage Tags, but not be able to attend our event personally. Online buyers are prequalified and may bid live, while watching and hearing our evening auctions streaming real-time on our secure website.
- WSF will not bundle the Heritage Tags with any outfitting services, taxidermy or other products or services.
- WSF will provide a complimentary booth to the Nevada Department of Wildlife team to assist in the marketing of the Heritage Tags during our convention.

To date, the Wild Sheep Foundation has generated and contributed more than \$135 million for wild sheep and goats, and other mountain game conservation to benefit wildlife in Nevada, North America and throughout the world. During the July 2018 to June 2019 fiscal year, WSF raised and directed more than \$6.1 million to state, provincial, tribal, and First Nation agencies as well as other mission programs, an increase of nearly \$1 million in mission-funding from the prior year.

For the Silver State and her wildlife, on special license and tags alone, WSF has raised to date \$2,947,750 for the Nevada Nelson bighorn, California bighorn and pronghorn Heritage Tags for wildlife and habitat conservation. A summary of Nevada Heritage Tags sold to date is attached as Appendix "B" and a summary of all WSF permit/tags sold to date is attached as Appendix "C."

### **WSF Annual Convention: *The Premier Venue for Special License Sales***

Since incorporation of the Foundation in 1977, WSF has held an annual convention and sporting exposition - "*The Sheep Show*®" as a means to raise funds for wild sheep, other wildlife and their critical habitat. WSF raised an incredible \$4.24 million in special permits and tags alone during our recent record-breaking Convention held January 16-18, 2020 at the Reno-Sparks Convention Center

23.

and Peppermill Resort, Spa & Casino in Reno, Nevada, including 11 new record bid prices for state, tribal and provincial tags. The good news, a total of **\$919,000** more in permit dollars went to state, provincial, tribal and country agency wild sheep and wildlife conservation over 2019 (**A 28% INCREASE!**)

The WSF Convention Special Permit Auctions are a highlight of our annual event and are known throughout the North American and international hunting and conservation community for attracting the highest bids for special wild sheep tags as well as other big game species special licenses. The initial auction by FNAWS of the Wyoming Governor's Special Bighorn Sheep License in 1980 set a precedent in establishing a means of funding for state and provincial wildlife programs. Since then, most other states and provinces as well as tribal agencies have designated the Wild Sheep Foundation to market and sell their special big game tags. We have generated more revenue for these tags than any other wildlife conservation organization in the world!

**Date, Time and Place of Auction:**

The 2021 auction for the Nevada Heritage tags will be held at the WSF 45<sup>th</sup> Annual Convention January 14-16, 2021 at the Reno Sparks Convention Center and the Peppermill Resort, Spa, & Casino during the nightly banquets. These auctions will be in the Tuscany Ballroom at the Peppermill. All of our Live Auctions are conducted during our evening programs, to avoid conflict with any other convention programs or events.

**Estimated Attendance and Potential Market for License Bidders:**

WSF recently enjoyed a significant membership increase with a current worldwide membership at 8,400. We estimate convention attendance at 2,500+ fully registered Convention guests, as well as 6,000 – 8,000 additional attendees who will visit the exhibit hall. During our record-breaking 2019 event, WSF enjoyed a 22% increase in overall attendance, an 18% increase in total registrations, and significant increases in multiple convention metrics including sponsorships and youth participation. We are currently formulating these metrics from our recently-completed 2020 Reno convention.

WSF is a conservation organization dedicated to the enhancement of wild sheep and other wildlife populations worldwide. The demographics of the WSF membership consist of citizens throughout the world, but primarily from the United States and Canada. The majority of those who attend the auction are high net-worth individuals who believe in wild sheep conservation and have a deep interest in the promotion of professional wildlife management and the continuation of our North American wildlife comeback success. Many of these individuals attend our convention specifically for the purpose of buying the special licenses, tags and permits offered. Non-members who are interested in conservation efforts are also welcome to attend *"The Sheep Show®"* as membership in WSF is not required.

**Proposed Advertising and Marketing Strategy:**

*The Sheep Show®* has become synonymous with special license, tag and permit auction sales. We feature the special licenses in a special Permit Section in our quarterly *Wild Sheep®* magazine and

on our website where tags/permits are listed and agencies may showcase their tag(s) with photos and streaming video. Last year our site received tens of thousands of hits on the permit section alone. If selected to market and sell the Nevada Heritage Tags, we will invite NDOW to forward video footage of the wild sheep, pronghorn and elk in Nevada and the conservation work accomplished through the sale of the Nevada Heritage Tags so we can showcase it on our site. Moving with the times, WSF has developed a substantial social media platform and aggressively *promotes our auctions, events and activities through this exciting, growing and effective medium.*

We will also provide NDOW a complimentary booth in our exhibit hall to help promote the tags to convention guests and one (1) evening banquet ticket each night a Nevada tag is auctioned so a representative can field any questions that may arise from the audience.

