

Outreach Team Final Report 2023

Colorado Wildlife Council

Linnea Turner and Mike Weigang

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Outreach team overview

This season's team consisted of Linnea Turner, an environmental scientist with a passion for the outdoors and Mike Weigang, a native Colorado outdoorsmen and student of fish, wildlife conservation biology. Brianna Fett served as the event coordinator for the first half of the season and had a passion for wildlife management and conservation.

Our goal for the season was to instill the Colorado Wildlife Council's (CWC) mission in a personable and face to face way to the general public. Our target audience of adventurous environmentalists and hunter adjacents are those 18-40 years of age and do not have a strong opinion on hunting or angling. R&R Partners identified these groups as part of "In The Wind" Coloradans whose opinions could most be swayed into supporting the CWC mission. The hope of the outreach team was to spark interest in young adults within these categories to look at outdoor recreation and its benefits to conservation of lands and animals.

2023 Numbers At A Glance

Number of Events	24
Days Spent at Events	38
Numbers of Cities Visited	13
Number of Engagements	3526
Number of Meaningful Engagements	97

Event planning

Event planning was done by Brianna Fett during the months of March, April, and May. Brianna researched 144 events across the state. She looked at geographic location, opportunities to participate or sponsor, cost, attendance and audience demographics. She used CWC research reports, target audience information from R&R and event/location demographics. For most events Brianna included expected numbers of attendance and demographic (Appendix A).

Numbers

We went to a total of 24 events spanning 13 different cities. There were about 3,526 total engagements, with 97 meaningful. An engagement was any sort of interaction with our booth including taking a sticker or asking what CWC was. We defined meaningful engagements as ones where the people not only listened to what we said, but became further interested

and asked their own questions. Our top three categories with the highest engagement numbers and quality of meaningful engagements were fair/festival, educational, and food and alcohol events. Other events included music, marketplaces and miscellaneous (Fish hatchery, nature center, colleges).

- Festivals and fairs accounted for 2,092 of our overall interactions with 47 meaningful interactions giving us 2.24% meaningful interactions with our audience at these types of events.
- Educational events only counted as 3 of our overall events but made up 447 of our interactions with 11 meaningful interactions.
- Food and alcohol events also only comprised 3 of our total events contributing 519 to our total interactions and 21 meaningful, ratio wise we had the highest meaningful engagement as 4%.
- Music based events accounted for only one of our events with 40 interactions and 2 meaningful.
- Marketplaces were 2 of our total events contributing 113 engagements and only 1 meaningful engagement.

Engagement tools

At the beginning of the season we used a trivia wheel and cornhole boards (2021 Outreach Team) to promote what CWC supports. Although these games did attract people to our booth they served more as a distraction rather than creating meaningful interactions. People were only focused on getting the right answer to win a prize. We decided to not use these tools for the rest of the season.

We also incentivized people to sign up for our newsletter. If they signed up for our newsletter they would have a chance to enter for a monthly giveaway of a Yeti mug, waterproof powerbank or hammock. We succeeded in increasing the amount of sign ups. In May 2023 there were 27 subscribers and in November of 2023 there were 299. This engagement tool facilitated people to stay connected, but did not increase meaningful engagements at events. Due to low amounts of meaningful engagements we created new materials for our booth.

Booth Additions (Appendix B)

- Flags
- Small Signage
- Banners
- Brochure
- Business Card

We made changes to create a more engaging booth that attracted people, sparked interest and facilitated conversation. The new flags with pictures of a paddle boarder and a black footed ferret were chosen to attract a crowd that appreciated wildlife and forms of outdoor recreation that were not hunting and fishing related. The flag with the black footed

ferret drew the most attention. People would mention what they know about black footed ferrets, where they had seen them, how cute they are, or how awesome they thought the recovery effort was. We also added smaller signage stating that “over 50% of conservation funding comes from hunting and fishing licenses.” This was to further emphasize and connect how hunting and fishing helps conserve the land for all users. The new banners included “did you know” facts from the CWC website. The banners and signage were beneficial since it allowed people to learn something without stopping to talk to us and also giving us easy talking points if they chose to engage. In addition, from the banners people passed by would comment on the facts with each other, but not always stop. We found this successful since it introduced people to new facts briefly.



Mike and Linnea at Boulder Creek Festival with the trivia wheel.

Giveaways

For giveaways, we had stickers (logo, elk, and moose), coloring sheets, grow your own plant kits, reusable silverware, bandanas, microfiber clothes, bottle openers, can coolies and reusable tote bags (Appendix C). Most of the giveaways were chosen by Brianna in response to previous teams’ reports of hoping to find more ecofriendly and sustainable giveaways. We chose items that would appeal to people who love all outdoor activities such as gardening and camping. The reusable silverware and tote bags drew the most attention. Families liked those for kids lunches and everyone loved them for camping.

