



COLORADO WILDLIFE COUNCIL

DNR Digital Accessibility Accommodation Request Form

AGENDA

01 Q4 Newsletter

02 Website Feedback

03 Rockies 2025 Opportunities

04 Proposition 127 Research

05 Reddit 2024 Media Funds Allocation

06 December Media Highlights

01

Q4 NEWSLETTER

- Launched 12/5



02

WEBSITE FEEDBACK

This month's council meeting is on November 21 »



WHO WE ARE

SUCCESS STORIES

GET INVOLVED

Supporting Science in the Wild

In Colorado, everybody benefits from hunting and fishing.

LEARN MORE



Link: <https://www.figma.com/proto/3yKkzOUna2hVjuVdjel8zm/November-2024-Revamp?page-id=0%3A1&node-id=20-154&node-type=canvas&viewport=-13675%2C-5465%2C1&t=ecoW5zv6lKtVX7lj-l&scaling=scale-down&content-scaling=fixed&starting-point-node-id=20%3A154>

Council feedback received to date:

- Ensure the website continues to deliver an educational message with no bias.
- Highlight how hunting and fishing preserve the Colorado lifestyle.
- Ensure most visited content on the site is included in the refresh (data is on slide 15).
- Continue to keep newsletter signups CTA.
- Incorporate additional mid-funnel video content, this could include footage from previous/future shoots, CPW officer content, NGOs or Hunter and Anglers.
- Ensure there is a clear tie to CPW and the conservation animal welfare.

Next Steps:

- R&R to share timeline and budget overview

03

ROCKIES 2025 OPPORTUNITIES

Current Budget:

- Out Field Wall during all games
- Promotional Day
 - One suite for 60
 - Ceremonial First Pitch
 - Gate Giveaway for all fans
- Radio spots – 81 per season (every other game)
- Concourse Mural – Moose is loose during all 81 games
- Pregame video on jumbotron prior to all games
- L-Bar signage during all games
- Digital Assets: One email + Two social posts
- Total: \$325k (remaining flat)

Current Budget + McGregor Square:

- Out Field Wall during all games
- Promotional Day
 - One suite for 60
 - Ceremonial First Pitch
 - Gate Giveaway for all fans
- Radio spots – 81 per season (every other game)
- Concourse Mural – Moose is loose during all 81 games
- Pregame video on jumbotron prior to all games
- L-Bar signage during all games
- **Digital Assets: One email**
- **McGregor Square LED for 12 months**
- Total: \$375k

Current Budget + Centerfield Forest + Dinger Wall:

- Out Field Wall during all games
- Promotional Day
 - One suite for 60
 - Ceremonial First Pitch
 - Gate Giveaway for all fans
- Radio spots – 81 per season (every other game)
- Concourse Mural – Moose is loose during all 81 games
- Pregame video on jumbotron prior to all games
- L-Bar signage during all games
- **Digital Assets: One email**
- **Centerfield Forest + Dinger Wall for 12 months**
- Total: \$400k

McGregor Square: 12 months for \$55k

Content is rotated in :15 increments across all boards:

- Takeover of main video board "Wings" and Wynkoop (5) totems will fire simultaneously.
- CWC would appear every 3-4 minutes throughout the day, at :15 seconds per appearance providing over 30 minutes of aggregate exposure daily.



Image style to be determined upon approval of placement.

Centerfield Forest + Dinger Wall



Dinger Wall: 12 months for \$40k



Image style to be determined upon approval of placement.

Centerfield Forest: 12 months for \$40k



Image style to be determined upon approval of placement.

Centerfield Forest + Dinger Wall: 12 months for \$75k

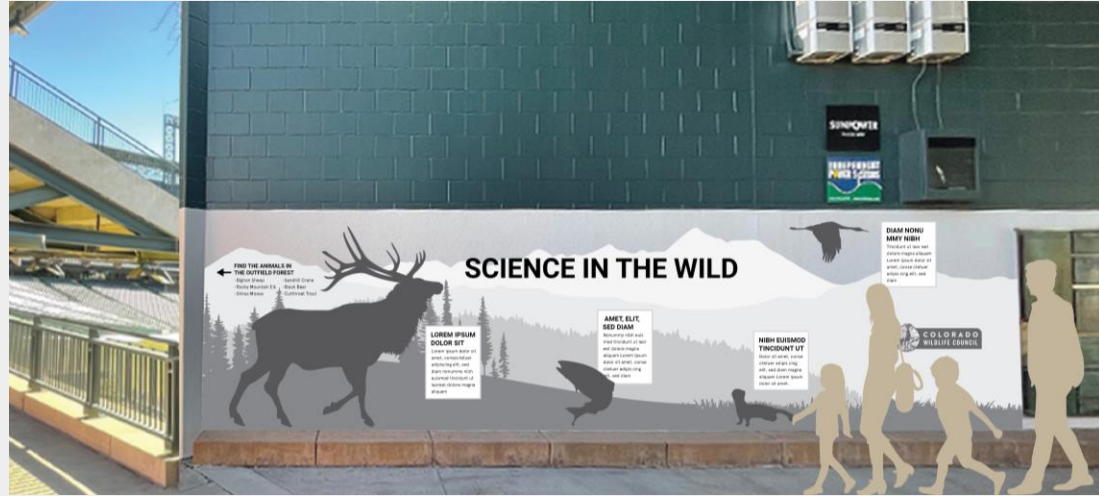


Image style to be determined upon approval of placement

04

PROPOSITION 127 RESEARCH

METHODOLOGY

Methodology

BSG conducted a 10-minute SMS and online survey among n=1,011 Registered Voters in Colorado, including an oversamples of 202 Adventurous Environmentalists (AEs) from December 2 to December 9, 2024.

- BSG weighted the data to ensure accurate demographic and geographic distributions according to the Colorado voter file. Weights were also applied based on the actual results of the 2024 General Election, according to the Colorado Secretary of State.



BSG's proprietary hybrid methodology (SMS and online panel) delivers accurate and statistically representative results based on rigorous data collection.

BSG's hybrid research is conducted in part via SMS on a peer-to-peer texting platform using probability-based sampling from a national list of adults in the U.S. Field agents individually hand-send text messages to all individuals in our sample, inviting them to participate in an online survey. This method is TCPA compliant. N=960 respondents were contacted via SMS. In addition, BSG leveraged online panel to reach additional oversamples of n=52 AEs.

- The margin of error for the total sample (n=1,011 RVs) is $\pm 3.08\%$ at the 95% confidence level.
- The margin of error for the Adventurous Environmentalists (n=202) is $\pm 6.90\%$ at the 95% confidence level.

KEY FINDINGS

Key Findings

1

Cost of living is the top concern for Colorado voters.

While other issues like immigration and the environment are still important for CO voters, we continue to see costs (especially housing and groceries) dominate TOM concerns. This is even more true of the Adventurous Environmentalists we surveyed, a group that generally leans liberal and prioritizes conservation issues.

2

Trust in experts is a top reason Proposition 127 was rejected.

Wildlife issues are not drawing the attention, and frankly anger, that we see in cost and quality of life issues—but a majority still voted against Proposition 127 because they viewed political control of wildlife management as an unwise course. Cultural arguments such as “anti-Denver/Boulder” messaging also held weight for some (and was the top reason to vote against for 1 in 5 urban voters).

3

Still, “trophy hunting” is an unpopular label—and an effective attack.

Even though Proposition 127 was handily rejected, there is strong negative sentiment around “trophy hunting.” Many voters see the practice as cruel, inhumane, and an ineffective tool for wildlife management/population control. In addition, we did not see the loss of revenue raised from hunting licenses/fees stand out as a reason to oppose Proposition 127.

4

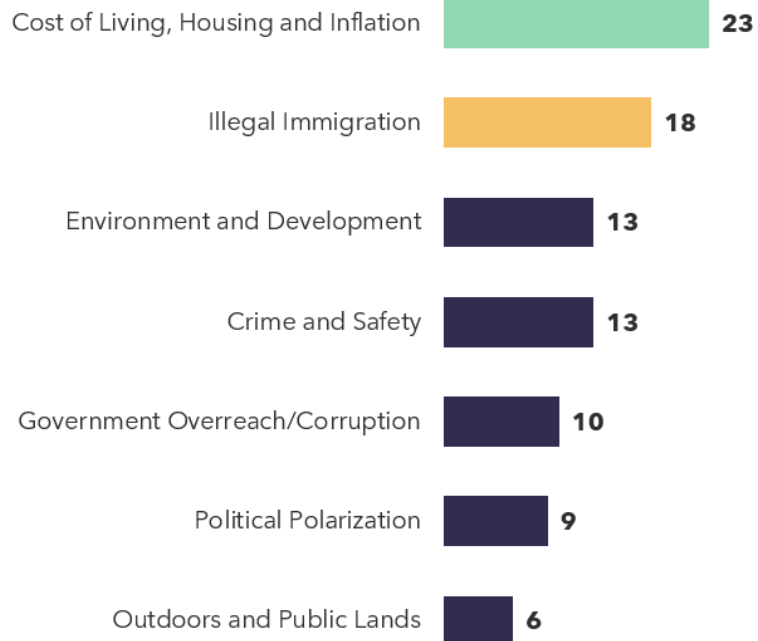
A majority of AEs supported Proposition 127, but arguing to leave conservation to the experts is effective with a meaningful contingent of AEs.

Adventurous Environmentalists are keenly concerned with the protection of Colorado’s natural ecosystem. While many AEs don’t *like* big cat hunting, those who voted against Proposition 127 did so because they want to keep wildlife conservation in the hands of experts.

ISSUES AND POLITICAL LANDSCAPE

Colorado tracks the rest of the country with anger towards the cost of living and immigration - many Colorado voters see the two issues as linked

TOP OF MIND POLITICAL CONCERNS | *Among Colorado Voters*



Housing costs. Grocery costs. Jobs for the younger generation. **Worried about my grandchildren's future of living.**

- Woman, 70-74, Suburban, Independent

The economy, cost of living, OUTRAGEOUS housing costs, and increasing cost of groceries. **Groceries are at least twice as expensive as when I was growing up in Littleton.**

- Woman, 30-34, Suburban, Independent

Rising cost of living and housing... We desperately need limitations on those firms or subsidies for first time buyers. **Locals are being priced out of their home towns.**

- Man, 25-29, Suburban, Democrat



Supports hypothesis from 2024 CWC Annual Tracker that **affordability concerns** are drowning out other issues in Colorado.

Illegal immigration - it **leads to higher costs of living** (housing specifically), higher crime rates and lower economic opportunity for Americans

- Woman, 50-54, Suburban, Independent

Undocumented foreign nationals. Negative economic impact.

- Man, 45-49, Suburban, Unaffiliated

Illegal immigration **taking resources away from actual citizens** who are in need.

- Man, 60-64, Suburban, Republican

While CWC's areas of focus aren't top of mind for most voters, concerns still break through for many given the importance of the outdoors in Colorado

TOP OF MIND POLITICAL CONCERNS | *Among Colorado Voters*

Environment and Development: 13%

Global warming/ unstable ecosystems. I love living in Colorado because **living here gives me ready access to an outdoor way of life.**

- Man, 75-79, Suburban, Democrat

The **erosion of public land protections** for non-renewable resources concerns me. We should be leaving oil behind, and I see new rigs up in Weld County every year.

- Woman, 25-29, Suburban, Democrat

Unchecked development. This is creating the most issues in Colorado. We need to move to a more sustainable environment, and **not just growth for growth's sake.**

- Man, 55-59, Urban, Democrat

Over development. Continuing lack of reliable mass transportation. **Leaving too much control in the hands of irresponsible and greedy developers.** Too much uncontrolled development will destroy our ecosystem.

- Man, 60-64, Suburban, Democrat

Outdoors and Public Lands: 6%

Water usage, **protection of wilderness and wildlife**, and wildfires. All of these issues effect the quality of sustainable life for people and animals.

- Woman, 55-57, Rural, Democrat

Public lands are for ALL people! Public land should remain available to all people!

- Man, 75-79, Rural, Independent

Parks and outdoor spaces for recreation **don't have enough funding** – a federal and state issue.

- Woman, 65-69, Suburban, Independent

Closure of public lands and **limited access and use** of public lands. Because of how I like to enjoy them and use them with respect.

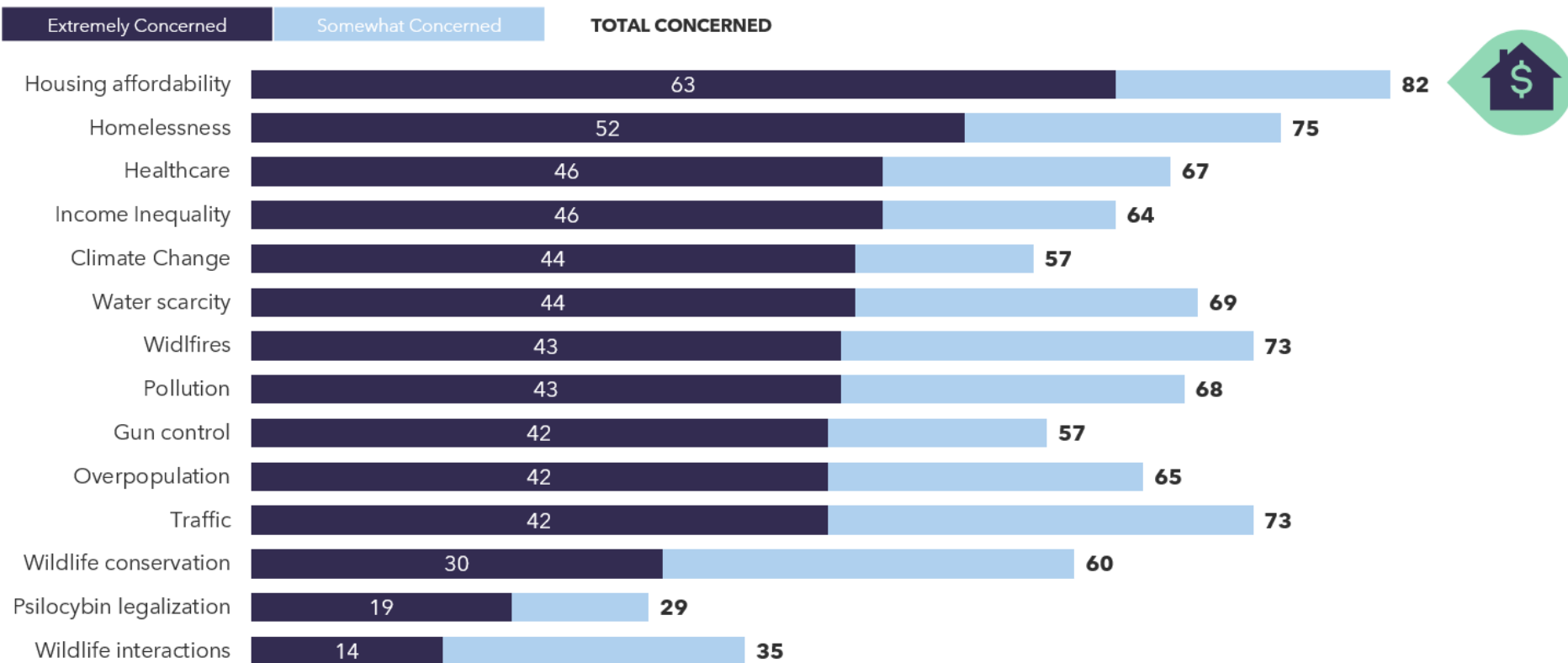
- Man, 55-59, Rural, Republican

The amount of **wildfires**, I know people personally who have lost their home.

- Man, 50-54, Suburban, Republican

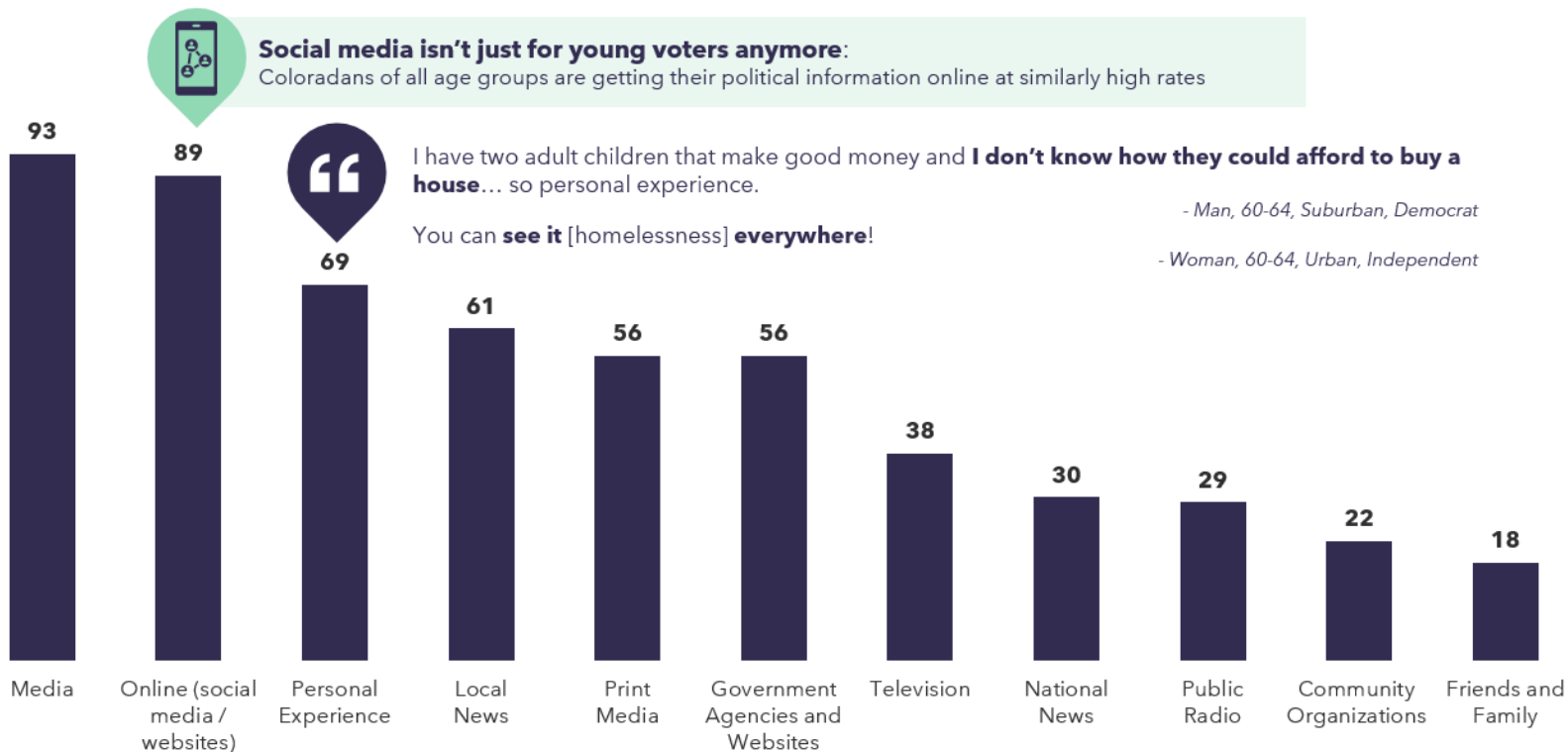
On an aided basis, the top 4 political concerns of Colorado Voters are related to essential needs, particularly physiological and safety needs

AIDED POLITICAL CONCERNS | *Among Colorado Voters*



Coloradans are getting most of their political information from media and online sources; many are directly seeing issues impact their community and lives

POLITICAL INFORMATION SOURCES | *Among Colorado Voters*



PROPOSITION 127 AWARENESS, SUPPORT, AND OPPOSITION

2 in 3 CO voters were aware of Proposition 127 before election day, and most of those aware could describe details of the measure

PROPOSITION 127 AWARENESS | *Among Colorado Voters*

Most voters who reported being aware of Proposition 127 understood the issue at hand...

66% Aware

I do believe it was a **ban on hunting cats**. I read about it on 411.org and the League of Women voters.