**National Advertisement Efforts Include:**

WSF uses the services of Outdoor Wire, VOCUS AP Wire, and other news services and issues numerous press releases before our annual convention with license, tag and permit information, specifically targeting potential buyers. Of course, our membership and prior buyers of special tags are *THE* prime target market and are regularly updated with the tags and licenses we have secured for sale at the convention through press releases and most critical, personal contact. Press releases will be sent before and after the convention to all major hunting publications, i.e., The Hunting Report, Peterson's Hunting, Outdoor Life, Sports Afield, The Huntin' Fool, Lone Star Outdoor News, American Hunter, as well as to major hunting web sites, blogs and forums. Major conservation organizations, including Safari Club International, Rocky Mountain Elk Foundation, Dallas Safari Club, Wild Turkey Federation and Mule Deer Foundation will also be sent press releases notifying them of the licenses and tags available. In addition to WSF's efforts, FDB our Nevada Affiliate and conservation partner will also market these tags and the benefits to Nevada wildlife conservation to their keenly interested membership and followers. By combining our marketing and promotional efforts the WSF and FDB will endeavor to maximize exposure to bring the highest bid price.

WSF continues the effort to market the tags, before and after the auction itself. WSF continues to educate residents of sheep states and provinces and non-sheep states and provinces of how these licenses benefit their native wildlife. Each issue of WSF's *Wild Sheep*® magazine, produced and distributed quarterly, includes features highlighting the state, province and tribal wild sheep management programs special tag revenues benefit. WSF has found during its successful history of auctioning tags, that by placing emphasis on the contributions and accomplishments of these generous conservationists, the value of the special license is enhanced and maximum dollars are raised.

At the time of auction if there are any changes to the auction write-up, NDOW personnel will have an opportunity to briefly address the audience to address these changes. Slides and video presentations provided by NDOW are highly recommended and most welcome. Immediately after our Convention, a press release will be issued to nationwide and worldwide media outlets informing the public of the Nevada conservation efforts for wild sheep and other wildlife and the wild lands of Nevada.

Thank you very much for your consideration. If we can be of further assistance, please do not hesitate to contact us at WSF HQ. WSF would be honored to auction the 2020 Nevada Heritage Tags at our 44<sup>th</sup> Annual Convention in Reno, Nevada, January 14-16, 2021.

We look forward to supporting Nevada's great wildlife heritage through the sale of these exceptional tags.

Sincerely,



Gray N. Thornton  
President & CEO  
Wild Sheep Foundation

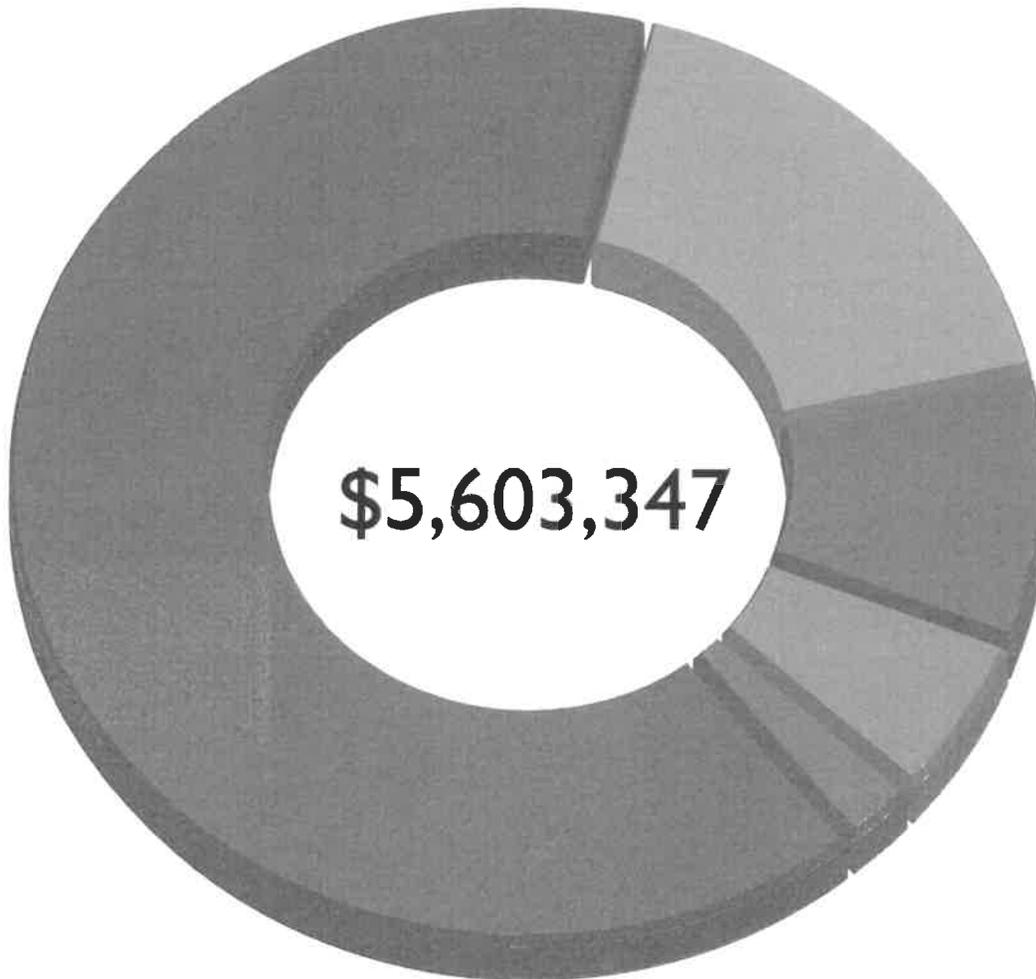


Matthew Blackburn  
FDB President

CC: Brett Jefferson  
Kevin Hurley  
Clay Brewer  
Kurt Alt

# FISCAL YEAR 2017-18 MISSION PROGRAM FUNDING

JULY 1, 2017 - JUNE 30, 2018



State, Provincial & Tribal Agency  
Conservation funding - \$3,622,050

Education, Advocacy & Other - \$988,145

Industry Support - \$536,397

Habitat, Restoration, Separation,  
Transplants, Management Plans & Research - \$322,522

