



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

June 20, 2019

Neal Whitney
Montana Fish, Wildlife & Parks
License Bureau
PO Box 200701
Helena, MT 59620-0701

RE: **Proposal for one (1) Montana Mule Deer Auction License**

Dear Mr. Whitney:

Please accept this letter as our application for (1) 2020 Montana Mule Deer License, which will be auctioned at our National Convention during the Western Hunting and Conservation Expo (WHCE) in Salt Lake City, Utah on February 13-16, 2020. Over 55,000 patrons visited our show in February 2019.

The Mule Deer Foundation is a non-profit wildlife conservation organization whose mission is to ensure the conservation of mule deer, black-tailed deer and their habitat. Headquartered in Salt Lake City, Utah, MDF has over 25,000 members throughout the U.S. MDF's goals center on restoring, improving and protecting mule deer habitat, resulting in self-sustaining, healthy, free-ranging, and huntable mule deer populations. MDF achieves its goals through partnering with state and federal wildlife agencies, other conservation groups, businesses, private landowners, and individuals to fund and implement habitat enhancement, research and conservation education projects. Attached is a list of our chapters in Montana and our Montana projects and funding.

Our national convention serves as our annual members' meeting along with providing the opportunity to raise funds for our mission. Additionally, our exhibit hall will have over 500 vendors promoting everything from outfitted hunts and trips to wildlife art. The WHCE had over 50,000 wildlife enthusiasts venture through our exhibit hall during the four-day event. Given recent history, we believe that more than 3500 guests will attend our fundraising auctions. MDF has over 30 years of fundraising experience. Last year, our fundraising auction at the WHCE grossed over eight million dollars. We have achieved great success auctioning special big game licenses and tags at our convention. Last year, MDF generated \$26,100 through the auction of the Montana Mule Deer License at our National Convention. Other special state tags from Arizona, Colorado, Utah, Washington, Nevada, New Mexico and California raised over four million dollars for their states' respective wildlife.

Mule Deer Foundation has designed an aggressive media campaign, utilizing direct mail, out of state and local television, radio stations, and newspapers to advertise the event. We will promote the Montana auction license on our websites (www.muledeer.org and www.huntexpo.com) and in many national publications including, our *MDF* magazine which has a circulation of more than 30,000. We will also outline details about the auction license in our auction guide and program. In addition, the MDF would like to offer the Montana Fish, Wildlife & Parks (MFWP) a complimentary booth in our exhibit hall where your department has the opportunity to help promote the license and provide information about the MFWP at the Expo.

MDF would retain 10% of the license auction proceeds, which would help offset costs to promote and administer the auction of the tag.

We appreciate the opportunity to apply for the 2020 auction license and hope that MFWP will consider our request. We appreciate our ongoing partnership and hope that together we can secure a strong future for Montana's mule deer and other wildlife.

Sincerely,

A handwritten signature in blue ink that reads "Amanda Yetter". The signature is written in a cursive, flowing style.

Amanda Yetter
Tag Coordinator

Encls.



Mule Deer Foundation Montana Chapters

- Lewis and Clark Chapter (Helena, MT)
- Bridger Bucks Chapter (Bozeman, MT)
- Big Sky Chapter (Billings, MT)
- Black Gold Chapter (Baker, MT)
- Northern Rockies Chapter (Kalispell, MT)
- High, Wide & Heavy Chapter (Great Falls, MT)
- Treasure State Chapter (Butte, MT)
- Sapphire Range Chapter (Stevensville, MT)
- The Dark Horn Chapter (Missoula, MT)
- Ghosts of the Madison (Ennis, MT)
- Badland Bruisers Chapter (Glendive, MT)
- Boulder River Bucks Chapter (Big Timber, MT)

Chapter	2019 Event Date	Location	Chairman	Phone	Email
<i>Treasure State Chapter</i>	March 9th	Butte, MT	Mary Meyer	(406) 207-0700	mary_meyer_mt@gmail.com
<i>Big Sky Chapter</i>	April 20 th	Billings, MT	Eric Homer	(701) 713-0842	homer.eric@outlook.com
<i>Black Gold Chapter</i>	March 23rd	Baker, MT	Tavis Renner	(406) 939-5362	mdfbaker@gmail.com
<i>Badland Bruisers Chapter</i>	Feb 23rd	Glendive, MT	Tim Mattick	(406) 939-7982	badlandbruisers@gmail.com
<i>Dark Horn Chapter</i>	March 2nd	Missoula, MT	Tracey Manning	(406) 214-1154	acehuntermt@gmail.com
<i>Sapphire Range Chapter</i>	March 16th	Hamilton, MT	Scott Falagan	(406) 360-3241	scottf@farmersbank.com
<i>Northern Rockies Chapter</i>	March 23 rd	Kalispell, MT	Coltin Weber	(406) 212-5858	coltinweber@eleyammunition.com
<i>Bridger Bucks Chapter</i>	March 23 rd	Bozeman, MT	Brett Hyde	(406) 581-7569	brett.hyde@apmortgage.com
<i>High, Wide, & Heavy Chapter</i>	March 30	Great Falls, MT	Matt Hagel	(406) 868-8321	matthewbhagel@gmail.com
<i>Ghosts of the Madison Chapter</i>	July 27th	Ennis, MT	Shanna Swanson	(406) 600-7085	ghostsofthemadison@gmail.com
<i>Lewis & Clark Chapter</i>	August 17th	Helena, MT	Dave Cato	(406) 431-5648	tylenec@hotmail.com
<i>Boulder River Bucks</i>	April 6 th	Big Timber, MT	Robert Farnum	(641) 932-8022	latigo41@gmail.com

