

Scope of Work

Sponsorship Impact Measurement Framework

Colorado Wildlife Council

INTRODUCTION

The Vendor will develop a Sponsorship Impact Measurement Framework to assist the Colorado Wildlife Council (CWC) in understanding the reach and effectiveness of its sponsorship investments. This work will support the Council's mission to educate the public on the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

Through the development of standardized reporting practices and digital tracking methods, this project will establish a consistent system for gathering and analyzing data generated through sponsored partnerships and events.

BACKGROUND

The Colorado Wildlife Council, formed by the Colorado State Legislature in 1998, was created through a coalition of conservationists, outdoor recreationalists, hunters, anglers, farmers, ranchers, and community leaders working together to ensure a bright future for Colorado's wildlife.

As part of its public education mission, the Council provides sponsorship support to organizations and events that engage hunters, anglers, and outdoor enthusiasts throughout Colorado. These partnerships help expand awareness of wildlife management and highlight the role that hunters and anglers play in supporting wildlife conservation through license purchases.

While sponsorships represent an important component of the Council's outreach efforts, reporting and data collection associated with these sponsorships have historically been inconsistent. Establishing a standardized framework for measuring reach, engagement, and awareness generated through sponsored partnerships will allow the Council to better understand the impact of these investments and support future program planning and accountability to the Council's constituents, those who purchase hunting and fishing licenses.

OBJECTIVES

The primary objectives of this project are to:

- Establish standardized data collection practices for Colorado Wildlife Council sponsorships
- Create consistent reporting expectations for sponsored partners
- Implement digital tracking tools to measure engagement generated through sponsorship activities
- Develop a centralized system for collecting and organizing sponsorship performance data
- Provide a methodology for future evaluation of sponsorship effectiveness once baseline data has been collected
- Analysis of and reporting on collected data if project budget allows following framework implementation

RESPONSIBILITIES

The Vendor will be responsible for the following tasks:

- Identifying and defining standardized data points to be collected from sponsored partners, including event participation metrics, social media engagement, and distribution of Colorado Wildlife Council promotional materials.

- Identify event type and partner type groupings for targeted KPIs by type. Size, engagement method and audience are examples of identifying features which can be used for grouping and will ensure the best metrics are chosen for analysis.
- Developing a Sponsorship Reporting Templates (based on event/partner type) that sponsored partners can use to submit post-event reporting in a consistent format, this will reduce ambiguity in CWCs reporting expectations and lessen reporting burden on partners.
- Creating a Sponsored Partner Agreement Addendum outlining participation expectations related to sponsorship reporting, digital promotion, and event engagement activities.
- Designing a digital tracking structure using unique QR codes and associated tracking links for sponsored partners in order to measure website traffic and engagement generated through sponsorship activities.
- Providing guidance to the Colorado Wildlife Council on the implementation of a dedicated landing page that will receive traffic generated through sponsorship activities and connect to Google Analytics tracking.
- Developing a centralized Data Tracking Spreadsheet to compile and organize reporting received from sponsored partners and digital engagement data generated through tracking links.
- Coordinating with the Council's hunter and angler subcommittee and Program Assistant to ensure systems are functional and aligned with existing communication and outreach practices.
- Training the Council's Program Assistant on the use and maintenance of the reporting system, including how to collect, enter, and interpret incoming data.
- Developing a written methodology for how collected data may be analyzed in the future to identify trends, establish baseline performance indicators, and inform future sponsorship decisions.
- Provide analysis of metrics collected through new data framework if project allows following data framework implementation

DELIVERABLES

The Vendor will provide the following deliverables:

June:

- o Sponsorship Reporting Template for sponsored partners
- o Sponsored Partner Agreement Addendum outlining reporting expectations
- o Defined data collection framework and performance indicators (event and partner types, performance metrics, step-by-step project plan etc.)

July-August:

- o QR code and digital tracking structure for sponsored partnerships
- o Data Tracking Spreadsheet integrating partner reporting and website engagement data
- o Guidance document for landing page tracking and Google Analytics configuration
- o Training session for the Program Assistant on system implementation and use
- o Written evaluation methodology for future sponsorship analysis once baseline data has been collected

September and ongoing:

- o Metric performance reporting and analysis as project allows following data collection

TIMELINE

The project will begin on June 1, 2026 and conclude at direction of Program Assistant. Analysis of collected data can begin following completion of listed deliverables if CWC interest and budget allow.

PAYMENT SCHEDULE

The Vendor will invoice monthly for work performed, detailing hours worked and tasks completed.

COMPENSATION

Subject to the terms and conditions of this Agreement, Colorado Parks and Wildlife shall pay the Vendor no more than \$10,000 for the entirety of the project. Work will be billed hourly at a rate of \$50 per hour.

EVALUATION

Successful completion of the project will be determined by the Vendor's ability to deliver the agreed-upon framework, tools, and documentation within the project timeline. The effectiveness of the system itself will be assessed over time as sponsorship data is collected and analyzed.