International Conservation - \$134,233

7

## STATE, PROVINCIAL & TRIBAL AGENCY CONSERVATION FUNDING

Alaska Department of Fish & Game.....	\$110,000
Alberta Ministry of Environment.....	\$178,200
Arizona Department of Fish & Game/AZ Antelope Foundation.....	\$355,000
British Columbia Ministry of Forest, Lands & Natural Resource Operations.....	\$187,000
California Department of Fish & Wildlife.....	\$190,000
Carmen Island - Desert Sheep Program.....	\$76,500
Chihuahua - DBHS Program.....	\$67,500
Colorado Parks & Wildlife.....	\$133,650
Idaho Department of Fish & Game.....	\$99,750
Kluane First Nation.....	\$207,000
Montana Fish Wildlife & Parks.....	\$301,500
Navajo Nation Fish & Wildlife.....	\$49,500
Nebraska Game & Parks Commission (Elk Tag).....	\$40,500
Nevada Department of Wildlife.....	\$170,000
New Mexico Department of Game & Fish.....	\$391,500
Oregon Department of Fish & Wildlife.....	\$144,000
Sonora - DBHS Program.....	\$119,000
Taos Pueblo Game & Fish Department.....	\$247,500
Texas Parks & Wildlife Department.....	\$130,500
Utah Division of Wildlife Resources.....	\$54,000
Washington Department of Fish & Wildlife.....	\$101,250
Wyoming Governor's Big Game License Coalition.....	\$119,700
Shikar Safari - Altai Argali Permit.....	\$148,500
<b>TOTAL</b> .....	<b>\$3,622,050</b>

## HABITAT, RESTORATION, SEPARATION, TRANSPLANTS, MANAGEMENT PLANS & RESEARCH

Arizona Mountain Lion Ballot Initiative.....	\$25,000
CMAIE Fish & Wildlife Health Workshop Sponsorship, British Columbia.....	\$1,221
El Carmen Land & Conservation Guzzlers, Texas.....	\$7,500
Feasibility of Movi-free Domestic Sheep & Goat Flocks, British Columbia.....	\$3,000
Fraternity of the Desert Bighorn.....	\$2,500
Give A Lamb A Drink (GALAD) Campaign, California.....	\$25,000
Howe Foundation Grant to Alaska Wild Sheep Foundation.....	\$10,030
Howe Foundation Grant to Utah Wild Sheep Foundation.....	\$10,030
Movi Spillover Modeling West-Wide.....	\$5,000
National Wild Horse & Burro Rangeland Management Coalition.....	\$200
National Wild Horse & Burro Summit Sponsorship, West-Wide.....	\$1,000
Nevada Bighorns Unlimited - Muddy Mountains Water Guzzler.....	\$5,000
Ogjala Sioux Pine Ridge BHS Helicopter Survey, South Dakota.....	\$10,000
One Montana Common Ground Program, Montana.....	\$5,000
Public Lands/Water Access Association - Montana Access.....	\$5,000
Sheep Separation Program, British Columbia.....	\$5,000
Sierra El Alamo Desert Bighorn Sheep Release, Sonora.....	\$25,000
State, Tribal and Provincial Agency Horn Plug Program.....	\$14,108
Stone's Sheep Helicopter Survey, British Columbia.....	\$25,000
Thinhorn Summit Fund - G. Williams Dedicated Donation.....	\$11,000
WAFWA Disease Management Venture (DMV), OR/NV/NE.....	\$38,695
Wild Horse & Burro Education/Conservation/ Advocacy Films, West-Wide.....	\$10,000
Wild Sheep Disease Research - WSU Veterinary School.....	\$55,000
Wild Sheep Foundation Professional Resource Advisory Board (PRAB).....	\$23,238
<b>TOTAL</b> .....	<b>\$322,522</b>