In order for people to get a giveaway we rotated between asking them about what they liked doing outside in Colorado and having them follow us on social media or sign up for the CWC newsletter. These methods helped us share who CWC is, lead them to more information about conservation and wildlife in Colorado, and how licensing dollars from hunting and angling support that. We hoped to make more meaningful connections by talking about people’ specific passions to better align CWC messaging to them. By having them follow

us on social media or sign up for our newsletter we hoped they would stay connected with us and remember our messages.

Giveway	Starting Quantity	Ending Quantity (estimate)
Reusable Cutlery	600	90
Planting Boxes	250	29
Microfiber Cloths	250	40
Bandanas	300	45
Bottle Openers	100	0
Can Coolies	250	0
Moose Tote Bags	1,000	600

Table including original giveaway quantities and estimated stock left in our trailer.



View of “Did you know..” banners at Olathe Sweet Corn Festival

Type of events

- **Educational**

- Get Outdoors day- Colorado Springs
- Outdoorsman Days- Florence
- Tarantula Festival- La Junta

Events we labeled as Educational were in settings where people's intentions were to go and learn something and were primarily family focused. They were successful since people were willing to stop and talk, they wanted to learn something, or because it was focused on wildlife and the outdoors. Though these events tended to have less overall engagements compared to food and alcohol events, they had a higher quality of meaningful interactions. Therefore, we recommend these events for future teams.

- **Festival/Fair**

- Boulder Creek- Boulder
- Juneteenth- Five Points Denver
- Victor Gold Rush Days- Victor/Cripple Creek
- Olathe Sweet Corn Festival-Olathe
- Arkansas Valley Fair- Rocky Ford
- Colorado State Fair- Pueblo
- Cedaredge Apple fest- Cedaredge
- Pumpkin Harvest Fest- Denver
- Monument 4th of July Street Fair- Monument

Festival/Fair events were more sales or advertising based and attendees were not interested in educational booths. The audience of fairs and festivals were a lot of young families and older retired individuals. There were usually activities or performers that would attract the crowds. Most engagements were very brief with people wanting a giveaway and then moving on. These events tended to have crowds that were too fast paced and would be recommended for brand awareness rather than for meaningful engagements and message sharing.

- **Market places**

- BLR Banning Lewis Ranch Community Market- Colorado Springs
- Urban Market- Union Station Denver

Market places were mostly local businesses and sales based vendors. The markets we went to overall had low engagement. The setting of the events is based around an open shopping environment and we were the only real educational/informational booth present at both events. We would not recommend these events since the return on our time investment is not worth the low engagement.

- **Music**
 - Wolf Ranch Summer Concert Series- Colorado Springs

This event was focused primarily around the band playing and people were mainly there to find a spot to set up their blanket or chairs to listen to the music. Engagement was mostly before the music had started and responses varied. It could be beneficial for future teams to try larger concert series/ music events to test the audience these events draw.

- **Food & Alcohol**
 - Arvada on Tap-Arvada
 - Taste of Pikes Peak-Colorado Springs
 - San Juan Brew Fest-Durango

These events focused around social engagement with food and alcohol. They were most successful since people would hang out for long periods of time and engage with our booth. The environment was more set up to a full day or evening event where people came to be social and stayed for the duration of the entire event, which allowed us to have longer conversations or engage full groups of people. Younger groups of people came to these events which tended to be within our target audience.

- **Colleges**
 - CU Denver
 - CU Boulder
 - Metropolitan State University

The engagement varied by location on campus, but students were interested in what CWC does. The age group fits the Council's target audience demographic and feel it would be worthwhile to pursue other types of events at college campuses with more in the future. The students were looking for further ways to get involved with us and would be a good place to advertise future hosted events.

- **Miscellaneous**
 - Pikes Peak Apex Festival
 - Bear Creek Nature Center
 - Glenwood Fish Hatchery

We also did some low time commitment engagement. Pikes Peak Apex Festival was a bike race event which a lot of people attended but we got rained out. This event had a lot of young active people so we would recommend trying similar events. We went to Bear Creek Nature center for a few hours to table. The engagement was mainly older people and overall low traffic. We also stopped at the Glenwood fish hatchery for a few hours. There was very low traffic to this location, seeing only 4 visitors in the hours we spent there.



