



**COLORADO
WILDLIFE COUNCIL**

HUNTER & ANGLER ADVOCATE

Subcommittee Vendor

Why?

The subcommittee was formed to amplify the “science in the wild” messaging by placing our messages in front of hunters/anglers in strategic ways to create avenues to advocacy for hunter/anglers.

Goal: To get hunters/anglers on board with spreading “science in the wild messaging”.

What?

The subcommittee outlined tactics to achieve the goal, aiming to hire a vendor to implement these tactics. Opting for a vendor specializing in grassroots marketing, event planning, and sponsorships rather than a temporary staff member to avoid the need for a training period.

Who?

Meet Dlo!



DeAngelo Wilkinson



Denver, CO



10 Years Professional Exp: Sales, Marketing, Entrepreneurial



For God has not given us a spirit of fear, but of power and of love and of a sound mind.— 2 Timothy 1:7

Faith
Family
Friends
Dad Jokes
The process

Family time
Mountains
Hunting
More Hunting





DeAngelo "Dlo" Wilkinson

2
YEARS

Owning a business

10
YEARS

Sales & Marketing

TOP 5 STRENGTHS

Personable

Optimism

Resourceful

Curiosity

Coachable



Professional Experience

Auckland, NZ - Captivate

- 2 yrs – Sales & Marketing

Den, CO – T-Mobile

- 7 yrs – Field Marketing & Sales support

Den, CO - HUNTwallet

- 2 yrs - Product Owner/Swiss Army

Education:

Colorado State University

BA Communication Studies

Minor in History

Student Athlete

Places I've Lived:

- Las Vegas, NV
- Fort Collins, CO
- Denver, CO
- Auckland, NZ

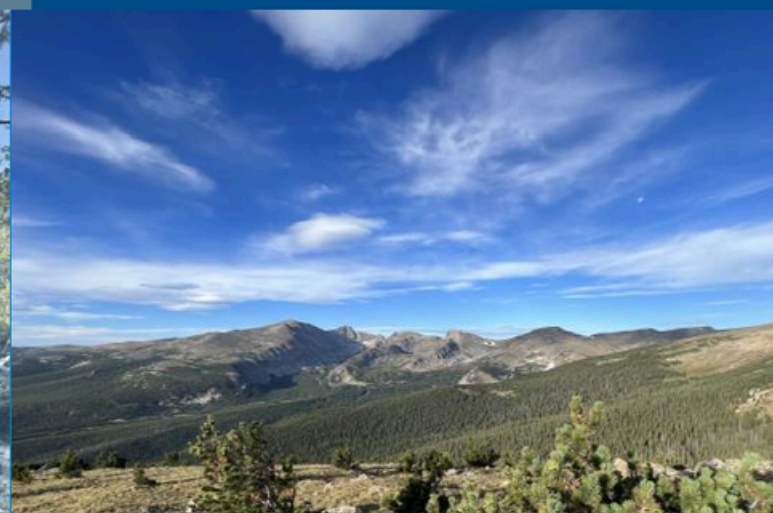
Current: Denver, CO

QUOTES

"The one who seeks optimism is more likely to seek hope.

Stay optimistic"

- My pops



How?

Sponsorships

Secure sponsorship packages from events/classes geared towards hunters/anglers.

Events

Create 1-2 brewery events with CPW biologists/officers/aquatics.

Marketing

Promotional items designed, produced, and distributed.
Contract with flier distribution service provider.

Award

Coordination and execution of an annual awards program

A photograph of a man and a woman in a fishing boat on a lake. The man is wearing a blue jacket and a blue and white cap, and the woman is wearing a purple jacket and a camouflage cap. They are both looking at each other. The boat is white with a motor at the back. The background shows a lake and a rocky hillside. The word "Questions?" is overlaid in white text in the center of the image.

Questions?