## INDUSTRY SUPPORT

Alaska Professional Hunters Association.....	\$25,000
Alberta Professional Outfitters Society.....	\$5,000
Association of MacKenzie Mountain Outfitters (NWT).....	\$5,000
Boone & Crockett Club.....	\$25,000
BC Trappers Association - Furbearers Education.....	\$2,500
Bear Trust International Grant-Writing Sponsorship.....	\$9,900
Congressional Sportsman's Foundation.....	\$7,500
Colorado Parks & Wildlife - Sheep & Goat Education.....	\$500
Guide/Outfitter Assoc. of BC - Wildlife Stewardship.....	\$15,000
Northern Guides & Outfitters - Ungulate Enhancement Program.....	\$10,000
Northwest Guides & Outfitters - Ungulate Enhancement Program.....	\$10,000
Promotions - Industry Event Support.....	\$18,197
Promotions - Misc. Merchandise Donations.....	\$29,839
State, Provincial, Tribal, G&O, & Industry Booths.....	\$75,050
SCI Foundation Beretta Conservation Leadership.....	\$2,500
Tahltan Guide Outfitters Association.....	\$8,167
Travel - Board (Allocated to Programs).....	\$65,000
Travel - Committee Volunteer (Allocated to Programs).....	\$1,933
Travel - Staff (Allocated to Programs).....	\$125,000
USA Shooting Sponsorship.....	\$13,500
WAFWA Summer 2017 Meeting Sponsor.....	\$1,500
WAFWA January 2018 Reno meetings.....	\$7,686
Wild Sheep Society of BC - THS & BHS Enhancement - J. Classic.....	\$4,000
Wounded Warriors Outdoors Program Sponsorship.....	\$62,125
Wyoming Outfitters & Guides Association.....	\$1,500
Yukon Outfitters Association.....	\$5,000
<b>TOTAL</b> .....	<b>\$536,397</b>

## EDUCATION, ADVOCACY & OTHER

Advertising - Mission & Education.....	\$73,708
Advertising - Social Media Education.....	\$66,904
Advertising - Television (USA & Canada).....	\$61,000
DS/BHS Separation Advocacy Initiative.....	\$115,536
Educational Films/Videos.....	\$40,040
Four Daughters Ranch Orphanage Grant.....	\$200,000
Jack O'Connor Heritage Foundation.....	\$8,500
Life Member Scholarship - Kelli Poole.....	\$5,000
Membership Services & Education.....	\$34,065
MidwayUSA Foundation - Shooting Programs.....	\$100,000
Montana Chapter of The Wildlife Society.....	\$500
Museum of the Rockies.....	\$5,000
National Bighorn Sheep Center.....	\$550
National Conservation Leadership Institute.....	\$2,500
Northern Wild Sheep & Goat Council Biennial Symposium, Montana.....	\$2,000
Team Carone Foundation - Cancer Research.....	\$4,000
The Wildlife Society Annual Conference Sponsorship, Nationwide.....	\$5,000
Women's Sporting Club.....	\$2,500
WSF C&A Summit XI.....	\$31,553
WSF S.H.E.E.P. Youth Education Program.....	\$189,260
WSF/MidwayUSA Youth Wildlife Conservation Experience.....	\$40,529
<b>TOTAL</b> .....	<b>\$988,145</b>

## INTERNATIONAL CONSERVATION

Conservation Force - international wildlife initiatives.....	\$50,000
Custodians of Professional Hunting & Conservation South Africa.....	\$5,000
International Union for the Conservation of Nature (IUCN) N.A. SuLi.....	\$50,000
International Union for the Conservation of Nature (IUCN) Annual Dues.....	\$2,500
Kazakhstan Conservation Initiative.....	\$25,233
Kelli Poole Travel Stipend to Tajikistan for Instructing Women's Program.....	\$1,500
<b>TOTAL</b> .....	<b>\$134,233</b>

**Appendix B**  
**Nevada Permit Revenue Summary**  
**1984-2020**

1984 - Nevada Bighorn Sheep Permit	\$ 25,000.00
1985 - " " " "	\$ 42,000.00
1986 - " " " "	\$ 42,500.00
1987 - " " " "	\$ 57,000.00
1988 - " " " "	\$ 35,000.00
1989 - " " " "	\$ 29,000.00
1991 - " " " "	\$ 45,000.00
1992 - " " " "	\$ 65,000.00
1993 - " " " "	\$ 75,000.00
1994 - " " " "	\$ 79,000.00
2000 - " " " "	\$ 59,000.00
2001 - " " " "	\$ 47,500.00
2002 - " " " "	\$ 67,000.00
2003 - " " " "	\$ 89,000.00
2003 - " " " "	\$ 50,000.00
2004 - " " " "	\$ 87,500.00
2005 - " " " "	\$ 72,500.00
2006 - " " " "	\$ 110,000.00
2007 - " " " "	\$ 115,000.00
2007 - Nevada California Sheep Permit	\$ 60,000.00
2008 - Nevada Sheep Permit	\$ 115,000.00
2008 - Nevada California Sheep Permit	\$ 60,000.00
2009 - Nevada Sheep Permit	\$ 95,000.00
2009 - Nevada California Sheep Permit	\$ 45,000.00
2010 - Nevada Desert Bighorn Sheep Permit	\$ 135,000.00
2011 - " " " " "	\$ 90,000.00
2012 - " " " " "	\$ 70,000.00
2012 - Nevada California Sheep Permit	\$ 55,000.00
2013 - Nevada Desert Bighorn Sheep Permit	\$ 87,500.00
2014 - " " " " "	\$ 115,000.00
2015 - " " " " "	\$ 120,000.00
2016 - " " " " "	\$ 95,000.00
2017 - Nevada California Sheep Permit	\$ 70,000.00
2017 - Nevada Desert Bighorn Sheep Permit	\$ 110,000.00
2018 - " " " " "	\$ 170,000.00
2019 - " " " " "	\$ 155,000.00
2020 - " " " " "	\$ 100,000.00
	<b><i>\$2,939,500.00</i></b>
1995 - Nevada Antelope	<u>\$ 8,250.00</u>
<b>TOTAL</b>	<b><i>\$2,947,750.00</i></b>