Mike and Linnea by the black footed ferret flag at Monument 4th of July

Common concerns, questions, and conversations

- **Wolves**

Opinions on this varied per person. There was a range of uncertainty and strong opinions against the reintroduction. More negative emotions were expressed when we were on the western slope compared to the front range. Most often questions were asked about when and where wolves are going to be reintroduced. We would direct people to CPW's website to show the latest updates. We did often get asked for our personal opinions and always declined to express anything on the matter while at the booth.

- **Hunting & fishing stories and pictures**

It was not uncommon for people to come up, more often to Mike than Linnea, and flash the screen of their phone and tell the tales of their latest outdoor adventures, the big fish they'd caught, or the grip and grin photo of a good hunt. We would add in a conservation fact related to fish stocking or habitat management when applicable to their story and explain how licensing dollars in Colorado help fund those great opportunities.

- **Keep Colorado Wild Pass**

Given the similarities in logos, many people confused us for Colorado Parks and Wildlife. We were asked questions from people who have purchased the Keep Colorado Wild pass and how state parks know they actually have the pass or why they didn't receive a green windshield sticker in the mail. We did our best to direct them to local resources or to online CPW pages to answer questions while keeping our time limited so we could focus on promoting CWC messaging.

- **Who is the Wildlife Council or how are we different from Parks and Wildlife**

Again, given the similarities in the logos, often people thought we were CPW and did not understand who we were. We would state our mission statement, explain where the funding came from and emphasize the fact that our purpose was to educate the public about the benefits of hunting and fishing.

Social Media Partnerships

New this year, we created social media partnerships to increase awareness of CWC and its mission. With the help from our partners we could reach a larger audience that were interested in outdoor activities.

This season we partnered with Artemis Sportswomen and Uncharted Outdoors Women. We gave them 4 posts with our messages (Appendix C). Below are the analytics of the posts from our partners.

Artemis Sportswomen:

This is a group that organizes introductory hunting and fishing meet-ups for women who want to learn more about the sports. It is a nationwide organization and has a chapter in Colorado.

Artemis posted on their Colorado group page that has 245 members. The analytics below are from the 4 posts on chronological order.

Date	Views	Engagement <i>Shares/clicks/comments</i>
Oct 6 th @ 11:20 am	96	9
Oct 13 th @ 11:50 am	41	1
Oct 20 th @ 3:04 pm	36	1
Oct 27 th @ 6:05 am	30	3





Uncharted Outdoorswomen:





This is an organization that has events around outdoor education, hunting and fishing. It employs female guides that facilitate educational activities for women who want to learn more from an expert.

Uncharted Outdoorswomen posted on 4 different accounts spanning both Instagram and Facebook. The total audience was over 10,000. They used their own pictures as well as the ones we provided. Each post had 6,000+ impressions (or views) with the Colorado Women on the Fly Instagram account having the most. The first post had the most engagements. The following analytics are from the four posts in chronological order.

Profile ^	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	30,453	16	16	9,848	495	5%	3,550
Oct 18, 2023	↗ 0.1%	↗ 45.5%	↗ 33.3%	↘ 1.3%	↗ 28.2%	↗ 29.9%	↗ 28.7%
Compare to	30,437	11	12	9,975	386	3.9%	2,759
Oct 17, 2023							
Colorado Women on the Fly	604	-1	1	86	9	10.5%	0
coloradowomenonthefly	22,033	4	4	4,074	211	5.2%	1,411
Uncharted Outdoorswomen	2,917	3	2	1,618	66	4.1%	41
uncharted_outdoorswomen	4,899	10	9	4,070	209	5.1%	2,098

Profile ^	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	30,480	4	6	6,982	386	5.5%	596
Oct 25, 2023	↗ 0%	↗ 33.3%	→ 0%	↘ 15.2%	↘ 33.2%	↘ 21.3%	↘ 65%
Compare to	30,476	3	6	8,233	578	7%	1,704
Oct 24, 2023							
Colorado Women on the Fly	604	0	1	112	8	7.1%	0
coloradowomenonthefly	22,028	2	2	3,832	202	5.3%	544
Uncharted Outdoorswomen	2,928	0	1	1,614	86	5.3%	10
uncharted_outdoorswomen	4,920	2	2	1,424	90	6.3%	42

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	30,516	2	7	8,820	329	3.7%	582
Nov 1, 2023	↗ 0%	↗ 300%	↘ 22.2%	↘ 2.2%	↘ 57.4%	↘ 56.4%	↘ 60%
Compare to	30,514	-1	9	9,015	772	8.6%	1,456
Oct 31, 2023							
 Colorado Women on the Fly	604	0	1	73	4	5.5%	0
 coloradowomenonthefly	22,021	1	2	3,340	105	3.1%	516
 Uncharted Outdoorswomen	2,948	1	2	4,113	184	4.5%	0
 uncharted_outdoors_women	4,943	0	2	1,294	36	2.8%	66

