

Wildlife Council Members,

Please review the below request and attachments in advance of our conference call on Monday, April 3rd. It provides background information on the main decision item that will be considered during this meeting.

Request:

CPW's Partners in the Outdoors program would like to request a sponsorship in the amount of \$2,500 from the Wildlife Council.

This will allow us to bring in Tovar Cerulli to serve as our Closing Keynote Speaker. He recently spoke at the North American Wildlife and Natural Resources Conference hosted by the Wildlife Management Institute. CPW Director, Bob Broscheid, was in attendance and was quite impressed with Tovar and his message related to reaching out to new audiences.

Tovar's message "Catalyzing Insights for Conservation" addresses that the landscape of environmental and wildlife conservation is in rapid transition: ecological, cultural, political and fiscal. To succeed, we need to be more agile and innovative. We need to step outside our habitual silos. We need to engage in conversations with the unfamiliar. As a vegan turned hunter and a student of culture and communication, Tovar offers a unique bridge across diverse ways of thinking about human relationships with nature and wildlife. His [website](#) provides more information on his background and his message.

Audience:

The conference offers a *unique opportunity* for the Council to get their message in front of the outdoor recreation and environmental education community, many of whom do not understand the role hunting and fishing play in conservation.

Additionally, a key component of the audience at the conference will be our sportsmen's groups. The Wildlife Council will have the opportunity to interact with these groups. As with the outdoor rec community, a segment of this group still does not understand the role they play in conservation.

Sponsorship Benefits:

If the Council sponsors our Closing Keynote Speaker, the following benefits will be provided:

- Wildlife Council/Hug-a-Hunter ad in the conference program (1/4 page, color ad)
- Wildlife Council/Hug-a-Hunter logo on conference web page
- Wildlife Council/Hug-a-Hunter logo in the electronic program app
- Two participant registrations to the conference
- Opportunity for a Wildlife Council member to introduce the closing keynote speaker. Prior to this introduction, the Council will be allotted a few minutes (3-5 minutes) to speak to the work of the Council and promote that they are serving s the keynote sponsor.
- During the lunch prior to the closing keynote, we can play the Council's new commercials.
- Opportunity for a member from the Council to co-present our session on the SHIFT Principles ([see session description below](#)).
 - The plan for this session is to start off with an introduction to the North American Model (what it is, its success, etc.) to set the stage for a presentation on SHIFT.
 - It would be a good fit for a member of the Council to present the portion of the session on the North American Model of Wildlife Conservation as it aligns closely with the Council's messaging.
 - The portion on the SHIFT Principles will be presented by CPW's Lauren Truitt.
- The Council will be provided with a booth in our Exhibit Hall to have hug-a-hunter materials and swag available throughout the conference.

Thank you for your consideration.

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