**Appendix C**  
**Wild Sheep Foundation Permit Revenue Summary**  
**1980-2020**

<b>JURISDICTION - ENTITY</b>	<b>PERMIT PURCHASED</b>	<b>AMOUNT</b>
Alaska	Dall's Sheep (1997-2020)	\$ 1,499,500.00
	Muskox (2014)	\$ 18,000.00
	Caribou (1998)	\$ 2,200.00
	Bear (20012-2016)	\$ 166,500.00
	Mountain Goat (2007)	\$ 3,500.00
	Bison (2008)	\$ 6,000.00
		<b>\$ 1,529,200.00</b>
Alberta	Bighorn Sheep (1995-2020)	\$ 4,451,000.00
	Elk (2007-2020)	\$ 338,500.00
	Mule Deer (2009-2020)	\$ 317,500.00
		<b>\$ 5,107,000.00</b>
Armendaris Ranch	Desert Bighorn Sheep (2013)	\$ 75,000.00
	Desert Bighorn Sheep-Youth (2013-2015)	\$ 105,000.00
		<b>\$ 180,000.00</b>
Arizona	Desert Bighorn Sheep (1984-2020)	\$ 5,792,000.00
	Pronghorn (2014-2020)	\$ 304,500.00
	Elk (2001)	\$ 100,000.00
		<b>\$ 6,196,500.00</b>
British Columbia	Bighorn Sheep (2000-2020)	\$ 3,315,500.00
	Elk (2003-2009)	\$ 206,000.00
		<b>\$ 3,085,500.00</b>
California	Desert Bighorn Sheep (1988-2020)	\$ 2,714,500.00
	Pronghorn (2000)	\$ 4,500.00
	Deer (2000-2004)	\$ 78,500.00
	Tule Elk (2000-2006)	\$ 70,500.00
		<b>\$ 2,998,000.00</b>

10

<b>JURISDICTION - ENTITY</b>	<b>PERMIT PURCHASED</b>	<b>AMOUNT</b>
Colorado	Bighorn Sheep (1989-2020)	\$ 2,255,500.00
	Mountain Goat (1989-2020)	\$ 270,650.00
	Elk (2001-2006)	\$ 62,000.00
	Moose (1996-2006)	\$ 184,050.00
		<b>\$ 2,772,200.00</b>
GS	GS - (1986)	\$ 47,500.00
Hualapai Nation	Bighorn Sheep (1986; 2010)	\$ 54,500.00
Idaho	Bighorn Sheep (1988-2020)	\$ 2,586,500.00
Mongolia Altai	Argali (2020)	\$ 290,000.00
Kluane Nation	Dall's Sheep (2006-2020)	\$ 2,150,000.00
Maine	Moose (1996-1997)	\$ 15,200.00
Montana	Bighorn Sheep (1986-2020)	\$ 7,220,000.00
	Moose (1989-2008)	\$ 118,500.00
	Mountain Goat (2009)	\$ 10,000.00
		<b>\$ 7,348,500.00</b>
Montana Blackfeet	Bighorn Sheep (2009-2011)	\$ 187,000.00
	Elk (2009-2012)	\$ 43,500.00
		<b>\$ 230,500.00</b>
Fort Belknap	Bighorn Sheep (2019)	\$ 125,000.00
Navajo Nation	Desert Bighorn Sheep (1995-2020)	\$ 1,088,000.00
Nebraska	Bighorn Sheep (1999-2019)	\$ 525,000.00
	Elk (2014-2020)	\$ 61,000.00
	Statewide (2010-2013)	\$ 11,250.00
		<b>\$ 597,250.00</b>
Nevada	Sheep (1984-2020)	\$ 2,939,500.00
	Pronghorn (1995)	\$ 8,250.00
		<b>\$ 2,947,750.00</b>

<b>JURISDICTION - ENTITY</b>	<b>PERMIT PURCHASED</b>	<b>AMOUNT</b>
New Mexico	Bighorn Sheep (1990-2020)	\$ 3,687,000.00
	Desert Bighorn Sheep (2013-2020)	\$ 1,567,500.00
	Enhancement (2012-2020)	\$ 615,000.00
		<b>\$ 5,869,500.00</b>
North Dakota	Bighorn Sheep (1986-1998)	<b>\$ 409,500.00</b>
Oregon	Bighorn Sheep (1992-2020)	\$ 3,062,500.00
	Deer (2002)	\$ 20,000.00
	Pronghorn (2016; 2020)	\$ 30,000.00
		<b>\$ 3,112,500.00</b>
Taos Pueblo - NM	Bighorn Sheep (2007-2020)	<b>\$ 3,068,000.00</b>
Texas	Desert Bighorn Sheep (1987-2018)	<b>\$ 1,186,500.00</b>
Utah	Sheep (Bighorn and Desert 1983-2020)	\$ 2,439,000.00
	Elk (2006)	\$ 11,500.00
	Moose (1995; 1999)	\$ 18,000.00
	Pronghorn (1995)	\$ 3,750.00
	<b>\$ 2,472,250.00</b>	
Washington	Bighorn Sheep (1994-2020)	\$ 1,810,000.00
	Elk (1996-2006)	\$ 93,000.00
	Mountain Goat (2001-2002)	\$ 16,000.00
	Moose (1999)	\$ 5,500.00
	Deer (2005-2006)	\$ 15,000.00
	<b>\$ 1,939,500.00</b>	
Wyoming	Bighorn sheep (1980-2020)	\$ 2,185,150.00
	Moose (1997-2020)	\$ 557,750.00
	Elk (1999-2017)	\$ 155,000.00
	Commissioners (2010-2020)	\$ 50,250.00
	<b>\$ 2,978,150.00</b>	

<b>JURISDICTION - ENTITY</b>	<b>PERMIT PURCHASED</b>	<b>AMOUNT</b>
Yukon	Dall's Sheep (1988)	\$ 28,000.00
Mongolia Conservation	Altai Argali (2020)	\$ 125,000.00
Tajikistan Conservation	Urrial (2019-2020)	\$ 130,000.00
Tajikistan Conservation	Marco Polo (2019-2020)	\$ 330,000.00
Tajikistan Conservation	Bukharan Markhor (2019-2020)	\$ 295,000.00
Tajikistan Conservation	Ibex (2019-2020)	\$ 40,000.00
<b>Total conservation permit* revenue</b>		<b>\$ 61,333,000.00</b>
<b>Total Mexico landowner tag** revenue</b>		<b>\$ 10,128,000.00</b>
<b>Total Permit/Tag Revenue Summary</b>		<b>\$ 71,461,000.00</b>

\* Conservation permits (state, provincial, territorial, tribal, First Nations, and central Asia)

\*\* Mexico landowner tags sold specifically for conservation of free-ranging wild sheep

13



NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

### 2021 HERITAGE TAG VENDOR INFORMATION FORM

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

Please Print Clearly

<b>Organization Name:</b> Nevada Bighorns Unlimited - Reno	<b>Website Address:</b> <a href="http://nevadabighornsunlimited.org">nevadabighornsunlimited.org</a>	
<b>Organization Address:</b> P.O. Box 21393		
<b>City:</b> Reno	<b>State:</b> Nevada	<b>Postal Code:</b> 89515
<b>Contact Person #1:</b> Chris Cefalu		<b>Title:</b> Past President
<b>Contact Phone No.:</b> (775) 690-2946		<b>Email Address:</b> ccefalu@unr.edu
<b>Secondary Contact Person #2:</b> Pat Pinjuv		<b>Title:</b> President
<b>Contact Phone No.:</b> (775) 813-8271		<b>Email Address:</b> patp@pinecrestconstruction.net
<b>Date of Auction:</b> April 9th, 2021		
<b>Time of Auction:</b> 5:30-10:30 p.m.		
<b>Place of Auction:</b> Peppermill Hotel and Casino		
<b>Type of Function (banquet, convention, etc):</b> Fundraising Banquet		
<b>Estimated Attendance:</b> 2,400 people		
<b>Specie(s) to be considered for:</b> Nelson bighorn sheep, California bighorn sheep, mule deer, Rocky Mountain Elk, and Pronghorn Antelope		
<b>Do you anticipate charging a Buyer's Premium:</b> NO <input checked="" type="radio"/> YES		
If "Yes", how much: 3% (depending on payment type)		
<b>Describe reason for charging a Buyer's Premium:</b> We will possibly charge a premium, depending on the payment type. If the buyer chooses to pay via credit card, then a 3% transaction fee will be charged as NBU is charged a 3% transaction fee by our credit card processor when this occurs.		
<b>Proposed advertising and marketing strategy (attach any additional information):</b> The tag(s) will be advertised on our Facebook page, our website and through our quarterly NBU Journal. Typical advertisements consist of a one-page ad identifying what tags will be auction and any special unit closures, when applicable. The advertising base varies from 3,000 to 5,000 sportsmen and women depending on the platform and depending on the year. Please see attached letter.		
<b>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.</b> The tag(s) will not be packaged with any other items or services.		

①

RECEIVED

MAR 10 2020

NEVADA DEPT. OF WILDLIFE  
Non-Profit Tax Exempt

ID 88-0180276

NEVADA BIGHORNS  
UNLIMITED



P.O. Box 21393

Reno, Nevada 89515-1393

Phone: (775) 870-4094

nevadabighornsunlimited.org

March 10<sup>th</sup>, 2020

RE: Nevada Wildlife Heritage Trust - 2021 Tag Vendor Application

Dear Nevada Board of Wildlife Commissioners:

Nevada Bighorns Unlimited – Reno Chapter (NBU) respectfully requests consideration for the following Heritage tags: Nelson bighorn sheep, California bighorn sheep, mule deer, Rocky Mountain elk, and pronghorn antelope.

We hope that our track record of bringing high dollar bidders to the Heritage Tag auctions has shown that NBU is a deserving vendor. To give some examples over the last few years, we've been able to bring the following revenue for the Wildlife Heritage Trust:

- 2019 - \$137,000- Nelson Bighorn Sheep Tag,
- 2019- \$117,000- California Bighorn Sheep Tag,
- 2018 - \$110,000 – Nelson bighorn sheep tag,
- 2017 - \$140,000 – Nelson bighorn sheep tag,
- 2016 - \$107,500 – Nelson bighorn sheep tag,

As you can see, we've been able to help raise hundreds of thousands of dollars for the Wildlife Heritage Trust and we hope to continue to support this program and the Nevada Department of Wildlife. Typical marketing strategies have included the following:

- Full-page advertisement in NBU's quarterly Journal;
- Advertisement on NBU's website;
- Advertisement on NBU's Facebook page;
- Advertisement on the Wild Sheep Foundation's media platforms;
- Advertisement on Grand Slam Club Ovis' media platforms; and
- Advertisement through personal communications to guides, outfitters and sportsmen.