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	30,411	9	8	7,698	431	5.6%	3,408
Oct 11, 2023	↗ 0%	↗ 28.6%	↗ 14.3%	↘ 4.4%	↘ 10%	↘ 5.9%	↘ 16.2%
Compare to	30,402	7	7	8,053	479	5.9%	4,065
Oct 10, 2023							
 Colorado Women on the Fly	605	0	1	71	2	2.8%	0
 coloradowomenonthefly	22,031	5	1	3,658	153	4.2%	2,153
 Uncharted Outdoorswomen	2,902	2	3	1,424	107	7.5%	118
 uncharted_outdoors_women	4,873	2	3	2,545	169	6.6%	1,137

Budget

This year the budget was higher since we had 3 outreach team members for the first half of the season and created new additions for the booth. Our new giveaways were more environmentally friendly and also made them more expensive.

Wages	\$72,417
Uniforms	\$525
Consumables	\$13,500
Equipment	\$750
Event Fees	\$2,900
Travel	\$18,100
Misc.	\$425
Total	\$108,617

This is for calendar year 2023 (split between 2 fiscal years)

Sponsorships

The Outreach Team was given a budget of \$25,000 and asked to find opportunities for the CWC to sponsor events and activities throughout the state. Following the [guidelines](#) drafted by the Council, Brianna researched events across the state. She looked at geographic location, opportunities to sponsor, cost, attendance and audience demographics.

Audience and location being the most extensive. She used CWC research reports, target audience information from R&R and event/location demographics. She looked at locations across the state where we may not be able to get to for events and of course, what gave us the best return on our investment. She chose 12 events and invested \$23,250 dollars.

Numbers at a Glance:

June

3rd- Safe Summer Kickoff \$500

8th-10th Ute Mountain Roundup Rodeo \$1500

10th-11th- Denver Chalk Arts Festival \$500

10th-11th- Taste of Fort Collins \$7500

July

4th of July Symphony on the Porch \$5000

Tri-Lakes 4th of July Street Fair \$1000

7th-16th- Crested Butte Wildflower Festival \$500

19th-23rd- Colorado Field Ornithologists Convention \$1000

21st-22nd- Royal Gorge Whitewater Festival \$1000

August

11th & 12th- Outdoorsman Days in Florence \$750

25th & 26th- San Juan Brewfest in Durango \$1500

September

16th-17th- Durango Autumn Art Festival \$2500

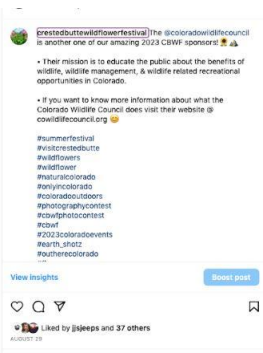
TOTAL: \$23,250

Future Opportunities (\$12,500):

- 5point Film Fest (\$5,000)
- Colorado Environmental Film Festival (\$2,500)
- Fly Fishing Film Tour (\$5,000)

Each event came with different benefits and opportunities. Here is a short list of examples:

- Logo on event printed materials such as maps, brochures and flyers
- Free Booth space
- CWC Banners posted throughout the event or at main stages
- Live “shout outs” to sponsors
- Table tents at beer garden
- Logo on website
- Social media recognition
- Radio commercials
- Social media commercials
- Flag flown during the rodeo
- Eblasts





Cheers to

STOUT & TROUT

If you enjoy amber ale, your favorite wildlife might be a cutthroat trout. Amber ales, with their reddish-brown color and medium-bodied profile, resemble the vibrant red slash under a cutthroat trout's jaw. Colorado is home to three subspecies of native cutthroat: the Rio Grande, Colorado River, and the renowned greenback, designated Colorado's state fish in 1994.

cowildlifecouncil.org

WELCOME TO THE WILD LIFE

Colorado's wildlife is thriving, thanks to wildlife management programs like the Colorado Wildlife Council whose mission is to educate the public about the benefits of wildlife, wildlife management, & wildlife-related recreational opportunities in Colorado.

[Learn More](#)



Recommendations for next year

- Include CPW staff members or other subject matter experts at booths
- More geographically dispersed events
- Host our own events
- Diverse background for outreach team members

During the season we invited a CPW staff member to join us at the booth for 2 of the events (Taste of Pikes Peak and Olathe Sweet Corn Festival). This was helpful since they could answer the local questions. Having local knowledge helped tie community interests to our booth and allowed us to engage longer.

