



July 1, 2024

Payton Schild  
Montana Fish, Wildlife and Parks  
Licensing Bureau  
1420 E Sixth Ave  
Helena, MT 59620

Re: Proposal to market and sell via live auction one 2025 bighorn sheep tag, Shiras moose and mountain goat on behalf of the Montana Fish, Wildlife and Parks.

Dear Payton:

Thank you for the opportunity to present the Wild Sheep Foundation's application/proposal to market and sell via live auction a bighorn sheep, Shiras moose and mountain goat tag(s) to benefit bighorn sheep and other wildlife conservation, restoration, research and enhancement initiatives of Montana Fish, Wildlife and Parks.

The Wild Sheep Foundation (WSF) is a 501(c)(3) non-profit (#42-1109229) 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 Wild Sheep on the Mountain®"* and since forming in 1977, the foundation has raised and put on the ground more than \$145 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.

In 38 years of conservation partnership with WSF the auctioning of special licenses and tags has raised for the great state of Montana an astounding \$9,204,000.00. Just this year Montana's 2024 bighorn sheep tag generated \$380,000.00, as part of that success. A summary of Montana's 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."

To continue this record of success we are pleased to submit our proposal to market and sell via live auction the 2025 Montana bighorn sheep auction tag and other species Montana may award during our January 16-18<sup>th</sup>, 2025 47<sup>th</sup> annual convention in Reno, Nevada. This event is being held at the Reno Convention Center and the Peppermill Resort, Spa, & Casino and our Live Auctions are conducted during our evening banquets in the Tuscany Ballroom at the Peppermill, to avoid conflict with any other convention programs or events.

WSF:

- Proposes to sell the Montana tag(s) with WSF retaining 10% of the final auction bid price. Ninety (90%) percent of the final auction bid price will be forwarded to MFWP.
- 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 on credit cards.
- Will showcase the Montana tag(s) in the permit section of our quarterly *Wild Sheep* magazine as well as on the Permit section of our website including streaming video.

412 Pronghorn Trail, Bozeman, MT 59718 | tel: 1.406.404.8750 |  
email: [info@wildsheepfoundation.org](mailto:info@wildsheepfoundation.org) | website: [www.wildsheepfoundation.org](http://www.wildsheepfoundation.org)

- Will invite MFWP to forward video or photos of wild sheep and conservation work accomplished, to be utilized in resolutely promoting the MFWP tag(s) and during the banquet auction.
- Will aggressively promote the MFWP tag(s) to our membership and our extensive database of permit buyers throughout the sheep and mountain hunting community using our weekly Mountain Minutes eNewsletter, VOCUS AP wire and social media.
- Will send press releases 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.
- Provides live streaming video on-line bidding should a prospective buyer want to bid on the MFWP tag, but not be able to attend the event personally. Online buyers are prequalified and may bid live, while watching and hearing our evening auctions streaming live on our secure website.
- Will not bundle these tag(s) with any outfitting services, taxidermy or other products or services.
- Will also provide Montana a complimentary booth in our exhibit hall to help promote the tag to convention guests and two (2) evening banquet tickets the night the MFWP tag is auctioned so a representative(s) can field any questions that may arise from the audience.

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

WSF membership continues to expand with a current worldwide membership of over 10,500. We estimate convention attendance at 5,100 fully registered convention guests, as well as 15,000-16,000 additional attendees who will visit the exhibit hall.

The demographics of the WSF membership consist of citizens throughout the world, but primarily from the United States and Canada. 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.

At the time of auction if there are any changes to the auction write-up, MFWP personnel will have an opportunity to briefly address the audience to address these changes.

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 2025 Montana bighorn sheep tag and other species licenses at our 47<sup>th</sup> Annual Convention in Reno, Nevada, January 16-18<sup>th</sup>, 2025.

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

Sincerely,



Gray N. Thornton  
President & CEO

Sincerely,



Kim Nieters  
VP of Operations  
Auction Director