

Notice: This is not a contract. This form is intended for businesses to apply to sell Wisconsin DNR license approvals and products using DNR issued sales equipment per 29.024(6), Wis. Stats. Submitting this application does not guarantee your business will be approved as an authorized sales agent. All applications will be reviewed and accepted or denied based on established criteria and equipment availability. Personal information collected will be used to administer the authorized sales agent program and may be provided to requesters to the extent required by Wisconsin's Open Records laws [ss. 19.31-19.39, Wis. Stats.].

Section A. Summary of Wisconsin DNR Sales Agent Responsibilities

Please read below to help you decide if selling hunting and fishing licenses is a good fit for your business.

DNR Provided Sales Equipment Operation

Authorized Sales Agents (ASA) are issued DNR owned equipment for the sole purpose of issuing DNR products and approvals to customers. The issued equipment includes dual-facing monitors with touch screens, scanner, printer, and all required cables, power bricks, and surge protectors.

This equipment remains the property of DNR, and cannot be sold, transferred, or discarded. The ASA shall pay the total replacement cost for any equipment that is not returned in a timely manner, or for equipment that shows obvious damage, is missing, or is destroyed.

A customer signature must be collected when selling DNR license approvals. The license sales equipment must be placed in a location where the customer can sign their name on the customer facing screen. It cannot be placed behind a counter or a similar location where the customer would not have access to one of the screens. The ASA must never sign on behalf of the customer. The kiosk and printer require a total dimension of 30 inches by 16 inches. The equipment cannot be modified or reconfigured.

High-speed internet and an electrical outlet must be provided by the ASA for the sales equipment. Only DNR provided extension cords/power strips can be used.

It is expected that DNR products will be available 52-weeks per year and when the business is open. The employee time required to issue DNR hunting and fishing licenses varies based on license or product type and will require customer identification and/or document verification. Please consider this when determining if this program is a good fit for your business.

The ASA is required to sell a minimum of **200** transactions within a 12-month period. Sales below that number in a 12-month period could result in the removal of the sales equipment and the cancellation of the contract.

ASA Financial Responsibilities

At the time of initial enrollment, the ASA shall provide a \$500.00 refundable, non-interest-bearing security deposit.

The ASA is responsible for purchasing an adequate supply of printer paper and printer toner for the provided DNR printer to conduct sales without interruption. The DNR does not supply paper or toner.

The ASA will collect the fees from customers for the issuance of the licenses. Those fees will be swept from the ASA's designated bank account once per week, minus the current ASA commissions. ACH sweep failures could result in contract termination.

Agent Compensation

The ASA receives a 50cent transaction payment for each time that a transaction is processed. In addition to the transaction payments, an ASA also retains the following amounts for each of the following items (*subject to change):

License / License Reprint	\$0.50
Trail Passes	\$0.50
Bonus Deer Hunting Permit	\$0.50
Stamp	\$0.15
Harvest Authorization	\$0.15
Conservation Card	\$0.15

Wisconsin DNR Sales Agent Application

Form 9400-538 (R 10/24)

Page 2 of 2

Section B. Business Name & Location			
Doing Business As (DBA) Name (location where sales would occur)			County
Business Physical Address (location where sales would occur)	City	State	Zip Code
Legal Business Name		FEIN	
Mailing Address	City	State	Zip Code
Nature of Business (select only one): <input type="checkbox"/> Sporting Goods Retailer <input type="checkbox"/> Bait & Tackle Shop <input type="checkbox"/> Convenience Store/Gas Station <input type="checkbox"/> Hardware <input type="checkbox"/> Grocery <input type="checkbox"/> Government <input type="checkbox"/> Other: _____			
Products or Services offered at Business (select all that apply): <input type="checkbox"/> Live Bait <input type="checkbox"/> Fishing Gear <input type="checkbox"/> Hunting/Trapping Gear <input type="checkbox"/> Guns/Ammunition/Archery <input type="checkbox"/> Recreational Vehicle Products <input type="checkbox"/> Camping Gear			
Is the business open to the public year-round?			<input type="checkbox"/> Yes <input type="checkbox"/> No
On average, how many hours is the business open per week?			_____
Does your business meet the standard for Americans with Disabilities Act (ADA) design requirement? If no, explain why:			<input type="checkbox"/> Yes <input type="checkbox"/> No
What is the percentage of total sales floor dedicated to sporting good products?			_____
Section C. Applicant Information			
Name of Applicant		Contact Phone Number	
Email Address	Position		
Are you of legal age to enter into a contract under the laws of the State of Wisconsin?			<input type="checkbox"/> Yes <input type="checkbox"/> No
Have you ever been denied a bond or been the defendant in court proceedings involving the nonpayment of debts? If Yes, please explain: _____			<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you have adequate secure storage to prevent pilferage or unauthorized access to approval forms and supplies assigned to you? (see kiosk dimensions on page 1)			<input type="checkbox"/> Yes <input type="checkbox"/> No
Are you aware that you will be held responsible for monies derived from the sale of approvals until remitted to the Wisconsin Department of Natural Resources and that the personal use of such funds is prohibited?			<input type="checkbox"/> Yes <input type="checkbox"/> No
Section D. Applicant Certification and Signature			
I, _____, make these statements to request that the Wisconsin DNR appoint me as an agent for issuing Wisconsin natural resources approvals and that these statements are true and correct. I agree to enter into an agreement with the Wisconsin DNR as required under the provisions of Ch.NR 8.03(3), Wis. Adm. Code. I agree and understand that the Wisconsin DNR will request and seek a credit reference from an established bank or credit agency before my application will be considered for approval and that my business name, address, and telephone number may be made available to those requesting that information. All other information is to be kept private and confidential.			
Signature			Date

Please email completed application to:

DNRCAGENTAPPLICATION@WISCONSIN.GOV

FOR DNR USE ONLY		
Date Received:	Date Processed:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied