



Notice of Sponsorship Opportunity
Kentucky Proud Livestock Classic Hosted by the
Kentucky Department of Agriculture

Section I. General Information

A. Purpose of this Document

The Kentucky Proud Livestock Classic will be held on September 6, 2025, at the Central Kentucky Ag Expo Center located at 678 Wallace Wilkinson Blvd, Liberty, Ky 42539. Sponsorship of this event will cover the cost of paying for show premiums, facility rental, fencing rental, shavings, marketing / advertising, awards and other associated costs. The livestock show will be conducted in accordance with all applicable federal, state, local laws, regulations and guidance for livestock shows.

B. Proposal Submission

Proposals shall be received at the Department of Agriculture in either hard copy or electronic submission no later than 9 a.m. on Monday, July 14, 2025.

The response must contain all the required information for the Solicitation.

All files shall be labeled accordingly.

A proposal may be modified or withdrawn by electronic or written notice ONLY if received prior to the bid closing date and time.

C. Inquiries

All inquiries regarding this solicitation for sponsorships shall be submitted, in writing, to Charles Barnette at Charles.Barnette@KY.gov.

All inquiries regarding this solicitation for sponsorships shall be submitted to the contact person by 4:30 p.m. Eastern Standard Time (EST) on Monday, July 7, 2025.

Any verbal representations made or assumed to be made during any oral discussions are not binding on the Kentucky Department of Agriculture or the Commonwealth of Kentucky.

D. Verification/Clarification of Information

The Kentucky Department of Agriculture may request verification/clarification documentation from the Sponsor of any information provided in its response.

E. Cost of Preparing Response

Costs for developing the response are solely the responsibility of the Sponsor. The Kentucky Department of Agriculture shall provide no reimbursements for such costs.

F. Cancellation

The Kentucky Department of Agriculture may, upon a thirty (30) days written notice sent to the Sponsor, terminating the agreement resulting from this sponsorship solicitation completely or in part, for convenience or for default in accordance with 200 KAR 5:312. Any damages resulting from the termination of the contract shall be determined and calculated in accordance with the provisions of 200 KAR 5:312.

Pursuant to KRS 45A.105 the Kentucky Department of Agriculture reserves the right to cancel or reject responses that are deemed not to be in the best interest of the Commonwealth of Kentucky.

G. Authorized to do Business in Kentucky:

The Bidder affirms that it is properly authorized under the laws of the Commonwealth of Kentucky to conduct business in this state and will remain in good standing to do business in the Commonwealth of Kentucky for the duration of any contract awarded.

The Bidder shall maintain certification of authority to conduct business in the Commonwealth of Kentucky during the term of this contract. Such registration is obtained from the Secretary of State, who will also provide the certification thereof.

Registration with the Secretary of State by a Foreign Entity:

Pursuant to KRS 45A.480(1)(b), an agency, department, office, or political subdivision of the Commonwealth of Kentucky shall not award a state contract to a person that is a foreign entity required by [KRS 14A.9-010](#) to obtain a certificate of authority to transact business in the Commonwealth (“certificate”) from the Secretary of State under [KRS 14A.9-030](#) unless the person

produces the certificate within thirty (30) days of the bid or proposal opening. Therefore, foreign entities should submit a copy of their certificate with their solicitation response. If the foreign entity is not required to obtain a certificate as provided in [KRS 14A.9-010](#), the foreign entity should identify the applicable exception in its solicitation response. Foreign entity is defined within [KRS 14A.1-070](#).

For all foreign entities required to obtain a certificate of authority to transact business in the Commonwealth, if a copy of the certificate is not received by the contracting agency within the time frame identified above, the foreign entity's solicitation response shall be deemed non-responsive or the awarded contract shall be cancelled.

Businesses can register with the Secretary of State at <https://www.sos.ky.gov/bus/business-filings/Forms/Pages/default.aspx>.

Section II. Scope and Evaluation Criteria

The show will begin at 8:00 a.m. EST and conclude upon completion of the livestock awards ceremony. The Kentucky Department of Agriculture is seeking \$70,000.00 in total sponsorship for the event with individual sponsorships levels identified below. Benefits of each sponsorship level are included below.

A prospective Sponsor may respond with an offer to supply one of the following sponsorship levels:

- A. Trail Boss** - \$20,000.00 (Logo will receive preferred placement on banners, marketing and advertising materials. Ability to banner the performance area. Mention in all press releases, marketing, social media posts and advertising materials. Representatives may participate in various awards ceremonies. Includes opportunity to table at the event.)
- B. Wrangler** - \$10,000.00 (Logo will receive prominent placement on banners, marketing and advertising materials. Ability to banner the performance area. Mention in all press releases, marketing, social media posts and advertising materials. Includes opportunity to table at the event.)
- C. Stockman** - \$5,000.00 (Logo will receive placement on banners, marketing and advertising materials. Ability to banner the performance area. Includes opportunity to table at the event.)
- D. Drover** - \$1,000.00 (Logo will receive placement on banners. Ability to banner the performance area.)
- E. Ranch Hand** - \$500.00 (Logo will be recognized on award buttons and banners.)

A sponsorship shall be awarded to responsible bidders determined in writing to be most advantageous to the Commonwealth, taking into consideration the evaluation factors set forth in the sponsorship opportunity.

The Kentucky Department of Agriculture reserves the right to negotiate with responding entities upon review of the submitted proposals.

Section III. Statement of Sponsorship

The Kentucky Department of Agriculture is an agency of the Commonwealth of Kentucky. As such, the Department must comply with applicable state laws, regulations and procedures as they relate to donations, sponsorships, procurement, and other acquisitions. To that end, the Department is soliciting sponsorships in accordance with the provisions of KRS 45A.097 and provides the following general information regarding the sponsorship solicitation:

The solicitation is for a specific event - **Kentucky Proud Livestock Classic**.

The Kentucky Department of Agriculture shall advertise the sponsorship opportunity on its Web site and other written media for a minimum of seven (7) calendar days.

The Kentucky Department of Agriculture is seeking \$70,000.00 in total sponsorship for the event with individual sponsorships levels as outlined in Section II. Scope and Evaluation Criteria of this notice.

Section IV. Technical Response Format

A. Responsiveness

In order to be considered for selection, responses submitted by the bidders should be completely responsive to this document. All conditions printed herein are hereby made a part of the conditions under which the response is submitted and shall be incorporated into any Award on this project. Further, the contents of a response shall become part of any Award resulting from that response.

B. Technical Response

The Technical Response is requested to be brief and concise and should include the following:

1. Signed response containing the content required below
2. Contact information
3. Any deviations from stated requirements
4. Bidder Background including date established, a brief history of the bidder, and a short narrative regarding the bidder's business type
5. Disclose whether Sponsor has a current contract with the Commonwealth or any agency of the Commonwealth
6. Notarized Affidavit for Bidders, Offerors and Contractors (<https://finance.ky.gov/office-of-the->

[secretary/FinanceForms/Annual%20Required%20Affidavit%20for%20Bidders%20Offerors%20and%20Contractors.pdf](#)

7. Sponsorship Response which shall include (1) the desired sponsorship level from Section II, 2. a statement regarding the reason the bidder has an interest in sponsoring the Kentucky Proud Livestock Classic, and a sample of logo to be included on website, printed material, and signage.

Section V. Technical Response Evaluation Criteria

The Kentucky Department of Agriculture shall evaluate all Technical Responses in accordance with KRS 45A.695. Each response shall be evaluated as follows:

Responsiveness to Solicitation: 20 points

Sponsor and Background: 20 points

Sponsorship Response: 60 points

Total Points: 100 points

The selected sponsors shall provide payment within thirty (30) days of notification of selection by the Kentucky Department of Agriculture.

The Technical Response shall be evaluated and scored by the Kentucky Department of Agriculture evaluation committee. The total maximum score on the Technical Response is 100 points.

Section VI. General Conditions

A. Sponsor's Responsibilities during the Award Term

Once notified of the sponsorship award, sponsors shall deliver sponsorship funds to the Kentucky Department of Agriculture within thirty (30) days. All funds will be used for presenting the Kentucky Proud Livestock Classic. **ALL CHECKS ARE TO BE PAYABLE TO THE KENTUCKY STATE TREASURER.**

The chosen Sponsors will be required to disclose whether they have a current contract with the Commonwealth or any agency of the Commonwealth.

B. Endorsement

A sponsorship shall not constitute an endorsement of a particular business by the Commonwealth as the sole vendor of choice.

No chosen Sponsor may claim to be an “official sponsor” due to governmental regulations prohibiting such verbiage or an endorsement by the Commonwealth.

Pursuant to KRS 45A.105 the Kentucky Department of Agriculture reserves the right to cancel or reject responses that are deemed not to be in the best interest of the Commonwealth of Kentucky.

C. The Kentucky Department of Agriculture Responsibilities during the Award Term

For all bidders chosen pursuant to this solicitation to be a Sponsor, the Kentucky Department of Agriculture shall provide benefits as outlined in Section II. Scope and Evaluation Criteria of this notice.

D. Violation of tax and employment laws

KRS 45A.485 requires that contractors, including sponsorship contractors reveal to the Commonwealth, prior to the award of a contract, any final determination of a violation by the contractor within the previous five (5) year period of the provisions of KRS Chapters 136, 139, 141, 337, 338, 341, and 342. These statutes relate to state sales and use tax, corporate and utility tax, income tax, wages and hours laws, occupational safety and health laws, unemployment insurance laws, and workers compensation laws, respectively.