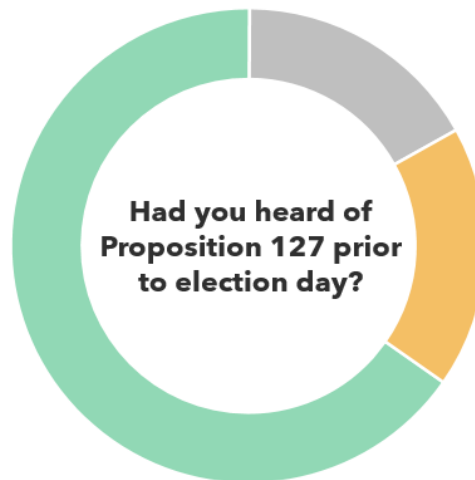
- Man, 40-42, Suburban, Progressive

Ban on hunting mountain lions. I read it in the blue book.

- Man, 20-24, Urban, Independent

That it was **prohibiting killing of bobcats, mountain lions and lynx**.

- Woman, 45-49, Rural, Democrat



Had you heard of Proposition 127 prior to election day?

...still, there was some confusion or misinformation in the electorate

18% Not aware

17% Unsure

People **wanted to remove the restrictions** on hunting big wildcats like mountain lions and bobcats.

- Woman, 65-69, Age, Suburban, Unaffiliated

Tax lawful gun owners to pay restitution for criminals who can't pay for their crimes

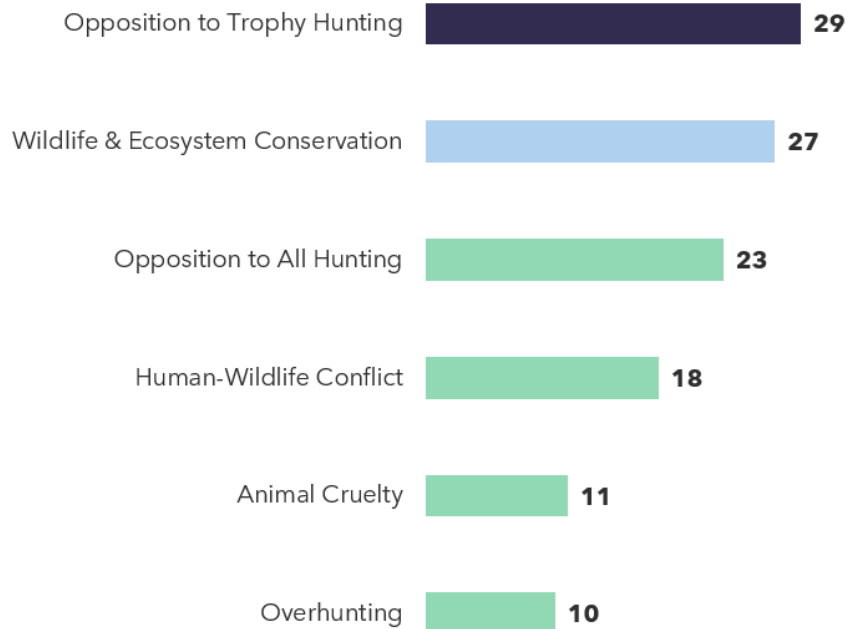
- Man, 25-29, Suburban, Libertarian

Raising taxes?

- Man, 65-69, Urban, Democrat

"Trophy hunting" is an unaided buzzword among supporters of Prop 127 - others believe the measure would have benefited Colorado's natural ecosystem

UNAIDED REASONS TO VOTE FOR PROPOSITION 127 | *Among Colorado Voters*



I think hunting is only ethical for meat, **not trophy hunting**.

- Woman, 35-39, Suburban, Independent

I **dislike trophy hunting** and the related business.

- Woman, 75-79, Rural, Democrat

Killing just for sport no real value of the game.

- Man, 70-74, Suburban, Independent

Trophy hunting does nothing to manage wildlife populations and is only **used by the rich to demonstrate their barbarism and lack of empathy**.

- Man, 50-54, Urban, Independent

Lack of regulation on big cat hunting is going to **continue to hurt our already hurting ecosystem**. If we ever **lost one of these species** in our state it could completely dismantle some ecosystems.

- Woman, 20-24, Suburban, Democrat

Hunting those species is **not the most appropriate manner** of balancing their numbers.

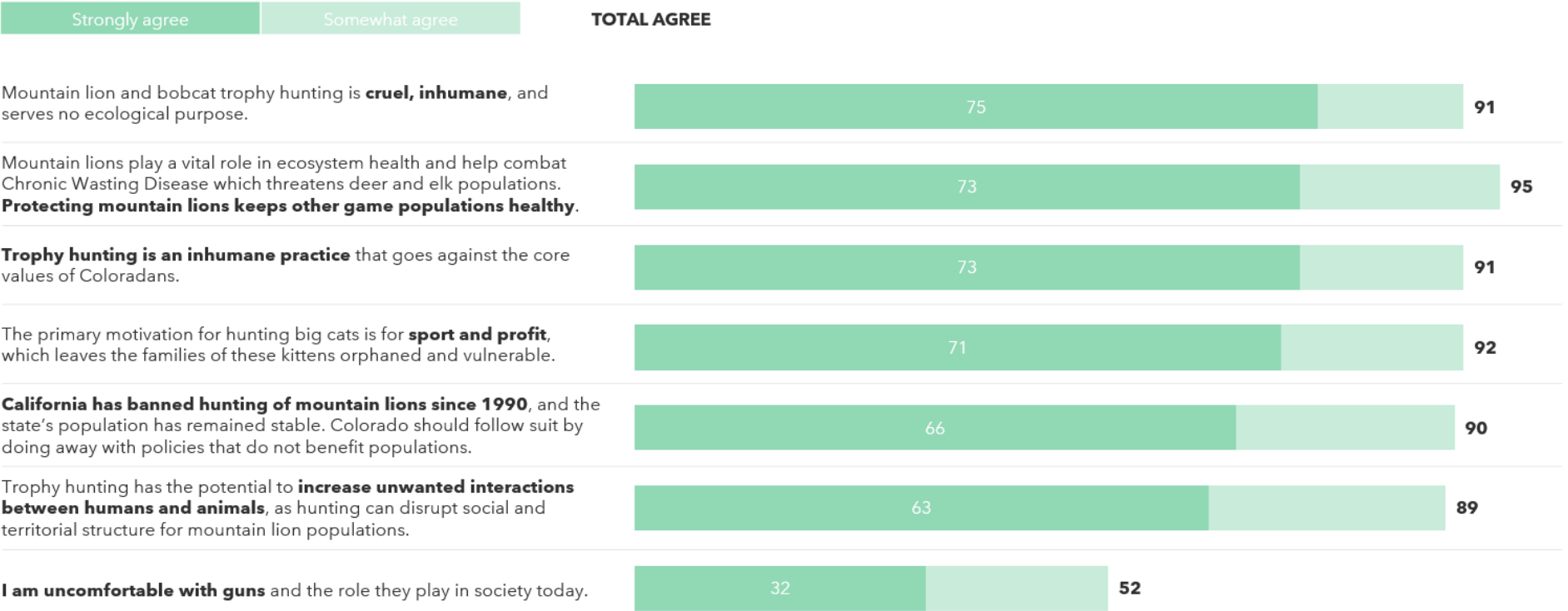
- Woman, 75-79, Suburban, Democrat

There is no reason to kill animals that are a **key component of Colorado's ecosystems**.

- Woman, 18-19, Suburban, Democrat

The framing of all big cat hunting as “trophy hunting” was highly persuasive for those who supported Proposition 127

REASONS TO VOTE FOR PROPOSITION 127 | *Among Colorado Voters*



Many of those who voted for Proposition 127 believe that big cat hunting serves “no ecological purpose” - but this claim did not resonate with enough voters to pass the measure

TOP REASON TO VOTE FOR PROPOSITION 127 | *Among Colorado Voters*

Mountain lion and bobcat trophy hunting is **cruel, inhumane**, and serves no ecological purpose.

34

Mountain lions play a vital role in ecosystem health and help combat Chronic Wasting Disease which threatens deer and elk populations.
Protecting mountain lions keeps other game populations healthy.

26

Trophy hunting is an inhumane practice that goes against the core values of Coloradans.

16

The primary motivation for hunting big cats is for **sport and profit**, which leaves the families of these kittens orphaned and vulnerable.

8

California has banned hunting of mountain lions since 1990, and the state's population has remained stable. Colorado should follow suit by doing away with policies that do not benefit populations.

6

Trophy hunting has the potential to **increase unwanted interactions between humans and animals**, as hunting can disrupt social and territorial structure for mountain lion populations.

3

I am uncomfortable with guns and the role they play in society today.

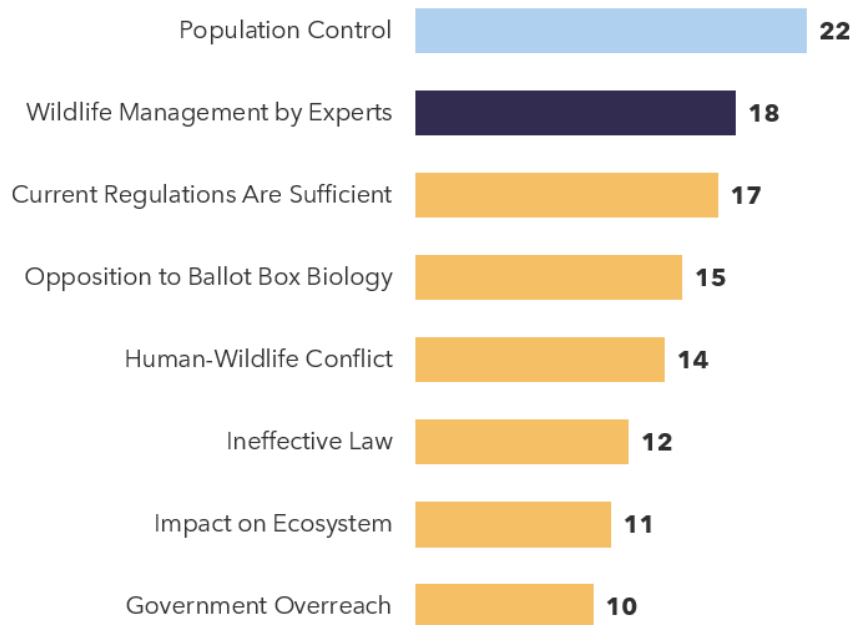
2

Other reason not listed.