Attached is a full-page advertisement for this year's Nelson bighorn sheep tag & California bighorn sheep tag to provide an example of what some of the materials look like. We would be honored to once again be able to support this exceptional program.

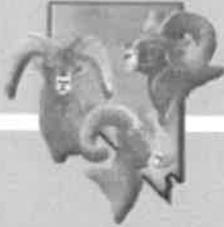
Sincerely,

*Christopher Cefalu*

Christopher J. Cefalu – NBU Past President

②

NEVADA BIGHORNS  
UNLIMITED



# Heritage Tag Auction

## Wildlife Heritage Tag #1 Desert (Nelson) Bighorn Sheep

- **Dates:** August 1 – December 31, 2019 except for Units 252, and 280 – 282 (standard 2019 season)
- **Species:** #1 Desert (Nelson) Bighorn
- **Weapon:** Any legal weapon may be used throughout the season
- **Area:** This tag is good for any of 50 open desert bighorn units. There is no restriction to hunting in the unit where the 2018 Heritage Tagholders harvested

Trophy desert bighorn rams can be found in several herds in Nevada. In 2018 there were 18 rams that scored 170+ from 11 different hunt units. There were rams with horn lengths that surpassed 40 inches and rams with horn bases of 16 inches. The success of Nevada's bighorn restoration program with dedicated biologists and passionate sportsmen working hand in hand is second to none. Without NBU this huge success story would have not been possible. Nevada is home to over 10,000 desert bighorn sheep! With great pride and commitment to this program, NBU is again thrilled to offer this highly-coveted #1 Desert Bighorn Heritage Tag at our Annual Banquet. 100% of the bid amount tonight goes the Wildlife Heritage Trust Fund to support bighorn restoration and management.

This hunt will be subject to a 3% surcharge if paid by credit card.