To comply with the provisions of KRS 45A.485, the successful bidders will be required to report any such final determination(s) of violation(s) to the Commonwealth by providing the following information regarding the final determination(s): the KRS violated, the date of the final determination, and the state agency, which issue the final determination.

KRS 45A.485 also provides that, for the duration of any contract, successful bidders shall be in continuous compliance with the provisions of those statutes which apply to the contractor’s operations, and that the contractor’s failure to reveal a final determination as described above or failure to comply with the above statutes for the duration of the contract, shall be grounds for the Commonwealth’s cancellation of the contract and the contractor’s disqualification from eligibility for future state contracts for a period of two (2) years.

The Contractor must check one:

_____ The Contractor has not violated any of the provisions of the above statutes within the previous five (5) year period.

_____ The Contractor has violated the provisions of one or more of the above statutes within the previous five (5) year period and has revealed such final determination(s) of violation(s). Attached is a list of such determination(s), which includes the KRS violated, the date of the final determination, and the state agency which issued the final determination.

E. Modifications to Award

Any modifications to the Award shall be in writing and processed through the Kentucky Department of Agriculture contact identified in Section I, C. of this solicitation.

F. Disputes

Except as otherwise provided in this document, a question or act arising under the Award, which is not disposed of by mutual agreement, shall be decided by the Finance and Administration Cabinet of the Commonwealth of Kentucky.

Pending final determination of any dispute hereunder, the chosen Sponsor(s) shall proceed diligently with the performance of the sponsorship Award and in accordance with the Finance and Administration Cabinet.

This section does not preclude consideration of legal questions in connection with the decision provided for above, provided that nothing in the Award shall be construed as making final the decision of any administrative official, representative, or board on a question of law.

G. Forums and Venue

This Award shall be construed according to the laws of the Commonwealth of Kentucky. Any legal proceedings against the Commonwealth regarding any sponsorship awarded pursuant to this solicitation shall be brought in the Franklin Circuit Court, Franklin County, Kentucky pursuant to KRS 45A.245.

H. Employment Practices

The Sponsor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age (except as provided by law), marital status, political affiliations, or handicap. The Sponsor must take affirmative action to ensure that employees, as well as applicants for employment, are treated without discrimination because of their race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap. Such action shall include, but is not limited to, the following: employment, promotion, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. The Sponsor agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provision of this clause.

The Sponsor shall, in all solicitations or advertisements for employees placed by or on behalf of the Sponsor, state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, (except as provided by law), marital status, political affiliation, or handicap, except where it relates to a bona fide occupational qualification.

The Sponsor shall comply with the nondiscrimination clause contained in Federal Executive Order 11246, as amended by Federal Executive Order 11375, relative to Equal Employment Opportunity

for all persons without regard to race, color, religion, sex, or national origin, and the implementation rules and regulations prescribed by the Secretary of Labor and with Title 41, Code of Federal Regulations. The Sponsor shall comply with related Commonwealth laws and regulations.

The Sponsor shall comply with regulations issued by the Secretary of Labor of the United States in Title 20, Code of Federal Regulations, Part 741, pursuant to the provisions of Executive Order 11758 and the Federal Rehabilitation Act of 1973.

The Sponsor shall comply with the Civil Rights Act of 1964, and any amendments thereto, and the rules and regulations thereunder, and Section 504 of Title V of the Vocational Rehabilitation Act of 1973 as amended and the Kentucky Civil Rights Act.

I. Certificate of Authority

The bidder(s) chosen by the Kentucky Department of Agriculture to be Sponsors for the Southern Association of State Departments of Agriculture shall furnish a copy of the official documentation, such as a certificate of authority and/or appropriate filing of certificate of assumed name, which authorizes the Sponsor(s) to conduct business in the Commonwealth of Kentucky as a domestic or foreign corporation or other recognized business entity, prior to contract award. The Commonwealth reserves the right to verify any information provided prior to contract award. Furthermore, a failure to maintain any and all required proper authorization to conduct operations in Kentucky under the specified business name of the Sponsor during the life of any contract awarded may be deemed a breach of contract by the Sponsor and treated accordingly by the Commonwealth.

J. Access to Records

The Sponsor, as defined in KRS 45A.030(9) agrees that the contracting agency, the Finance and Administration Cabinet, the Auditor of Public Accounts, and the Legislative Research Commission, or their duly authorized representatives, shall have access to any books, documents, papers, records, or other evidence, which are directly pertinent to this contract for the purpose of financial audit or program review. Records and other prequalification information confidentially disclosed as part of the bid process shall not be deemed as directly pertinent to the contract and shall be exempt from disclosure as provided in KRS 61.878(1)(c). The Sponsor also recognizes that any books, documents, papers, records, or other evidence, received during a financial audit or program review shall be subject to the Kentucky Open Records Act, KRS 61.870 to 61.884.