5

Voters opposed to the measure cite population control and expert management as unaided argument against - these directly refute the “no ecological purpose” claim of the opposition

UNAIDED REASONS TO VOTE AGAINST PROP 127 | *Among Colorado Voters*



Predators are already killing too many wildlife and livestock. To restrict that would have made it even worse and people's way of life would have been affected.

- Woman, 50-54, Rural, Republican

Hunting is used to manage wildlife populations keeping them **healthy and stable**.

- Man, 65-69, Urban, Republican

Because **I own 20 acres**, and there are **active mountain lions on my property** that I have to deal with.

- Woman, 50-54, Rural, Republican

[Prop 127] could cause **more human-animal interactions** in populated areas that are dangerous.

- Woman, 20-24, Suburban, Unaffiliated

It's an irresponsible proposition. Controlling apex predator populations is the **responsible decision for wildlife and ecosystem management**.

- Man, 50-54, Suburban, Independent

Didn't want the nut cases in Boulder Or Denver deciding wildlife fate **like the did with wolf introduction!**

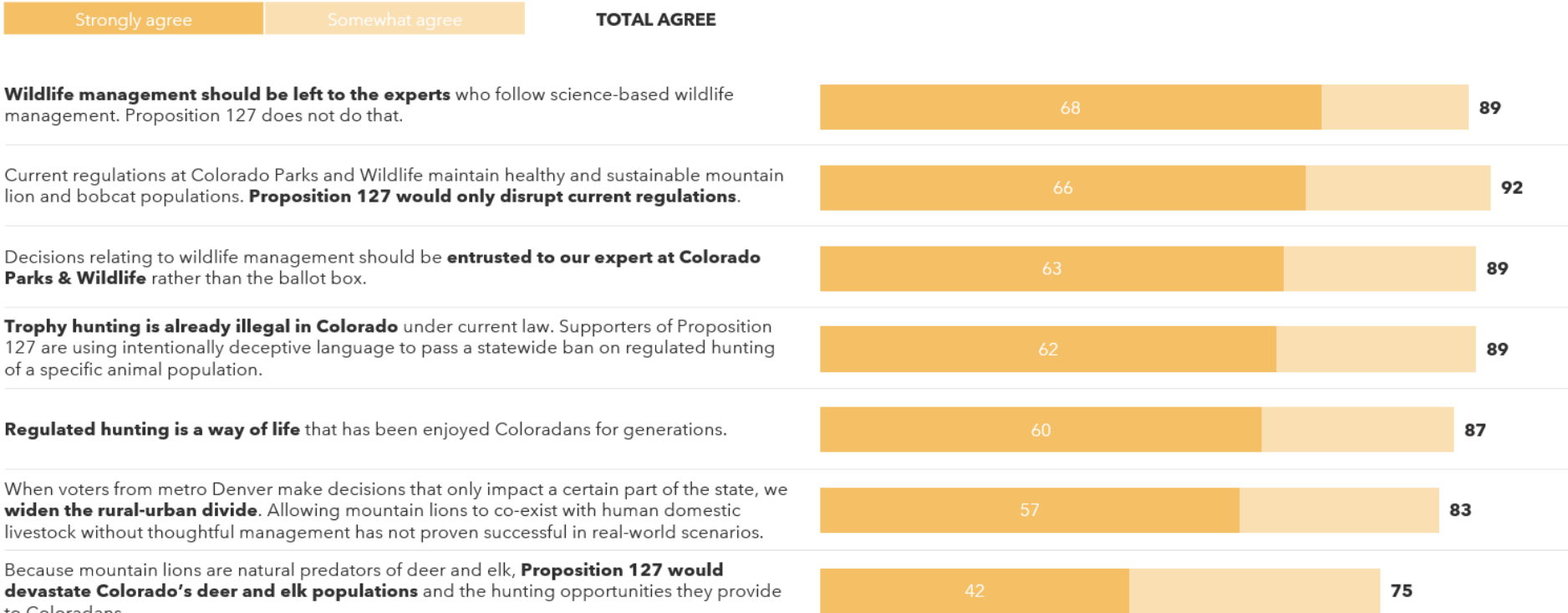
- Man, 75-79, Suburban, Republican

Hunting is a legitimate sport and the Colorado Department of Parks & Wildlife (DPW) is tasked with managing wild populations. **They have expertise** in that, and it should **not be up to laypersons** to decide how to manage wildlife.

- Man, 80-84, Suburban, Independent

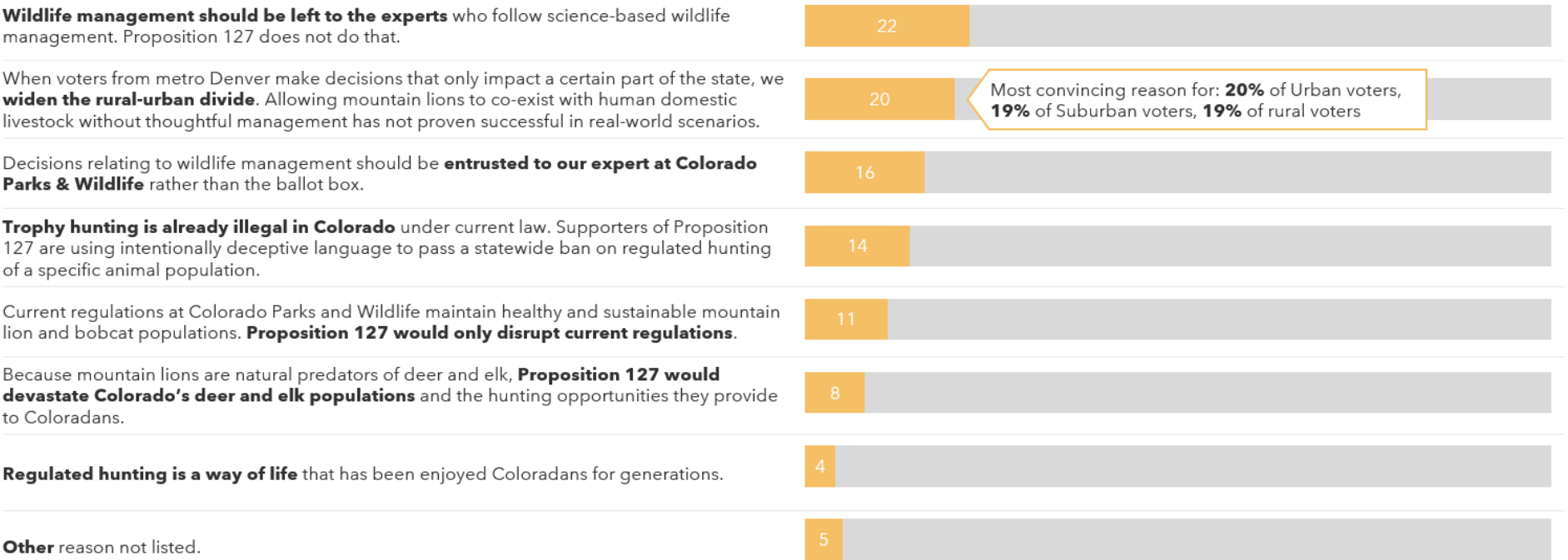
Deferring wildlife management to experts was a powerful driver of opposition to the measure

REASONS TO VOTE AGAINST PROPOSITION 127 | *Among Colorado Voters*



And statewide, 1 in 5 who voted against Proposition 127 cite urban interference in rural affairs as the most important reason - this message is equally powerful across the state

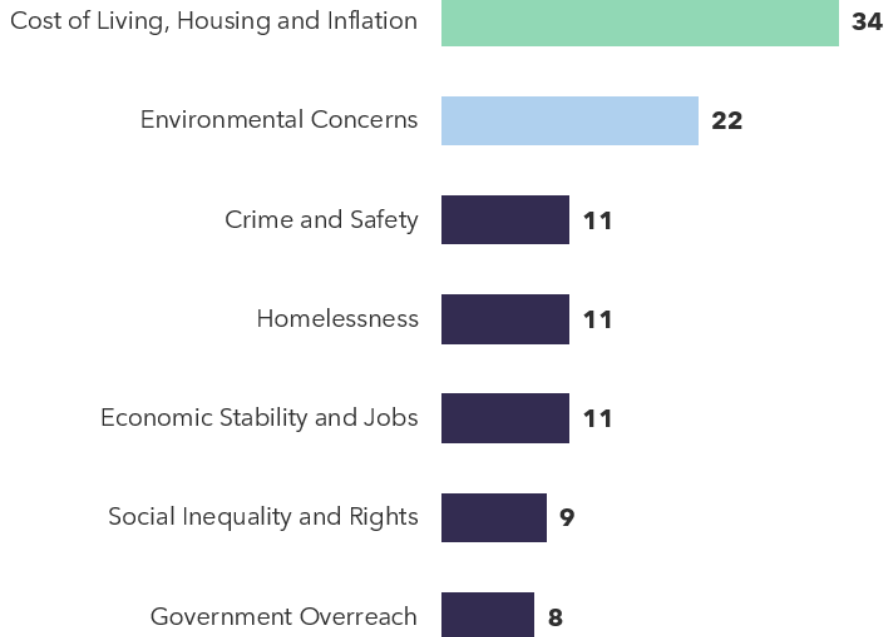
TOP REASON TO VOTE AGAINST PROPOSITION 127 | *Among Colorado Voters*



TARGET GROUP: ADVENTUROUS ENVIRONMENTALISTS

AEs show even more top-of-mind concern for inflation and costs than CO voters as a whole; the environment replaces immigration as issue #2 in this group

TOP OF MIND POLITICAL CONCERNS | *Among Adventurous Environmentalists*



Cost of living vs. minimum wage. On average, you need to be able to make \$34 an hour to afford a two-bedroom apartment.

- Woman, 20-24, Suburban, Democrat

Cost of living in the Denver metroplex and surrounding counties. It will take both me and my wife **years of working before we can afford a house within a 1-hour commute** of our work.

- Man, 25-29, Suburban, Republican

Housing crisis. **Home costs being too high is limiting the amount of skilled labor** that wants to move into the area.