NEVADA BIGHORNS  
UNLIMITED



3

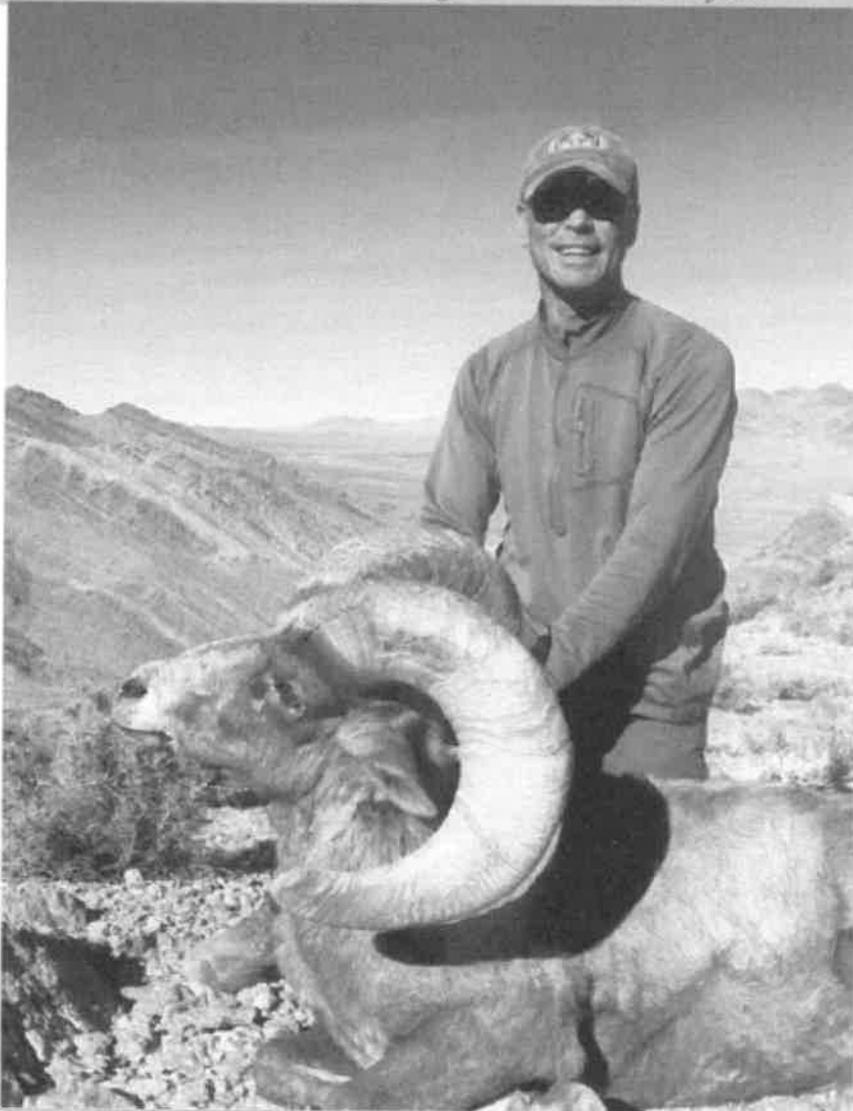
**GA#38**

**NEVADA HERITAGE #1 DESERT (NELSON)  
BIGHORN SHEEP TAG**

AUCTION PRICE
\$ <input type="text"/>

*See details on previous page*

*2018 Nevada Desert Bighorn - Victor Trujillo*



65

④

# 2019 General Auction



## GA#31

NEVADA HERITAGE CALIFORNIA BIGHORN SHEEP TAG

AUCTION PRICE

\$

*See details on previous page*

*2018 Cali ram 174.5 score*



NEVADA BIGHORNS  
UNLIMITED



# Heritage Tag Auction

## Wildlife Heritage Tag California Bighorn Sheep

- Dates: August 1 – December 31, 2019
- Species: California Bighorn
- Weapon: Any legal weapon may be used throughout the season
- Area: This tag is good for any of 12 open California bighorn units except Units 041 and 068

Trophy California bighorn rams can be found in several herds in Nevada. Demand is extremely high for Nevada's California bighorn ram hunt with over 14,000 applicants for the 58 draw tags in 2018. There were 3 rams harvested in 2018 that scored over 165 and one that scored 175 BC. One ram had 16-inch bases and 3 rams had horn lengths over 35 inches. In late January 2019, two California bighorn translocations were completed with funding from bighorn conservation groups like NBU and others along with proceeds from this tag auction. Nevada is home to almost 2,000 California bighorn sheep and growing thanks to efforts like these! NBU is proud to offer the one and only California Bighorn Heritage Tag at our Annual Banquet. 100% of the bid amount tonight goes the Wildlife Heritage Trust Fund to support bighorn restoration and management.

This hunt will be subject to a 3% surcharge if paid by credit card.



NEVADA BIGHORNS  
UNLIMITED



A handwritten signature or mark, possibly initials, located in the bottom right corner of the page.

**Maureen Hullinger**

Late

---

**From:** NDOW Information  
**Sent:** Monday, May 4, 2020 1:44 PM  
**To:** Maureen Hullinger  
**Subject:** Fw: Wildlife Heritage Tag Vendor application  
**Attachments:** NevadaHeritageTag2020App.pdf

---

**From:** Beverly Valdez <forthesheep@gmail.com>  
**Sent:** Monday, May 4, 2020 1:39 PM  
**To:** NDOW Information <ndowinfo@ndow.org>  
**Subject:** Wildlife Heritage Tag Vendor application

Please find attached the application form for California Wild Sheep Foundation for Wildlife Heritage tag(s) for 2020. We appreciate being able to apply and your extension of the submission date.

--  
Thanks again for your support of California wild sheep! Check out the web site at <http://www.cafnaws.org>. Join our Facebook page at [www.facebook.com/californiawildsheep](http://www.facebook.com/californiawildsheep).

--  
Best regards,  
Beverly Valdez  
California Chapter of WSF  
[forthesheep@gmail.com](mailto:forthesheep@gmail.com)

LATE



LATE  
See Email

NEVADA DEPARTMENT OF WILDLIFE  
License Office – Heritage Tag  
6980 Sierra Center Pkwy, Ste 120  
Reno, NV 89511

**2021 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: California Wild Sheep Foundation	Website Address: www.cawsf.org
Organization Address: 1360 Williams Hwy #151	
City: Grants Pass	State: OR
Postal Code: 97527	
Contact Person #1: Donald C Martin	Title: President
Contact Phone No.: ( ) 310-766-3921	Email Address: don-martin@earthlink.net
Secondary Contact Person #2: Beverly Valdez	Title: Administrator
Contact Phone No.: ( ) 650-302-3744	Email Address: forthesheep@gmail.com
Date of Auction: April 24, 2021	
Time of Auction: 7:00pm - 9:00pm PT	
Place of Auction: DoubleTree by Hilton, Sacramento, California	
Type of Function (banquet, convention, etc): Fundraising banquet including live/silent auction and raffles	
Estimated Attendance: 250-300	
Specie(s) to be considered for: California Bighorn Sheep, Rocky Mountain Elk, Pronghorn Antelope	
Do you anticipate charging a Buyer's Premium: NO X YES	
If "Yes", how much: 5%	
Describe reason for charging a Buyer's Premium: 5% Premium will be used for bighorn sheep conservation projects in California, specifically to include in our "Give a Lamb a Drink" program of installing and updating drinkers throughout the state's historical desert bighorn sheep ranges. This benefits not only bighorn sheep but all denizens of the California desert habitats (deer, antelope, desert tortoise, etc.).	
Proposed advertising and marketing strategy (attach any additional information): We will market the auction, specifically any Nevada fundraising tag, by implementing: <ul style="list-style-type: none"> <li>• Social media postings on FaceBook and Instagram to a combined more than 5000 users plus additional from WSF / GSCO / and other sister organizations;</li> <li>• Placement of stories and articles in statewide hunting/wildlife newsletters (Western Outdoor News, etc.);</li> <li>• Monthly print ads in California Sportsman, Alaska Sporting Journal, American Shooting Journal, and quarterly print ads in Wild Sheep Foundation and CA WSF magazines</li> <li>• Email direct marketing to more than 1,000 targeted people in our mailing list of past attendees and CAWSF /WSF members</li> </ul>	
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.	