We also recommend going to events more dispersed throughout Colorado as we hit the Denver metro area and Colorado Springs a lot. We did not make it to the northwest part of Colorado at all. While we understand the need to target high population areas around the front range cities, we found events spread out over Colorado helped balance the perspectives of conversations we had. Colorado is a widespread and diverse place. Conversations we had with rural communities, on the western slope, or out east in the plains helped expand our reach and understanding of community connection with the outdoors. We'd recommend expanding the reach of future outreach teams to connect with these audiences more thoroughly through the event season.

In the future it would be beneficial for us to host our own events so people can engage with us further. It would help if we were connected to other organizations in the conservation industry to expand our network. Our ideas for hosted events were conversation based events such as having panelists from the field for informal panel event, a walk with a wildlife biologist, or a hike with a hunter for open ended discussion with our audience.

Having a varied background and gender team was beneficial as well. The diversity in our educational and personal backgrounds helped us field a broader range of questions and conversations to interact better with more of our target audiences, as some people tended to only target one of us for conversation or felt more comfortable asking one of us over the other questions. It would be great to see a dynamic of varied backgrounds continued through future teams.

Appendix A: Event Overviews

Boulder Creek Festival- May 26-29

Expected number of attendees: 100,000 people over the course of three days

Demographics of potential attendees: No real information on this but I would expect it to be a diverse group. There are kids activities which should draw in families. Millennials are also a dominant group of attendees for food festivals and especially festivals that offer a variety of activities (both of which fit this event).

Get Outdoors Day Colorado Springs- June 3rd

Expected number of attendees: 3,000

Demographics of potential attendees: No real information on this. Expect a lot of families as that is what it is geared towards. I am expecting a lot of our adventurous environmentalist crowd here.

Banning Lewis Ranch Community Market

Demographics of potential attendees: There are no demographics associated with this particular event. The demographics of attendees of farmers market attendees:

50% of attendees are between 20 and 44 years of age

56% of attendees are female, 44% are male

Income levels are fairly evenly distributed

59% of attendees are employed full time

35% of attendees have some college

35 % of attendees are college graduates

Artisan market attendee demographics:

88% of attendees are female

77% are 24-54 years of age

77% have an annual household income of at least \$50,000

Victor Gold Rush Days- 7/14-7/16

Expected number of attendees: 3,000

Demographics of potential attendees: This is a small town in a rural area. I am guessing/hoping this will mainly be our constituents, hunters and anglers. Probably a fair amount of Coloradans from other parts of the state will be there as well.

Juneteenth- 6/17-6/18

Expected number of attendees: 80,000

Demographics of potential attendees: No demographics are available with an online search. Most pictures appear to show individuals within our targeted age range attending.

Denver- population of 711,463. 49.7% female. Majority of people between 18 and 65. 68.8% white. 52.5% bachelor's degree or higher. Median household income is \$78k.

Arvada on Tap- 6/24

Expected number of attendees: ~1,000

Monument 4th of July Street Fair- July 4th

Expected number of attendees: 10,000

Demographics of potential attendees: Really no info on demographics but it is a family friendly event with lots of different draws for various age groups. Monument itself is mainly composed of people between 18 and 65 and about 50/50 male female. 93% white. 50% have a bachelors degree or higher. Guessing this event will get lots of draw from Springs and Castle Rock etc as well.

Taste of Pikes Peak 7/27

Expected number of attendees: 2,000

Demographics of potential attendees:

No demographics for this specific event.

Food festivals/events in general:

59% of attendees are between the ages of 18 and 35

49% of attendees are white
38 % of attendees are Asian
33% of attendees have a bachelors degree
38% of attendees have a graduate degree

Olathe Sweet Corn Festival- 8/5-8/6

Expected number of attendees: 5,000

Demographics of potential attendees: There is not a lot of information about this event. I would expect a lot of families and quite possibly a lot of hunters and anglers. This is a great event to be able to reach a different part of the state.

Arkansas Valley Fair -8/16-8/19

Expected number of attendees: 16,000

Demographics of potential attendees: Rural area. Some attendees from surrounding states but primarily from Colorado. No demographics for this particular event but I would guess it is comparable to a rodeo.

Rodeo demographics are:

Rodeo fans are 47% male and 53% female. 51% make more than \$50,000. 71% earn \$35,000+. 53% are 25-54, 30% are 18-34. 26% are college grads.

19% of rodeo fans hunt. 33% camp and 41% fish.

San Juan Brewfest- 8/25-8/26

Expected number of attendees: 2,200

Demographics of potential attendees: The organizer for this event said that the attendees are primarily in our target age range.

Demographics for comparable brewery events:

65% between the ages of 25 and 44

37% of attendees have an income between 50k and 99k

44% of attendees have a bachelor's degree

36% of attendees have a graduate degree

Cedaredge Applefest- 10/7-10/8

Expected number of attendees: 20,000

Demographics of potential attendees: No information available for this specific event.

We picked it in large part due to the fact that it is on the West Slope which we are struggling to get to.

Appendix B: Additional Booth Materials

Wildlife Fact Flier B.1



Everyone experiences and enjoys the outdoors in different ways. Be mindful of your groups noise level so everyone can appreciate our shared spaces.

Wildlife Safety Tips

- Wild animals appreciate their personal space- do not follow or approach them.
- It is best not to touch or move wild animals, especially young ones, as they may be abandoned by their parents as a result.
- Lead by example and avoid interacting with wildlife, while teaching children not to approach, pet or feed wild animals.
- Notify a game warden if you find an animal in trouble. Oftentimes these animals are sick or injured and should be left alone to reduce the risk of spreading diseases.

Contact Us

Have questions about your land and your part in censervation? Please give us a call or send us an email.

6060 Broadway
Denver, CO 80216
COWildlife.org

303.291.7271 | dnr_wildlife.council@state.co.us



COLORADO
WILDLIFE COUNCIL



CARE FOR
COLORADO
COALITION

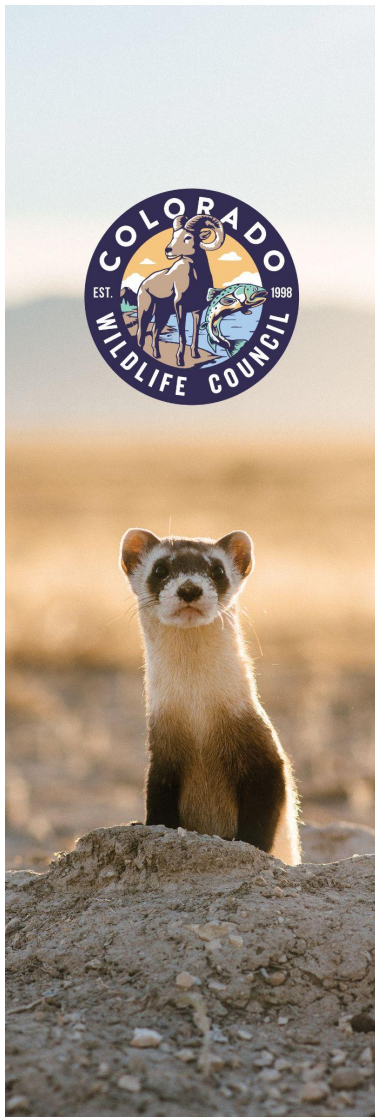


Our mission is to educate the public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

Business Cards B.2



Flags B.3



Appendix C: Giveaways

Moose Bag C.1



Reusable Cutlery Set C.2



Plant Box Kit C.3



Bandana C.4



Micro-fiber cloth C.5



Can Coolie C.6



Bottle Opener C.7



Appendix C: Social media partnership posts

Audience: Hunter Adjacent

- Lack of knowledge of hunting regulations
- Know less about how Colorado's wildlife is funded

Message: Hunters and anglers play a critical role in conservation, wildlife management and the economy in our state. Revenue from hunting and fishing licenses support our state's wildlife management efforts, including threatened and endangered species programs, wildlife reintroductions and habitat conservation.

Photo: Hunters (photo credit @coparkswildlife)

Hashtags: #ColoradoWildlifeCouncil #ColoradoWildlife

Message: Hunting helps keep wildlife healthy in ways you might not realize. Fees from hunting and fishing licenses, not state tax dollars, help fund wildlife research, habitat restoration and build safe crossings for wildlife.

Photo: Deer Study (photo credit @coparkswildlife)

Hashtags: #ColoradoWildlifeCouncil #ColoradoWildlife

Message: There is a difference between poaching, which is illegal and regulated hunting. Regulated hunting contributed to one of Colorado's biggest wildlife success stories. License fees made it possible to reintroduce the moose.

Photo: Moose (photo credit @coparkswildlife)

Hashtags: #ColoradoWildlifeCouncil #ColoradoWildlife

Message: Continue to support conservation in Colorado by following the Colorado Wildlife Council on social media, sign up for their newsletter and be an educated voter on wildlife related topics.

Photo: Toast Hunters (photo credit @coloradowildlifecouncil)

Hashtags: #ColoradoWildlifeCouncil #ColoradoWildlife

Appendix D: 2023 Sponsorship Wrap Data

JUNE

3rd - [Safe Summer Kickoff](#)- \$500

Reserved booth space (donated back), logo on online materials (SSKO Go Day website page, social media), printed materials (banner, brochure, flier), and live shoutouts during the event.

Attendance around 3500

[Logo shown in flier and website](#)

■ Safe Summer Kickoff on Get Outdoors Day 2023 (2).pdf

- Recommended: Yes, simple, cheap (relatively)

8th-10th - [Ute Mountain Roundup](#)- \$1,500

- Commercial played before rodeo
- Name listed as Silver Spur Sponsor in promotional materials
- Logo on website
- Social media recognition
- Business banner in arena for all events
- Business name on scoreboard during preshow
- Wrap Data:
 - Overall, this was one of the best years we have had to date as far as rodeo quality and growth. A large part of that is thanks to sponsors like you who allow us to bring in top of the line livestock, personnel and provide an overall greater experience for our rodeo fans. I feel like there is an opportunity to grow in this partnership as well to provide a hands-on fan experience in the future. As you have heard, so much of our target audience is involved in some kind of outdoor recreation. Many locals are involved in hunting/fishing either as leisure or business related, as well as serve in agricultural endeavors. We also draw a large tourist crowd which provides a great educational platform.
 - Attendance: We had nearly 5,500 in attendance over the three days of action.
 - Your ad was run twice during the pre-show each night (6 times total - It looked so good on our big screen and caught attention!)
 - We also ran your logo on our screen during the pre-show with announcer P.A.s (This was on a loop beginning at about 6:00pm, so it appeared several times each night)
 - Your social ad/reel is scheduled to run twice this summer with CWC tagged as a collaborator (If we need to up that, please let me know- I attached a copy of it below.)
 - Our full rodeo was also featured live on Cowboy Channel Plus so we had viewers from all around the country watching which expanded our reach.
- Recommended? Yes. Simple to complete needs, in different part of state.

10th - 11th- [Denver Chalk Arts Festival](#)- \$500

- Our name chalked above an [8x8 chalk art drawing](#)

- Wrap data: Waiting
- Recommended: Yes, simple, cheap (relatively), and high visibility

10th- 11th- [Taste of Fort Collins](#)- \$7,500

- 40 :30 second radio spots that aired June 9th-June 30th
- Logo included in festival app
- 25x (:15) commercials on stage video screen per day - played during band breaks
- 140 broadcast sponsor name mentions throughout the weekend (70x Saturday, 70x Sunday) Live mention “brought to you by the Colorado Wildlife Council
- Wrap data: Event was sold out. Broadcast reach was about half a million
- Recommended: Maybe. It was difficult to get any follow-up information from them. Start planning for this one sooner if chosen. It was very last minute.

JULY

[4th of July Street Fair](#)- \$1,000

- 1 banner displayed at event
- 10x10 vendor space
- Small logo on website, flyer, eblasts, enewsletters, and social media.
- Wrap data:
 - Street Fair attendance was great. There isn’t an official count as tickets aren’t sold. I imagine there were between 10,000-15,000 people.
 - You may check out our [4th of July webpage](#) - it has your logo linked to you website along with our other sponsors. Our website traffic -specifically the 4th of July page received over 3000 visits the week of the 4th.
 - The newsletter was sent to over 4000 people each week for 3 months leading up to the 4th. You may view the July 3 edition [here](#).
 - The event was promoted in our local newspaper and on local banner boards and electronic signs.
- Recommended: Maybe. Low work investment. Not sure about payoff in publicity

4th of July Symphony on the Porch- \$5,000

- Radio broadcast recognition list- Attached in market insights(just shows dates and stations no confirmed mention)
- Newsletter spotlight  2023 4th of July know before you go (1).pdf
- 3 social media posts-  wildlife1.png  wildlife2.png 3rd not received
- Banner  CWC_4th of July_2023.jpg  4th of July Sponsor Signage_2023.jpg
- Wrap data:  Fourth of July Marketing Insights (4).pdf
Newsletter to 7,255 49.4% open rate
14,000 views between Facebook and Instagram
- Recommended: Maybe