- Man, 40-44, Suburban, Independent

Ecology, water, environment. **We must keep our lands clean**, water needs to be **clean and drinkable**, recycling is a must.

- Woman, 65-69, Rural, Democrat

The issue that I am most concerned about today has to do with the environment. We're **already seeing and experiencing the effects of climate change**, and I am concerned as to whether my state is doing enough to mitigate the impacts.

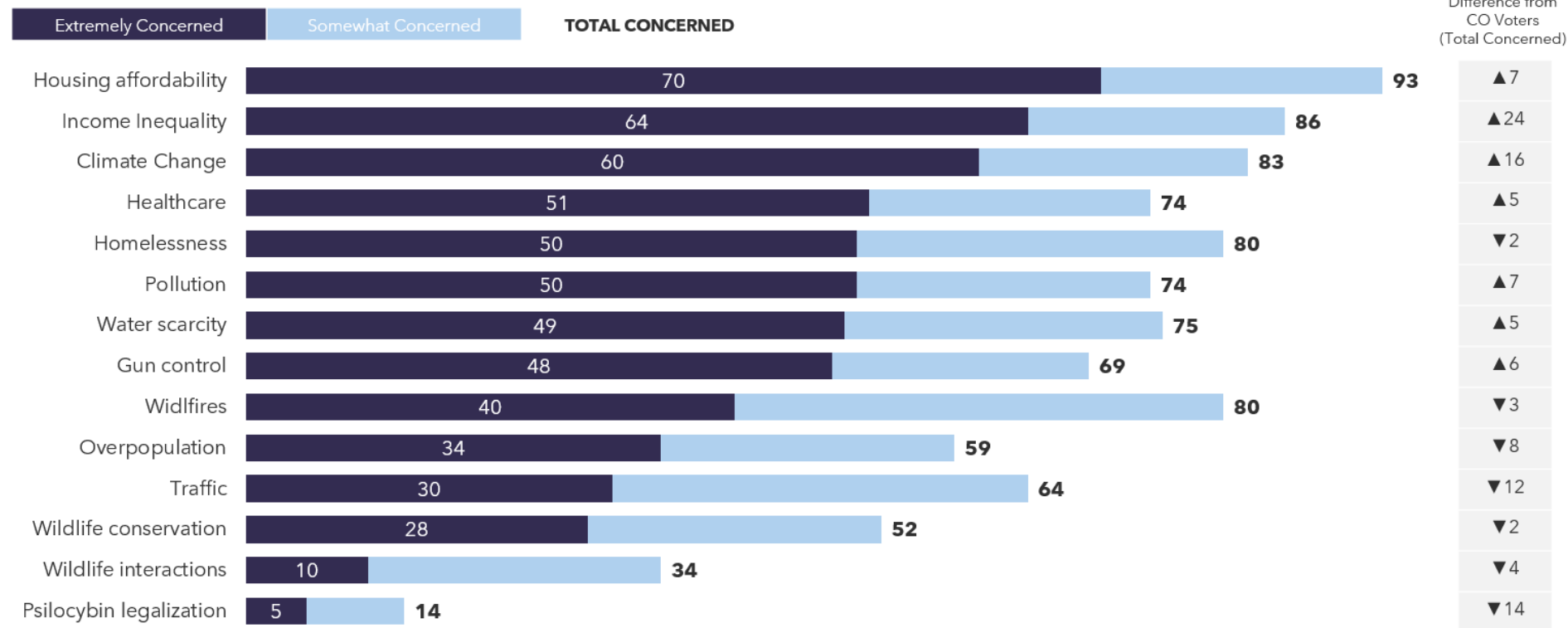
- Woman, 18-24, Suburban, Democrat

Water rights and laws. **Colorado is pivotal in the battle for water.** We need to work together to find and sustain good water sources.

- Man, 35-39, Urban, Unaffiliated

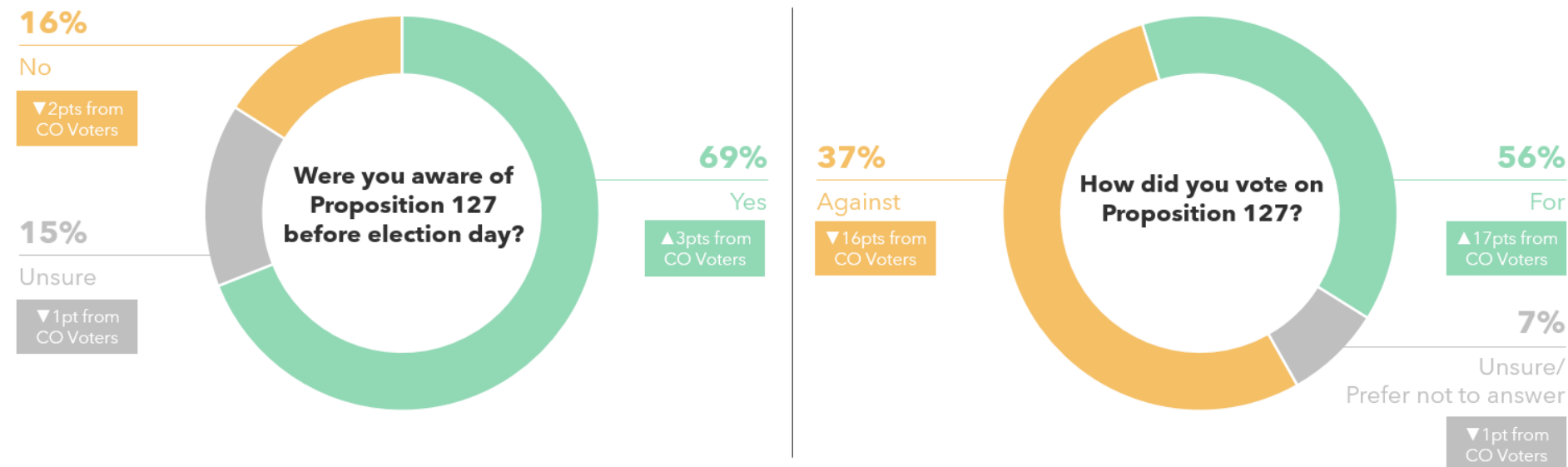
Income Inequality and Climate Change are larger priorities for AEs than other Colorado voters – but as important as these issues are, affordability is still #1

AIDED POLITICAL CONCERNS | *Among Adventurous Environmentalists*



The Adventurous Environmentalists we surveyed had slightly greater awareness of the proposition than Colorado Voters, and were much more likely to vote in favor

PROPOSITION 127 AWARENESS AND VOTE | *Among Adventurous Environmentalists*



AEs agree the natural ecosystem should be prioritized - their disagreement lies in whether Proposition 127 is *helpful* or *harmful* for the Colorado ecosystem

REASONS FOR VOTING FOR/AGAINST PROPOSITION 127 | *Among Adventurous Environmentalists*

Many AEs don't believe hunting is necessary to regulate big cat populations...

I don't think animals should be killed for sport. **Hunting should only be for food** and to help maintain balances of predator and prey populations.

- Woman, 45-49, Rural, Democrat

Hunters always claim they need to clear out game animals but predators do a pretty good job of that too. Predator **populations are hard to increase or stabilize when they are hunted** too much.

- Man, 45-49, Rural, Independent

Humans regard apex or predators as anemias, **not considering their importance in the ecology of the whole.**

- Woman, 75-79, Rural, Democrat

To **protect species that are experiencing encroachment** by over development.

- Woman, 70-74, Urban, Unaffiliated

I don't believe private hunters have need to hunt this game. **I see no argument that this game cannot self-regulate** or that wildlife management cannot regulate without hunters.

- Man, 30-34, Suburban, Independent

... while others are skeptical of voter encroachment in wildlife management.

Let our experts in the Parks and Wildlife field do what they are good at. Hunting brings in money and is already controlled.

- Female, 25-29, Suburban, Republican

Wildlife biologist friends convinced me that this was a bad way to manage wildlife.

- Man, 60-65, Rural, Independent

We **city folks made a mistake in the reintroduction of wolves** in Colorado the last election so I decided since I'm not impacted at all by this prop that I would leave wildlife welfare to the professionals. **If it ain't broke don't fix it.**

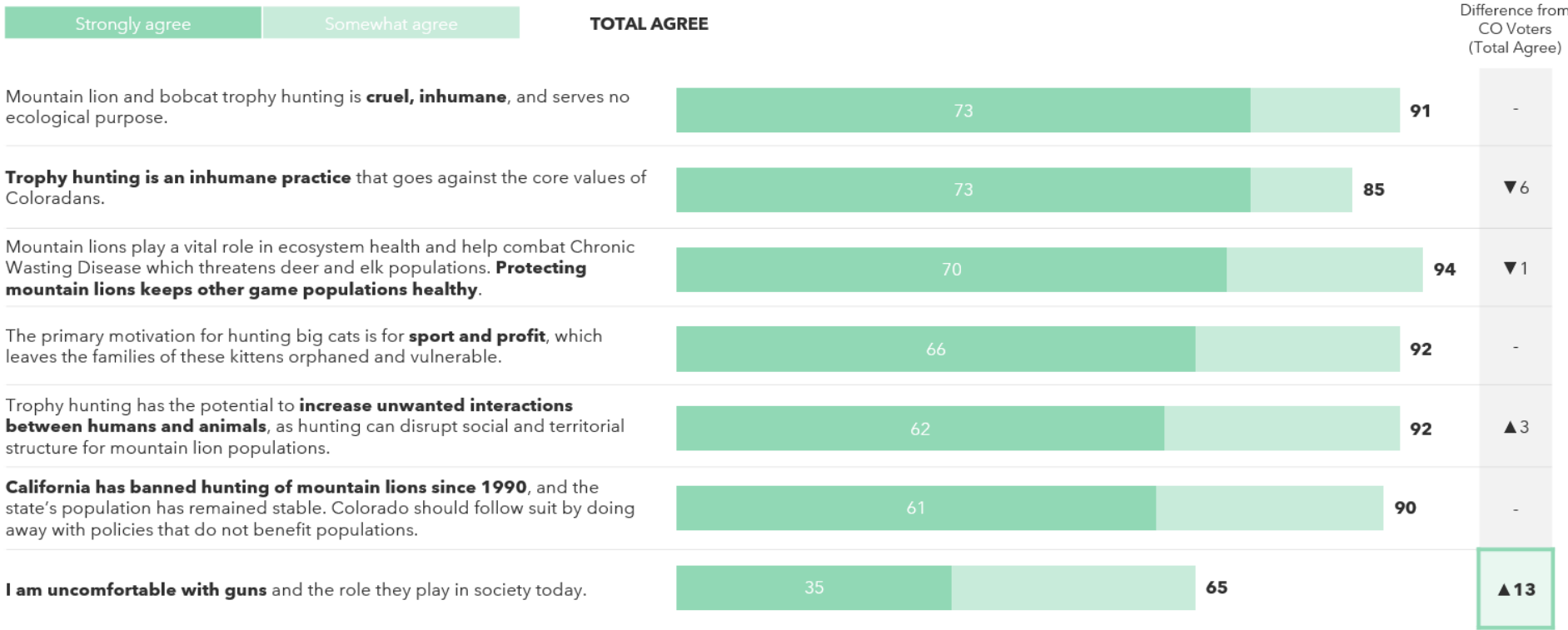
- Woman, 40-44, Urban, Democrat

I believe in the management of wildlife... Having worked as educator for 40+ years at zoo, I detest hunting. However, **if we disrupt the balance of nature**, for example by taking wolves out, **we may have to step in to control other populations.**

