



**MEMORANDUM OF UNDERSTANDING**  
**between**  
**ASHBY BOWHUNTING FOUNDATION**  
**and**  
**PROFESSIONAL HUNTERS ASSOCIATION OF SOUTH AFRICA**

This Memorandum of Understanding (“MOU”) is made and entered into by and between PROFESSIONAL HUNTERS ASSOCIATION OF SOUTH AFRICA, with an office and principal place of business at 71 Lobelia Lane, Irene, 0157, South Africa (“PHASA”), and ASHBY BOWHUNTING FOUNDATION, with an address of P. O. Box 2426, Cypress, Texas 77410, hereinafter (“ABF”).

ABF and PHASA desire to advance conservation goals and benefit sportsmen and women. Defining and establishing a recognized partnership between ABF and PHASA will allow each party to benefit by providing increased access to the unique resources of the other through collaboration.

**ASHBY BOWHUNTING FOUNDATION**

The Ashby Bowhunting Foundation is a 501(c)(3) non-profit organization whose mission is to provide the bowhunting community with information to achieve the highest possible success rate and reduce the wound/non-recovery rate of big game to the lowest level possible. Through a program of continuing research, the Foundation seeks to find the most lethal arrow setups, considering all possible hits under real hunting conditions, and to make the results of this testing available to the global bowhunting community free of any cost, utilizing multi-media outlets for information and test results.

**PROFESSIONAL HUNTERS ASSOCIATION OF SOUTH AFRICA**

PHASA’S core and sole business is to serve the professional hunting industry in South Africa. Their expertise and vast network in the global hunting fraternity are unparalleled in South Africa. They continuously work with government at all levels, including ministerial level, and across a number of departments, to shape the future of our industry.

PHASA actively interacts with most leading role-players in the professional hunting industry, including international hunting and conservation associations, local and international government agencies and NGOs, other professional hunting associations from around the globe, PH training providers and local recreational hunting associations. PHASA is recognised, by government and by these role-players, as the mouthpiece for the South African professional hunting industry!

PHASA is governed by a formal Constitution, a strict Code of Conduct and disciplinary procedures. Its main purpose is to look after member issues and industry-related matters.

**PURPOSE**

The purpose of this MOU is to advance the shared goals of ABF and PHASA through collaboration, communication and interaction between ABF and PHASA. The establishment of a coordinated working relationship provides an opportunity to combine the power of ABF’s hunting knowledge and membership and PHASA’s mission and membership to communicate knowledge and research about hunting between the two organizations.

To this end, ABF and PHASA will work together to:

- Increase awareness to the general public about each organization.
- Share knowledge to the general public as it relates to conservation and bowhunting.

**RESPONSIBILITIES**

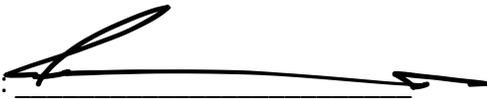
- ABF and PHASA agree to share their respective logos, mentions and website links on their respective websites.
- ABF and PHASA agree to share and communicate information and data generated by their respective organizations to each other’s membership and the general public via multimedia channels.

It is mutually agreed and understood by and between parties that:

- This MOU in no way restricts either of the parties from participating in similar activities with other organizations, individuals, or public agencies.
- The parties to this MOU will seek additional opportunities to collaborate in ways that are mutually beneficial and within the scope of activities of each organization.
- Funding required for specific collaborative projects developed under this MOU will be leveraged through separate agreements.
- This MOU shall become effective immediately upon signature of both parties and shall continue for a period of five years. It may be modified or amended upon written agreement of the parties and may be terminated upon written notice by either party.
- PHASA and ABF acknowledge that each party owns certain names, trademarks, service marks, copyrights and other intellectual property ('Marks'), and owns or has certain merchandising rights in and to the Marks, and all goodwill associated with or symbolized by the Marks.

IN WITNESS WHEREOF, the parties have caused this instrument to be duly executed as of the day and year last written below.

**ASHBY BOWHUNTING FOUNDATION**

Signature: 

**PROFESSIONAL HUNTERS ASSOCIATION OF SOUTH AFRICA**

Signature: 



Print Name: Rob Neilson

Print Name: Pieter Potgieter

Title: Co-Founder & President

Title: President Elect

Date: 04/07/2020

Date: 28 April 2020