WILD SHEEP Foundation

June 26, 2019

Neal Whitney
License Bureau Business Analyst
Administration Division
Montana Fish, Wildlife & Parks
1420 East Sixth Avenue, Helena, Montana, 59620

Dear Mr. Whitney:

On behalf of the Wild Sheep Foundation, please accept the attached completed 2020 proposal to market and sell on live auction one (1) 2020 Bighorn sheep permit on behalf of Montana Fish, Wildlife and Parks at our 44th Annual Convention in Reno, Nevada, January 16-18, 2020. Funds generated through the sale of this permit will be used to benefit bighorn sheep and other wildlife conservation, restoration, research and enhancement initiatives of Montana Fish, Wildlife and Parks.

Thank you for the opportunity to apply and please do not hesitate to call if I can be of further assistance. We look forward to supporting Montana's great wildlife heritage through the sale of this tag.

Sincerely,

Gray N. Thornton President & CEO

Enclosures

cc: Neal Whitney

412 Pronghorn Trail, Bozeman, MT 59718 • 406.404.8750 • info@WildSheepFoundation.org • www.WildSheepFoundation.org

WILD SHEEP Foundation

June 26, 2019

Neal Whitney

Montana Department of Fish, Wildlife and Parks
License Bureau
1420 East Sixth Ave.
Helena, MT 59620-0701

Re: Proposal to market and sell on live auction one (1) 2020 Bighorn sheep tag on behalf of the Montana Department of Fish, Wildlife and Parks.

Dear Mr. Whitney:

Thank you for the opportunity to present the Wild Sheep Foundation's proposal to market and sell on live auction one (1) 2020 Bighorn sheep permit to benefit bighorn sheep and other wildlife conservation, restoration, research and enhancement initiatives of the Montana Department of Fish, Wildlife and Parks (MTFWP).

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 *"Putting and Keeping Sheep on the Mountain®"* and since forming in 1977, the foundation has raised and put on the ground more than $130 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 the auction sale of special permits and tags.

We appreciate the opportunity and are pleased to submit our proposal to continue this record of success by marketing and selling via live auction the 2020 Montana bighorn tag during our January 16-18, 2020 annual convention in Reno, Nevada.

WSF:

- Proposes to sell the Montana tag with WSF retaining of 10% of the final auction bid price. Ninety (90%) percent of the final auction bid price will be forwarded to MTFWP.

- Encourages non-credit card payments to avoid credit card processing fees but will charge an additional 3% convenience fee should the buyer(s) choose to purchase the tag(s) on credit cards.

- Will showcase the Montana tag in the Permit section of our quarterly *Wild Sheep®* magazine as well as on the Permit section of our website including streaming video.

- Will aggressively promote the tag to our membership and our extensive database of permit buyers throughout the sheep and mountain hunting community using our weekly eNewsletter, VOCUS, social media and other channels.

- Provides live streaming video on-line bidding should a prospective buyer want to bid on the Montana tag, but not be able to attend the event personally. Online buyers are pre-qualified and may bid live, while watching and hearing our evening auctions streaming live on our secure website.

- Will not bundle this tag with any outfitting services, taxidermy or other products or services.

- Will provide a complimentary booth to the MTFWP team to assist in the marketing of the tag during the convention.

To date, the Wild Sheep Foundation has generated and contributed more than $130 million for wild sheep, mountain goats, and other mountain game conservation while benefiting other wildlife in Montana, North America and throughout the world. During the July 2017 to June 2018 fiscal year, WSF raised and directed more than $5.6 million to state, provincial, and tribal agencies as well as other mission programs, an increase of nearly $1 million in mission-funding from the prior year. A listing of our 2017-2018 program expenditures is attached as Appendix "A."

For the great state of Montana and her wildlife, on special license and tags alone, WSF has raised to date $6,910,000 for the Montana bighorn, and $118,500 for the Montana moose, and $10,000 for the mountain goat tag for wildlife and habitat conservation in Montana. A summary of Montana tags sold to date is attached as Appendix "B" and a summary of 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 $3.57 million in special permits and tags alone during our recent record-breaking Convention held February 7-9, 2019 at the Reno-Sparks Convention Center and Peppermill Resort, Spa & Casino in Reno, Nevada, including 6 new record bid prices for state, tribal and provincial tags, with an incredible $280,000 ending bid price for the Montana bighorn tag! This was the highest bid price of all the actions tags in 2019, and one of the highest in Montana's 33-year auction history.

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 bighorn 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 2020 auction for the Montana tag will be held at the WSF 44th Annual Convention January 16-18, 2020 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 not conflict with any other convention programs or events.

Estimated Attendance and Potential Market for License Bidders:

WSF recently enjoyed a significant membership increase and we currently have 8,100 members worldwide. 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 banquet attendance, an 18% increase in total registrations, and significant increases in multiple convention metrics including sponsorships and youth participation.

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 Montana bighorn tag, we will invite MTFWP to forward video footage of wild sheep in the area and the conservation work accomplished through the sale of the Montana tag 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 MTFWP a complimentary booth in our exhibit hall to help promote the tag to convention guests and one (1) evening banquet ticket the night the Montana 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.

WSF continues the effort to market the tag, before and after the auction itself. In addition, 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 or additions to the auction write-up, MTFWP personnel will have an opportunity to briefly address the audience to address these changes. Slides and video presentations provided by MTFWP 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 Montana conservation efforts for wild sheep and other wildlife and the wild lands of Montana.

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 Montana bighorn tag at our 44th Annual Convention in Reno, Nevada, January 16-18, 2020.

We look forward to supporting Montana's great wildlife heritage through the sale of this tag.