- Woman, 75-79, Suburban, Republican

AEs who voted for Prop 127 did not differ significantly from CO voters in their reasons for supporting - except they do express greater discomfort with firearms

REASONS TO VOTE FOR PROPOSITION 127 | *Among Adventurous Environmentalists*



AEs are slightly more motivated by conservation than other CO voters; despite being more concerned about firearms, this isn't driving AE support for Prop 127

MOST IMPORTANT REASON TO VOTE FOR PROPOSITION 127 | *Among Adventurous Environmentalists*

		Difference from CO Voters (Total Agree)
Mountain lion and bobcat trophy hunting is cruel, inhumane , and serves no ecological purpose.	37	▲ 3
Mountain lions play a vital role in ecosystem health and help combat Chronic Wasting Disease which threatens deer and elk populations. Protecting mountain lions keeps other game populations healthy.	32	▲ 6
Trophy hunting is an inhumane practice that goes against the core values of Coloradans.	15	▼ 1
The primary motivation for hunting big cats is for sport and profit , which leaves the families of these kittens orphaned and vulnerable.	6	▼ 2
California has banned hunting of mountain lions since 1990 , and the state's population has remained stable. Colorado should follow suit by doing away with policies that do not benefit populations.	5	▼ 1
Trophy hunting has the potential to increase unwanted interactions between humans and animals , as hunting can disrupt social and territorial structure for mountain lion populations.	1	▼ 2
I am uncomfortable with guns and the role they play in society today.	1	▼ 1
Other reason not listed.	4	▼ 1

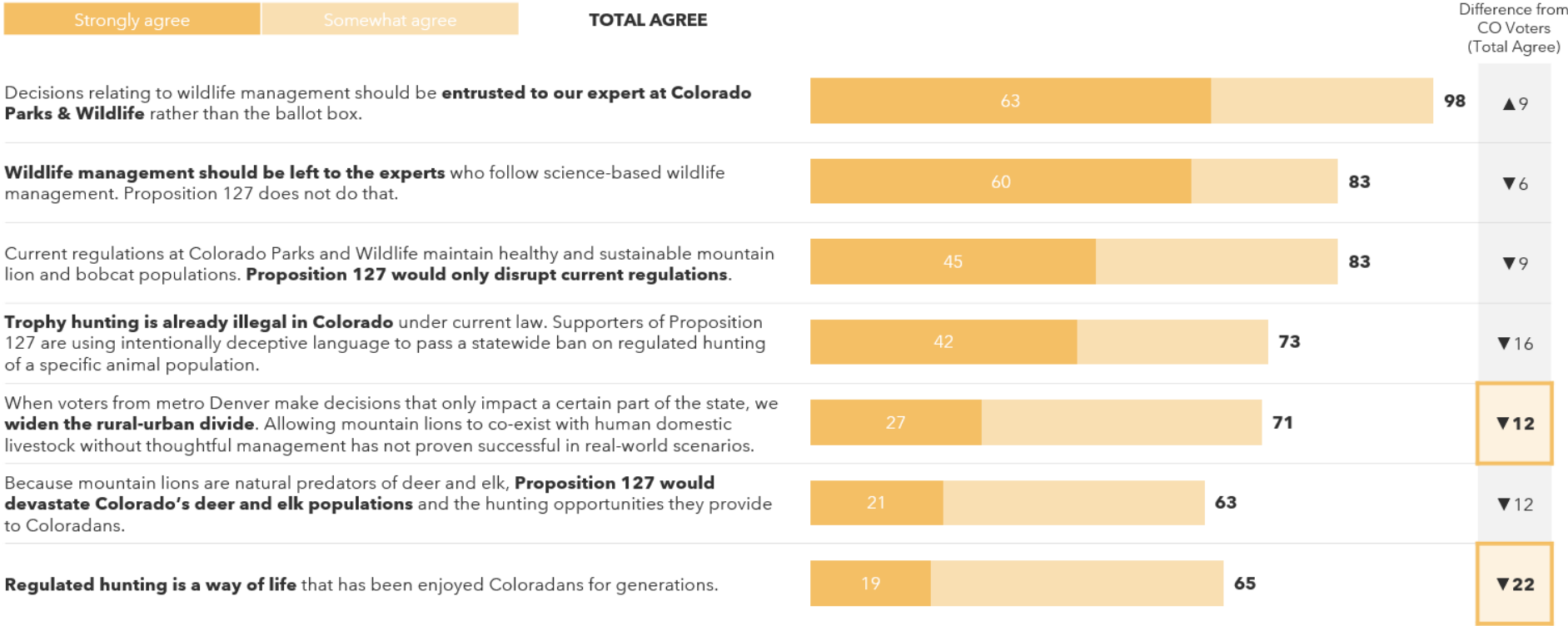
And while urban interference is a motivating argument statewide, it doesn't land with target group - the role of experts takes precedence in their decision making

TOP REASON TO VOTE AGAINST PROPOSITION 127 | *Among Adventurous Environmentalists*

		Difference from CO Voters (Total Agree)
Decisions relating to wildlife management should be entrusted to our expert at Colorado Parks & Wildlife rather than the ballot box.	33	▲ 10
Wildlife management should be left to the experts who follow science-based wildlife management. Proposition 127 does not do that.	26	▲ 11
Current regulations at Colorado Parks and Wildlife maintain healthy and sustainable mountain lion and bobcat populations. Proposition 127 would only disrupt current regulations.	19	▼ 1
Trophy hunting is already illegal in Colorado under current law. Supporters of Proposition 127 are using intentionally deceptive language to pass a statewide ban on regulated hunting of a specific animal population.	10	▲ 5
Because mountain lions are natural predators of deer and elk, Proposition 127 would devastate Colorado's deer and elk populations and the hunting opportunities they provide to Coloradans.	6	▼ 2
When voters from metro Denver make decisions that only impact a certain part of the state, we widen the rural-urban divide . Allowing mountain lions to co-exist with human domestic livestock without thoughtful management has not proven successful in real-world scenarios.	2	▼ 18
Regulated hunting is a way of life that has been enjoyed Coloradans for generations.	0	▼ 4
Other reason not listed.	5	-

AEs aren't as convinced by cultural arguments against Prop 127 - if they voted against, it was because they believe experts should be making these decisions

REASON TO VOTE AGAINST PROPOSITION 127 | *Among Adventurous Environmentalists*



05

REDDIT MEDIA BUDGET

- Reddit paid media has not been running due the website Privacy Policy language requirement.
- Recommendation for reallocation of 2024 funds is:
 - Google: \$5,000 spread across 2025
 - YouTube Audio: \$3,000 to be spent in January, extend the campaign since it is scheduled to end in Dec
 - Tik Tok: \$2,292.48 put into 2025

06

DECEMBER MEDIA HIGHLIGHTS

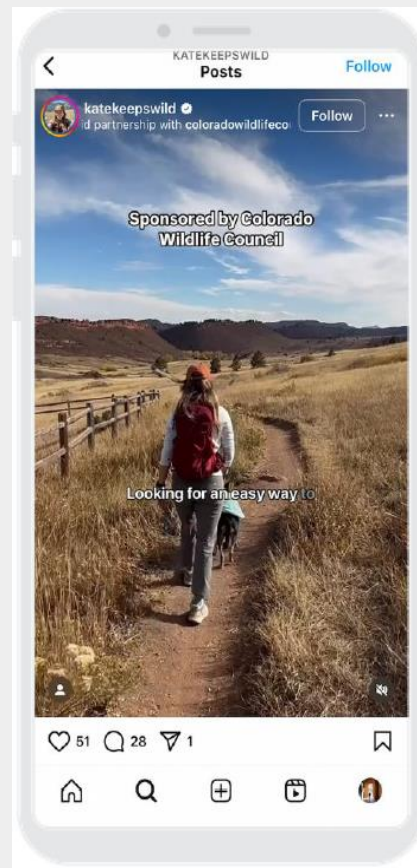
Broadcast TV:

- Total Spots: 27 (including 12 bonus spots)
- Total Impressions: 1,238,000
- Programming Highlights:
 - Thursday night 12/19 Broncos game
 - Monday 12/23 Broncos game
 - Christmas day Nuggets game
 - Alamo Bowl 12/28 CU vs BYU
 - Various bonus spots in post-sports news



Social Media Influencers

- Ads from our 4 influencer partners generated over **2.1MM+ paid impressions**. Delivering over 975K more impressions to our goal for Fall 2024!
- Kate's IG Carousel delivered the most paid impressions, generating over 725K!
- Arielle's first IG Reel generated the highest number of video plays, with a total of 84.5K plays! This is 56K more than the amount from the 2nd highest-performing reel, Kate's second IG reel.
- Together, all our ads had over **250K video plays**. This is a great indication that the content and messaging are resonating with audiences.
- Despite a very crowded ad space with Thanksgiving, Black Friday and Cyber Monday, our ads still performed very efficiently.



Social Media comments from influencer campaigns:

- 

thisworldtraveled These are fantastic reminders! It is so important to protect the wildlife in Colorado so thank you for raising awareness!

6w 1 like Reply ...
- 

shyonthefly

5w 2 likes Reply ...
- 

hannah.and.andy.offgrid Beautiful video

2w 1 like Reply
- 

itsloganmarie So important!!

2w 1 like Reply
- 

modicumofjoy How beautiful and important! Thanks for sharing

5w 1 like Reply
- 

n.sisson Great reminders!! Definitely need more education out there!!

6w 1 like Reply
- 

thisworldtraveled I love when you share these types of posts!

3w 1 like Reply
- 

sarahsongkim Leave only footprints!

3w 1 like Reply
- 

rachel.pohl This is such an important topic, thank you for sharing!!!!

5w 1 like Reply
- 

itsloganmarie So important!!

3w 1 like Reply
- 

the.realtorclaire Love these reminders! Let's keep wildlife wild and nature beautiful!

6w 1 like Reply
- 

chelsandsam This we've started doing this

3w 1 like Reply
- 

lindsey_furr Go Kate!!! You're making a difference

3w 1 like Reply
- 

hannah.and.andy.offgrid Love this Leave it better than you found it!

3w 1 like Reply



ACTION ITEMS

- Website: Council to provide consolidated feedback by December 19
 - Following feedback, R&R will provide budget and timeline
- Rockies: Council to align 2025/2026 opportunities and budgets by January 2025 Council meeting
- Reddit Media budget: Council to provide feedback / approval
- Q1 Newsletter topics sent to R&R by January 2025 council meeting

HAPPY
HOLIDAYS!



APPENDIX

MEDIA FLIGHTS

- Always on 24/25: September – June 30, 2025 (\$2,079,742)
- Always on 23/24: October– June 30, 2024 (\$1,645,030)
- Always on 22/23: July 1 – June 30, 2023 (\$1,052,550)
- Always On 21/22: Sept. 13 – June 30, 2022 (\$1,245,540)
- Spring 2021: March 31 – May 30, 2021 (\$150,000)
- Winter 2021: Jan. 4 – March 31, 2021 (\$650,000)
- Summer 2020: July 1 – Aug. 31, 2020 (\$400,000)
- Spring 2020: Feb. 10 – May 31, 2020 (\$764,000)
- Fall 2019: Aug. 12 – Oct.31, 2019 (\$466,000)
- Spring 2019: Feb. 18 – March 22, 2019 (\$150,000)
- Spring 2018: April 2 – June 10, 2018 (\$308,000)
- Fall 2017: Sept. 11 – Nov. 17, 2017 (\$312,000)
- Spring 2017: March 1 – April 28, 2017 (\$442,000)
- Summer 2016: July 18 – Aug. 7, 2016 (\$78,000)

QUANTITATIVE RESEARCH STUDY WAVES

- Wave 10: 9/3/24 – 9/19/24
- Wave 9: 9/6/23 – 9/26/23
- Wave 8: 9/6/22 – 9/15/22
- Wave 7: 8/30/21 – 9/10/21
- Wave 6: 9/2/20–9/13/20
- Wave 5: 1/20/20–1/31/20
- Wave 4: 1/31/19–2/7/19
- Wave 3: 1/8/18–1/19/18
- Wave 2: 5/30/17–6/8/17
- Wave 1: 10/24/16–11/4/16

PREVIOUS INFLUENCERS (SINCE 2019)

- Kyana Miner
- Macquel Martin
- Nelson Holland
- Jason George
- Ty Newcomb
- Rob Herrman
- Olivia Hsu
- Hunter Lawrence
- Abigail Lafleur
- Meredith Drangin
- Shyanne Orvis
- Maddie Brenneman
- TJ David

SUBCOMMITTEE ROLES

Review Category:	FY 24/25 Members:	Estimated Time Involved:	Commitment Details:
Public Relations/ Earned Media/ Community Outreach	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Eeland Stribling	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Kelly Weyand	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Dan Gates Tim Twinem	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Quarterly Newsletter	Lani Kitching Kelly Weyand	.25 hours per quarter	Review copy and images for quarterly email newsletter
Hunter and Angler	Tim Twinem	XX hours over the fiscal year	Amplify the "Science in the Wild" messaging. To put our messages in front of hunters & anglers in strategic ways to create avenues to advocacy for hunter/angler audiences.

* Brittnei Ehrhart-Gemmill will oversee/participate on all subcommittees



GLOSSARY OF TERMS

R&R PARTNERS

COLORADO WILDLIFE COUNCIL

MONTHLY COUNCIL MEETINGS

GLOSSARY OF TERMS

animated display ad: digital creative that has motion awareness: top-of-funnel marketing to drive brand awareness and educate your target audience

benchmark: a single metric that averages the performance of all brands in an industry, used to gauge performance of media efforts

bumper ad: six-second videos that play before a user's selected video content. These add frequency to a larger Campaign.

call to action (CTA): the instruction in the creative to take some action; for example: "Book Now," "Learn More" or "Sign Up."

connected TV (CTV): TV connected to the internet that can stream videos through apps. CTV allows full-length video assets to be distributed on a big screen to our audiences (like broadcast) with the added benefit of precise targeting (like digital).

consideration: engaging users who have interacted with your brand and driving toward a call to action. cost per acquisition (CPA): measures the total costs to acquire a desired campaign objective for your business;

cost per click (CPC): your cost for each click your ad receives. Keep in mind that a click is not unique to the person taking action. If one person clicks on your ad three times, you will be charged for three clicks.

cost per thousand impressions (CPM): this is the most common method for web pricing. You will be charged for every 1,000 times your ad loads to a page. Keep in mind that a CPM is not a unique view.

click-through rate (CTR): the number of clicks your ad receives divided by the number of times your ad has been shown. The CTR percentage allows you to measure the engagement with your ad. The higher the percentage, the higher the engagement.

display tactics: made up of text-based, image or video advertisements that encourage the user to click through to a landing page and take action (e.g., signing up for the newsletter)

designated market area (DMA): a geographic location representing a county, state or country you choose to Target

demand side platform (DSP): a technology that allows advertisers to purchase display ad inventory across real-time bidding (RTB) networks like Google. Think of it this way: This is your campaign, your bid, your target audience; the DSP is just placing the ad buys on your behalf based on the criteria you've identified.

engagement: metric used to gauge user interaction with creative

frequency: average number of times individuals are exposed to the ad.

interactive advertising bureau (IAB): a business organization that sets the industry standard for digital advertising including ad specifications. Consider these specifications the standard and best practice for anything digital-advertising related.

impressions: the number of people exposed to an ad, without regard to duplication

influencer marketing: partnering with a prominent social personality ("influencer") to create content and posts for a brand. Compensation is either paid or in trade for products/services, or a combination of both.

key performance indicator (KPI): key metric(s) you plan to measure to determine the success of a campaign

MoM, YoY, PoP: timeline acronyms for: month over month, year over year, period over period

native ads: an ad that looks to be part of the host site, often presented as an article. These must be clearly labeled as sponsored or promoted.

opt-in: when a user chooses to receive messaging from a company or advertiser

organic social: a brand's social presence on owned channels, such as the Way to Quit Facebook page

outstream: video/display ad format that fits within natural breaks of website article content

over the top (OTT): content delivered over the internet without the involvement of a cable or satellite operator. Examples of OTT devices include Roku, AppleTV, Chromecast, game consoles, connected TVs. OTT services/apps include Hulu, Netflix, Amazon Prime, HBO Max, Discovery+, Peacock, etc.

page view: each time a full web page loads

paid social: paid advertising opportunities within social media networks

paid traffic vs. organic traffic: paid traffic is website traffic from paid media sources. Organic traffic is those visitors to your website who manually type in the URL. Note that much of the organic traffic is a result of offline paid media efforts promoting <https://cowildlifecouncil.org/>.

pre-roll: 15- or 30-second video ad that plays before the user's selected video content; can be skippable or non-skippable.

programmatic: programmatic media buying uses data insights and algorithms to serve ads to the right user at the right time and at the right price. This gives us more control over the inventory and placement of our ads. It's our preferred digital buying method.

reach: the number of unique individuals or homes exposed to media.

referral traffic: users who come to your domain from other sites, without searching for you on Google

retention: re-engaging users who have taken action and are superfans of your brand; can be effective if the bulk of your searches are happening at specific times

rich media ad: digital ad with motion, and additional features like an embedded video player, game or link to Pages.

real-time bidding (RTB): this is a method of purchasing unsold inventory by CPM through programmatic auction. Your CPM bid may be overruled by other advertisers and is not guaranteed. The highest bid takes inventory priority.

search engine marketing (SEM): examples of SEM are the advertisements that appear on Google Search, Bing Search or Yahoo Search. Your ad would appear based on the search criteria, keywords and your maximum budget.

social bookmarking: aggregation, rating, describing and publishing "bookmarks" – links to web pages or other content

standard display ad unit: an online banner that falls within the usual sizes

streaming audio: streaming audio refers to listening to content that arrives via an over-the-air data connection: in-car Wi-Fi or the data signal from your cellphone. This also includes devices such as smart speakers or desktop.

The Trade Desk: The Trade Desk is a demand side platform (DSP) that uses programmatic advertising for media buying to get more efficient targeting and optimize digital media, allowing us to layer on third-party data across multiple publishers.

unique visitor: someone visiting a website for the first time that day or time period.

video completion rate (VCR): the percentage of times the video played to the end.

view-through click (VTC): helps you measure the effectiveness of your ad campaign. A view-through click would mean that a customer saw your ad, did not click; however, in a later session, visited your website and took action.