7th- 16th- [Crested Butte Wildflower Festival](#)- \$500

- Addition of our logo and website link on their home and sponsor page
 - Screen Shot 2023-09-27 at 11.53.41 AM.png
- Acknowledgement at the Festival via Sponsorship Thank You Banner and during our Member and Sponsor Appreciation Party
- Recognition in CBWF's e-newsletters
 - Screen Shot 2023-09-27 at 12.18.22 PM.png
- Promotional posts on CBWF's Facebook and Instagram during Summer 2023
 - Screen Shot 2023-09-27 at 12.15.10 PM.png
- Wrap data: This year we had around 1,500 people that participated in our events. If we include people that just make donations or accompanied participants but did not participate in events, that would be around 5,000 individuals. Our Instagram account has 9,050 followers and our Facebook account has around 5,180 followers. Our Mailchimp has now reached about 6,300 targeted subscribers.
- Recommended: Maybe. Minimal time and dollar investment.

19th-23rd- [Colorado Field Ornithologists Convention](#)- \$1,000

- Shared sponsorship of coffee table outside presentation room
- Logo placement on convention signage
- Complimentary booth space
 - CPW_CO Wildlife Council Booth_WFO_CFO 2023 convention .jpg
- Placement of promotional item in attendee welcome bag
- Two complimentary banquet tickets
- Listing in emails promoting the event
- Logo with link on convention website
 - Convention Sponsors (1).JPG
- Wrap data: <https://cobirds.org/2023-cfo-wfo-joint-convention-wrap-up/> 237 people attended
- Recommended: No - did not reach our target audience. Many out of state visitors

21st - 22nd- [Royal Gorge Whitewater Festival](#)- \$1,000

- Booth space at the event
- Logo and website link on [event website](#)
- Name on participant t-shirts
- Name on event brochures
 - 2023_Whitewater_Brochure_FINAL.pdf
- Name on printed ads
 - Final_Poster-Ad_8x11_RGWF_2023.pdf
 - Final_Poster-Ad_11x17_RGWF_2023.pdf
- A company banner inside festival grounds
 - MainBar-MainStage-Compressed.jpg
- 4 complimentary 2 day passes for the event
- Logo on festival banners
 - BridgeBannerLow-Compressed.jpg
- Wrap data: Attendance at Whitewater 2023, based on Gate fees collected was 16,289, We also had 2,500 copies of the tri-panel brochure that we all handed out at the gates, and that PDF is included in the attachments as well. The digital program was downloaded 4,456 times through our QR scan posted at the three entry gates and

throughout the park.

- 2023 Whitewater Festival Prarie Mountain Marketing Strategy.pdf
- Recommended: No. Hard to get responses from organizers.

AUGUST

11th & 12th- [Outdoorsman Days in Florence](#)-\$750

- No wrap details provided by organizer

25th-26th- [San Juan Brewfest](#)- \$1,500

- 1 business banner displayed in VIP tent
- Business logo on event poster (photo in wrap up document)
- Business logo on event t-shirt (photo in wrap up document)
- Business logo on event website sponsor page with a link to our page <https://sanjuanbrewfest.com/sponsors/>
- Booth space at event both days
- Speaking opportunity during Brewfest
- 4 VIP tickets to Saturday
- Wrap data: [W Sponsor Fulfillment Report - Colorado Wildlife Council.docx](#)
2250 attendees
Speaking opportunity during the San Juan Brewfest Friday & Saturday - a rep from Colorado Wildlife Council was on stage to address the crowd on Friday at 6:45 pm and again on Saturday at 12:15 pm
- Recommended: Yes. This organizer was great to work with.

SEPTEMBER

16th- 17th [Durango Autumn Arts Festival](#)- \$2500

- Prominent recognition as a Platinum Sponsor of the Durango Autumn Arts Festival on:
- All promotional flyers and posters
- The [DAC website](#) and donor pages with hyperlink to your website
- Monthly e-newsletter distributed to 6,800+ households
- Welcome Center Window display on Main Avenue featuring Durango Autumn Arts Festival info will prominently feature Presenting Sponsor logo
- 1/2 page color ad as well as logo displayed in the Durango Autumn Arts Festival Guide (distributed to 6,000+ Durango Herald subscribers)
- Logo on the Durango Autumn Arts Festival map
- Wrap: One of the benefits was an ad in the Guidebook that was inserted in today's Durango Herald. Here is a link to the virtual Guide: https://issuu.com/durangoherald/docs/dgoautumnartfestis?fr=xKAE9_zU1NQ
- The Wildlife Council ad is on page 4 and the sponsors are thanked on page 2. This link is on our website, on promotional flyers and will be at the Information Booth the weekend of the event as well as actual copies of the Guide. The Guides have also been distributed to our local sponsors and businesses.
- Recommended: Easy to work with