

Rowland Ward Fair Chase Outfitter Program



rowlandward.org



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A few years ago we launched the Rowland Ward Fair Chase Outfitters Program, and it was met with great enthusiasm. Currently, the program features some of the finest outfitters in Africa; later, we will expand it to outfitters on other continents.

Rowland Ward Foundation is very serious in its commitment to the Fair Chase Outfitters program. An outfitter must have an impeccable reputation to be considered for the program. Having the designation of Rowland Ward Fair Chase Outfitter means that an outfitter will be immediately recognized as espousing the highest ethical standards. A Rowland Ward Fair Chase Outfitter must believe in and stand behind the concept of fair-chase hunting, be ethical at all times, obey the game laws of the country he or she hunts in,

and be actively involved with local communities in the support of conservation and wildlife management.

In order for an outfitter to qualify, he or she must have a spotless record with IPHA and/or a local outfitter organization such as Custodians, NAPHA, etc. The outfitter must not have been banned from any of the major international hunting organizations for inappropriate conduct. Where applicable, the outfitter must be fully licensed with the local authorities. Thus, when a customer sees the Rowland Ward emblem on an outfitter's brochure, website, or business card, he or she will immediately know that the company is serious about the conservation of wildlife and habitat and will go the extra mile to involve local indigenous people wherever possible in the battle to preserve wildlife and habitat.

Participants in the program will offer strictly fair-chase hunting as defined by the Guiding Principles of Rowland Ward. Outfitters who participate are committed to these ideals and are professional in their behavior. They have gone through a serious application and vetting process. Once an outfitter receives the designation of Rowland Ward Fair Chase Outfitter, the hunting community benefits in several ways. Those looking to book a hunt know that the outfitter supports the

Guiding Principles of Rowland Ward, is actively involved with local communities to show that ethical sport hunting with a sustainable off-take is a financial benefit to those who share their environment with wildlife, and is an ethical outfitter. Rowland Ward will not hesitate to terminate outfitters who do not conform to the set standards.

Clients booking hunts know that they can trust in the good judgment and ethical behavior of a Rowland Ward Fair Chase Outfitter.





The program offers two options, with the following benefits:

Option 1

- International recognition that the outfitter upholds the ideals of ethical, fair-chase hunting.
- Use of the Rowland Ward Fair Chase Outfitter name and logo on the outfitter's website, brochures, literature, and business cards.
- Three half-page, full-color ads in *Sports Afield* each calendar year. (You may buy more at preferential pricing.)
- Listed as a Rowland Ward Fair Chase Outfitter on RowlandWard.org with a full profile.
- Link from RowlandWard.org to the outfitter's own website.
- Year-round listing on "Find a Hunt" section of Sportsafield.com and link to the outfitter's own website.
- Once a year listing in *Sports Afield* on a dedicated page with fellow Rowland Ward Fair Chase Outfitters.
- Cost per year is \$4,500.00.

Option 2

- International recognition that the outfitter upholds the ideals of ethical, fair-chase hunting.
- Use of the Rowland Ward Fair Chase Outfitter name and logo on the outfitter's website, brochures, literature, and business cards.
- Listed as a Rowland Ward Fair Chase Outfitter on RowlandWard.org with a full profile.
- Link from RowlandWard.org to the outfitter's own website.
- Year-round listing on "Find a Hunt" section of Sportsafield.com and link to the outfitter's own website.
- Once a year listing in *Sports Afield* on a dedicated page with fellow Rowland Ward Fair Chase Outfitters.
- Cost per year is \$1,500.00.

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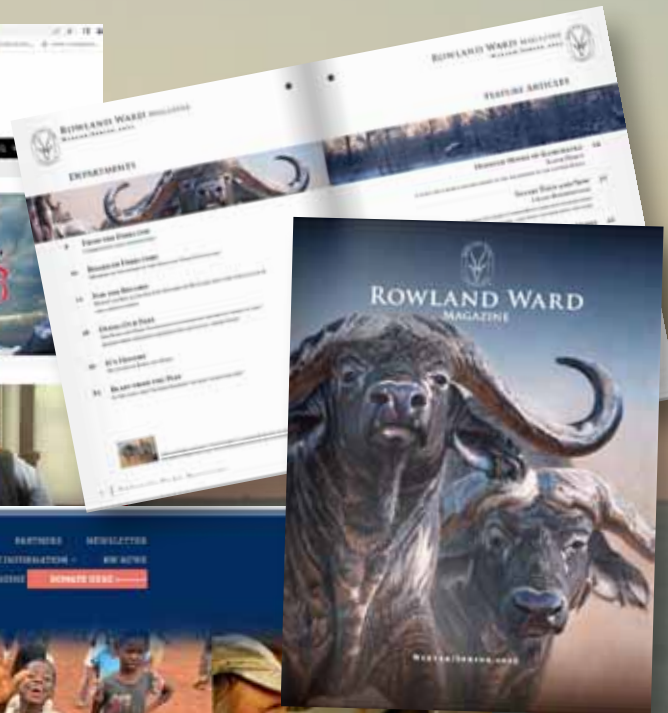


Interested in this program? Please contact:

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