

Hello!

*We're so happy to
be here.*

Budget Approval

ITEM	BUDGET
Agency Fee	\$485,000
Research & Planning	\$30,000-\$40,000
Media Placements	\$1,553,000-\$1,623,000
PR	\$102,000
Production*	\$175,000-\$250,000
Total	\$2,500,000

*Detailed production estimates to be provided upon approval of concept.

Discovery Questions

If CWC is wildly successful five years from now, what has changed in the minds or behaviors of everyday Coloradans?

What would people believe, feel, or do?

What assumptions are we making about people who don't hunt or fish?

What do they already value that we're overlooking?

**CWC is described as educational,
trustworthy, and approachable. As we look
ahead, where do you think we can evolve?**

*What should we lose? What should we
protect?*

When someone experiences one of our campaigns, what do we want them to do next?

*Not just think differently, but do differently.
E.g. Learn more, Visit public lands, Attend an event, Volunteer, Try hunting or fishing, Support wildlife management, Talk differently about hunting and fishing....*

If we continue communicating exactly as we have, what opportunity do we risk missing?

Where would you be comfortable taking more creative risks?

Thanks!