Sincerely,

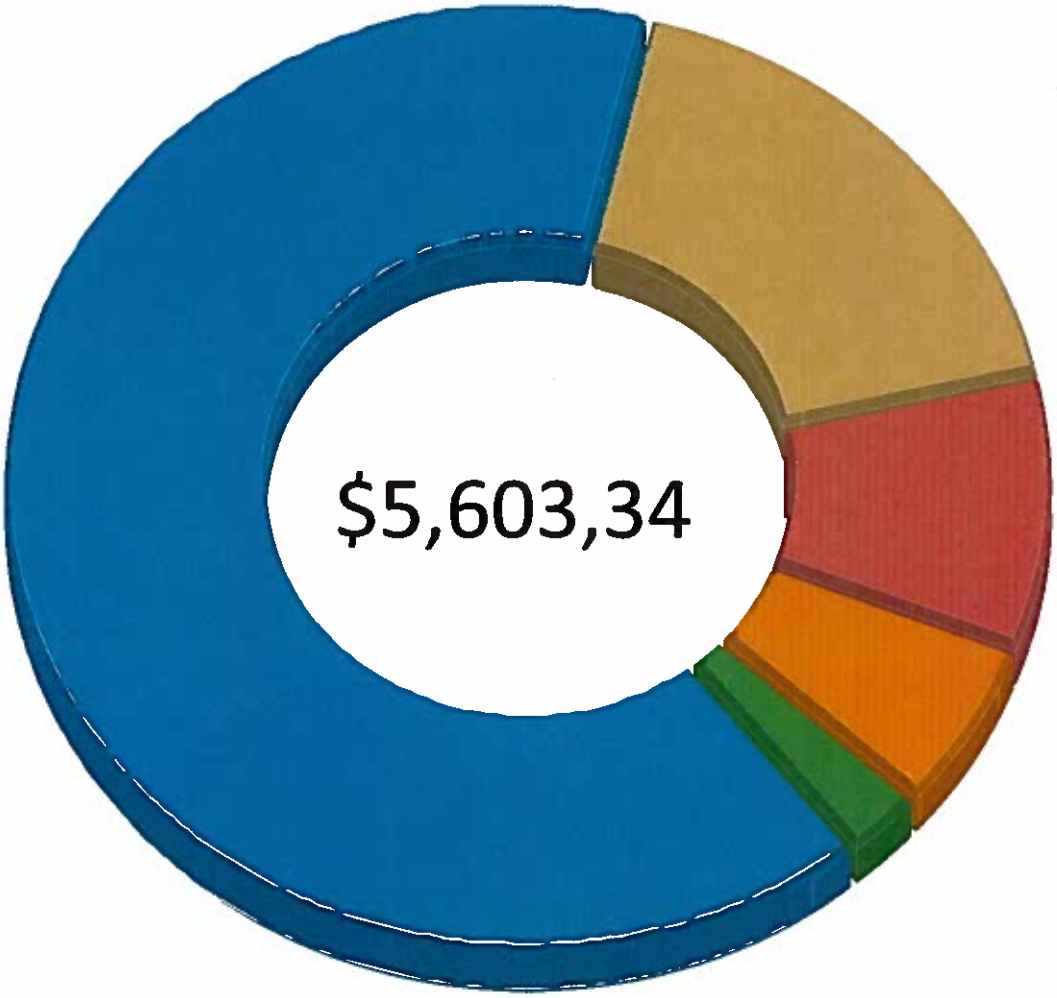
Gray N. Thornton
President & CEO

Kevin Hurley
Vice President, Conservation & Operations

Appendix A

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

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
TOTAL	**$3,622,050**

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

Arizona Mountain Lion Ballot Initiative	$25,000
CMIAE 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
Oglala 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
TOTAL	**$322,522**

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
TOTAL	**$536,397**

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
TOTAL	**$988,145**

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
TOTAL	**$134,233**

WILD SHEEP Foundation

Appendix B

Wild Sheep Foundation - Montana Auction Permit History

Bighorn Sheep

1986	$ 79,000.00
1987	$ 109,000.00
1988	$ 93,000.00
1989	$ 74,000.00
1990	$ 61,000.00
1991	$ 80,000.00
1992	$ 88,000.00
1993	$ 205,000.00
1994	$ 310,000.00
1995	$ 281,000.00
1996	$ 220,000.00
1997	$ 238,000.00
1998	$ 300,000.00
1999	$ 130,000.00
2000	$ 95,000.00
2001	$ 100,000.00
2002	$ 90,000.00
2003	$ 132,000.00
2004	$ 160,000.00
2005	$ 160,000.00
2006	$ 115,000.00
2007	$ 140,000.00
2008	$ 195,000.00
2009	$ 245,000.00
2010	$ 275,000.00
2011	$ 290,000.00
2012	$ 300,000.00
2013	$ 480,000.00
2014	$ 320,000.00
2015	$ 320,000.00
2016	$ 305,000.00
2017	$ 305,000.00
2018	$ 335,000.00
2019	$ 280,000.00
	$6,910,000.00

WILD SHEEP Foundation

Moose

1989	$ 13,000.00
1992	$ 9,000.00
1993	$ 13,000.00
1994	$ 9,000.00
1995	$ 14,000.00
2005	$ 15,000.00
2006	$ 13,000.00
2007	$ 20,000.00
2008	$ 12,500.00
	$ 118,500.00

Mountain Goat

1989	***$ 13,000.00***

TOTAL	***$7,041,500.00***

Appendix C
Wild Sheep Foundation Permit Revenue Summary
1980-2019

JURISDICTION - ENTITY	PERMIT PURCHASED	AMOUNT
Alaska	Dall's Sheep (1997-2019)	$1,499,500.00
	Muskox	$18,000.00
	Caribou	$2,200.00
	Bear	$166,500.00
	Goat	$3,500.00
	Bison	$6,000.00
		$1,695,700.00
Alberta	Bighorn Sheep (1995-2019)	$4,286,000.00
	Elk (2007-2019)	$319,500.00
	Mule Deer (2009-2019)	$297,500.00
		$4,903,000.00
Armendaris Ranch	Desert Bighorn Sheep	$75,000.00
	Desert Bighorn Sheep (Youth)	$105,000.00
		$180,000.00
Arizona	Desert Bighorn Sheep (1984-2019)	$5,522,000.00
	Pronghorn (2014-2019)	$213,500.00
	Elk	$100,000.00
		$5,835,500.00
British Columbia	Bighorn Sheep (2000-2019)	$2,879,500.00
	Elk (2003-2009)	$206,000.00
		$3,085,500.00
California	Desert Bighorn Sheep (1988-2019)	$2,714,500.00
	Pronghorn	$4,500.00
	Deer (2000-2004)	$78,500.00
	Tule Elk (2000-2006)	$70,500.00
		$2,868,000.00

JURISDICTION - ENTITY	PERMIT PURCHASED	AMOUNT
Colorado	Bighorn Sheep (1989-2019)	$2,115,500.00
	Goat (1989-2019)	$304,650.00
	Elk (2001-2006)	$62,000.00
	Moose (1996-2006)	$184,050.00
		$2,666,200.00
GS	GS - (1986)	***$47,500.00***
Hualapai Nation	Bighorn Sheep	***$54,500.00***
Idaho	Bighorn Sheep (1988-2019)	***$2,421,500.00***
Mongolia Altai	Argali (2018)	***$165,000.00***
Kluane Nation	Dall's Sheep (2006-2019)	***$1,810,000.00***
Maine	Moose	***$15,200.00***
Montana	Bighorn Sheep (1986-2019)	*$6,910,000.00*
	Moose (1989-2008)	*$118,500.00*
	Goat	*$10,000.00*
		$7,038,500.00
Fort Belknap	Bighorn Sheep (2019)	***$125,000.00***
Navajo Nation	Desert Bighorn Sheep (1995-2019)	***$1,038,000.00***
Nebraska	Bighorn Sheep (1999-2017; 2019)	$525,000.00
	Elk	$61,000.00
	Statewide	$11,250.00
		$597,250.00
Nevada	Sheep (1984-2019)	$2,839,500.00
	Antelope	$8,250.00
		$2,847,750.00

JURISDICTION - ENTITY	PERMIT PURCHASED	AMOUNT
New Mexico	Bighorn Sheep (1990-2019)	$3,512,000.00
	Desert Bighorn Sheep (2013-2019)	$1,417,500.00
	Enhancement (2012-2014)	$345,000.00
		$5,274,500.00
North Dakota	Bighorn sheep (1986-1998)	***$409,500.00***
Oregon	Bighorn sheep (1992-2019)	$2,902,500.00
	Deer	$20,000.00
	Antelope	$14,000.00
		$2,936,500.00
Mexico-Sonora-Patrocipes	Desert bighorn sheep (2010; 2019)	***$65,000.00***
Taos Pueblo - NM	Bighorn sheep (2007-2019)	***$2,723,000.00***
Texas	Desert bighorn sheep (1987-2018)	***$1,186,500.00***
Utah	Sheep (Bighorn and Desert 1983-2019)	$2,376,500.00
	Elk	$11,500.00
	Moose	$18,000.00
	Pronghorn	$3,750.00
		$2,409,750.00
Washington	Bighorn sheep (1994-2019)	$1,655,000.00
	Elk (1996-2006)	$93,000.00
	Goat	$16,000.00
	Moose	$5,500.00
	Deer	$15,000.00
		$1,784,500.00
Wyoming	Bighorn sheep (1980-2019)	$2,075,150.00
	Moose (1997-2019)	$482,750.00
	Elk (1999-2017)	$155,000.00
	Commissioners (2010-2014 TWS/COOP)	$50,250.00
		$2,763,150.00

JURISDICTION - ENTITY	PERMIT PURCHASED	AMOUNT
Yukon	Dall's sheep	***$ 28,000.00***
Mexico-Tiburon/Baja	Desert bighorn sheep (1984-2016)	***$ 7,087,100.00***
Mexico-Carmen Island	Desert bighorn sheep (2004-2019)	***$ 909,000.00***
Mexico - CEMEX	Desert bighorn sheep (2010-2015)	***$ 452,400.00***
Mexico-Chihuahua-La Guarida	Desert bighorn sheep (2010-2019)	***$ 497,000.00***
Mexico-Sonora-Sierra El Alamo	Desert bighorn sheep (2018-2019)	***$ 222,500.00***
TOTAL		***$66,142,000.00***