BUDGETS

R&R PARTNERS

COLORADO WILDLIFE COUNCIL

MONTHLY COUNCIL MEETINGS

FISCAL YEAR 24/25

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1,362	\$177,060	\$0	\$177,060
2 Travel Expenses	0	n/a	\$25,000	\$25,000
SUBTOTAL:	1,362	\$177,060	\$25,000	\$202,060
Basic Compensation Rate (Monthly Fee)				\$16,838.33

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,462	\$190,060	\$69,268	\$259,328
4 Social Media Strategy, Community Management & Creative Graphics	288	\$37,440	\$0	\$37,440
5 Website Maintenance	208	\$27,040	\$4,000	\$31,040
SUBTOTAL:	1,958	\$254,540	\$73,268	\$327,808

RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Public Relations/Earned Media	0	\$0	\$0	\$0
7 Analytics, Brand Strategy & Secondary	230	\$29,900	\$0	\$29,900
8 Quantitative Online Survey	75	\$9,750	\$47,000	\$56,750
9 Competitive Analysis & Report	0	\$0	\$0	\$0
SUBTOTAL:	305	\$39,650	\$47,000	\$86,650

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	798	\$103,740	\$1,689,742	\$1,793,482
11 Colorado Rockies Sponsorship and Promotional Item	0	\$0	\$390,000	\$390,000
SUBTOTAL:	798	\$103,740	\$2,079,742	\$2,183,482

GRAND TOTAL**:	4,423	\$574,990	\$2,225,010	\$2,800,000
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FISCAL YEAR 23/24 REVISED

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	1176	\$152,880	\$0	\$152,880
2	Travel Expenses	0	n/a	\$20,000	\$20,000
SUBTOTAL:		1176	\$152,880	\$20,000	\$172,880
Basic Compensation Rate (Monthly Fee)					\$14,406.67
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,513	\$196,630	\$320,732	\$517,362
4	Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5	Website Maintenance	156	\$20,280	\$2,000	\$22,280
SUBTOTAL:		1,909	\$248,110	\$322,732	\$570,842
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7	Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8	Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9	Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
SUBTOTAL:		356	\$46,280	\$50,000	\$96,280
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,814,838	\$1,909,998
11	Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
SUBTOTAL:		732	\$95,160	\$1,864,838	\$1,959,998
GRAND TOTAL**:		4,173	\$542,430	\$2,257,570	\$2,800,000

FISCAL YEAR 23/24 ORIGINAL

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	1176	\$152,880	\$0	\$152,880
2	Travel Expenses	0	n/a	\$20,000	\$20,000
SUBTOTAL:		1176	\$152,880	\$20,000	\$172,880
Basic Compensation Rate (Monthly Fee)					\$14,406.67
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	2,209	\$287,170	\$450,000	\$737,170
4	Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5	Website Maintenance	156	\$20,280	\$2,000	\$22,280
SUBTOTAL:		2,605	\$338,650	\$452,000	\$790,650
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	130	\$16,900	\$3,000	\$19,900
7	Analytics, Brand Strategy & Secondary	112	\$14,560	\$0	\$14,560
8	Quantitative Online Survey	70	\$9,100	\$47,000	\$56,100
9	Competitive Analysis & Report	44	\$5,720	\$0	\$5,720
SUBTOTAL:		356	\$46,280	\$50,000	\$96,280
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
10	Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,595,030	\$1,690,190
11	Paid Media Opportunity Fund	0	\$0	\$50,000	\$50,000
SUBTOTAL:		732	\$95,160	\$1,645,030	\$1,740,190
GRAND TOTAL**:		4,869	\$632,970	\$2,167,030	\$2,800,000

FISCAL YEAR 22/23

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	972	\$126,360	\$0	\$126,360
2	Travel Expenses	0	n/a	\$15,000	\$15,000
	SUBTOTAL:	972	\$126,360	\$15,000	\$141,360
	<i>Basic Compensation Rate (Monthly Fee)</i>				\$11,780
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
3	Creative Concepting & Creative Asset Production	1,098	\$142,740	\$480,000	\$622,740
4	Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5	Website Maintenance	146	\$18,980	\$400	\$19,380
	SUBTOTAL:	1,454	\$189,020	\$480,400	\$669,420
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
6	Public Relations/Earned Media	84	\$10,920	\$3,000	\$13,920
7	Exploratory Research	100	\$13,000	\$207,000	\$220,000
8	Analytics, Brand Strategy & Secondary	60	\$7,800	\$0	\$7,800
9	Quantitative Online Survey	70	\$9,100	\$39,350	\$48,450
10	Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
	SUBTOTAL:	354	\$46,020	\$249,350	\$295,370
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,477,550	\$1,543,850
	SUBTOTAL:	510	\$66,300	\$1,477,550	\$1,543,850
	GRAND TOTAL**:	3,290	\$427,700	\$2,222,300	\$2,650,000

FISCAL YEAR 21/22

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	900	\$117,000	\$0	\$117,000
2 Travel Expenses	n/a	n/a	\$15,000	\$15,000
SUBTOTAL:	900	\$117,000	\$15,000	\$132,000
Basic Compensation Rate (Monthly Fee)				\$11,000.00

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1200	\$156,000	\$330,000	\$486,000
4 Social Media Strategy & Community Management	198	\$25,740	\$0	\$25,740
5 Website Maintenance	48	\$6,240	\$300	\$6,540
SUBTOTAL:	1446	\$187,980	\$330,300	\$518,280

RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
6 Campaign Reporting/Analytics & Brand Strategy	196	\$25,480	\$0	\$25,480
7 Public Relations/Earned Media	150	\$19,500	\$3,000	\$22,500
8 Quantitative Online Survey	100	\$13,000	\$35,000	\$48,000
9 Competitive Analysis & Report	40	\$5,200	\$0	\$5,200
SUBTOTAL:	486	\$63,180	\$38,000	\$101,180

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
SUBTOTAL:	600	\$78,000	\$1,245,540	\$1,323,540
GRAND TOTAL**:	3,432	\$446,160	\$1,628,840	\$2,075,000

FISCAL YEAR 20/21

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	846	\$97,290	\$0	\$97,290
2	Creative Development	148	\$17,020	\$0	\$17,020
3	Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
4	Social Media Strategy & Community Management	298	\$34,270	\$0	\$34,270
5	Website Maintenance	72	\$8,280	\$295	\$8,575
6	Campaign Reporting/Analytics & Brand Strategy	214	\$24,610	\$0	\$24,610
7	Strategic Consultation	0	\$0	\$72,000	\$72,000
8	Travel Expenses	0	\$0	\$15,000	\$15,000
SUBTOTAL:		1,662	\$191,130	\$87,295	\$278,425
Basic Compensation Rate (Monthly Fee)					\$23,202.08
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
9	Creative Concepting & Creative Asset Production	1010	\$116,150	\$300,000	\$416,150
10	Website Redesign	504	\$57,960	\$2,500	\$60,460
SUBTOTAL:		1514	\$174,110	\$302,500	\$476,610
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
11	Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
12	Qualitative Exploratory Research	140	\$16,100	\$2,500	\$18,600
13	Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:		282	\$32,430	\$17,500	\$49,930
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
14	Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
SUBTOTAL:		609	\$70,035	\$1,200,000	\$1,270,035
GRAND TOTAL**:		4,067	\$467,705	\$1,607,295	\$2,075,000

FISCAL YEAR 19/20

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
Brand & Project Management	656	\$75,440	\$0	\$75,440
Creative Development	100	\$11,500	\$0	\$11,500
Media Planning & Buying (Wkly. Evergreen)	84	\$9,660	\$0	\$9,660
Social Media Strategy & Community Management	270	\$31,050	\$0	\$31,050
Website Maintenance	72	\$8,280	\$300	\$8,580
Community Partnership Building	36	\$4,140	\$0	\$4,140
Campaign Reporting/Analytics & Brand Strategy	148	\$17,020	\$0	\$17,020
Strategic Consultation	0	\$0	\$72,000	\$72,000
Travel Expenses	0	\$0	\$12,000	\$12,000
SUBTOTAL:	1,366	\$157,090	\$84,300	\$241,390
Basic Compensation Rate (Monthly Fee)				\$20,115.83

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
Creative Concepting & Creative Asset Production	1168	\$134,320	\$360,000	\$494,320
Website Content + Copy Updates	80	\$9,200	\$0	\$9,200
SUBTOTAL:	1248	\$143,520	\$360,000	\$503,520

RESEARCH & PLANNING	HOURS	FEES	EXPENSES	TOTAL
Quantitative Online Survey	100	\$11,500	\$15,000	\$26,500
Communications Toolkit	72	\$8,280	\$3,000	\$11,280
Competitive Analysis & Report	42	\$4,830	\$0	\$4,830
SUBTOTAL:	214	\$24,610	\$18,000	\$42,610

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
SUBTOTAL:	499	\$57,385	\$1,230,095	\$1,287,480

GRAND TOTAL**:	3,327	\$382,605	\$1,692,395	\$2,075,000
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FISCAL YEAR 18/19

BASIC COMPENSATION		HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	550	\$63,250	\$0	\$63,250
2	Creative Development	92	\$10,580	\$0	\$10,580
3	Media Planning & Buying	52	\$5,980	\$0	\$5,980
4	Social Media Strategy & Community Management	180	\$20,700	\$0	\$20,700
5	Website Maintenance	60	\$6,900	\$300	\$7,200
6	Community Partnership Building	24	\$2,760	\$0	\$2,760
7	Campaign Reporting/Analytics & Strategy	85	\$9,775	\$0	\$9,775
8	Strategic Consultation	0	\$0	\$48,000	\$48,000
9	Travel Expenses	0	\$0	\$9,005	\$9,005
SUBTOTAL:		1,043	\$119,945	\$57,305	\$177,250
Basic Compensation Rate (Monthly Fee)					\$14,770.83
CREATIVE PRODUCTION		HOURS	FEES	EXPENSES	TOTAL
10	Creative Assets; TV, digital, social, radio, etc.	650	\$74,750	\$150,000	\$224,750
11	Website Development	120	\$13,800	\$5,015	\$18,815
SUBTOTAL:		770	\$88,550	\$155,015	\$243,565
RESEARCH & PLANNING		HOURS	FEES	EXPENSES	TOTAL
12	Quantitative Online Survey	80	\$9,200	\$5,170	\$14,370
13	Qualitative Concept Testing - r1	125	\$14,375	\$25,500	\$39,875
14	Benefit + HAH Exploration	219	\$25,185	\$210,000	\$235,185
15	Qualitative Concept Testing - r2	170	\$19,550	\$25,500	\$45,050
16	Website UX Testing	40	\$4,600	\$2,500	\$7,100
SUBTOTAL:		634	\$72,910	\$268,670	\$341,580
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
17	Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
SUBTOTAL:		327	\$37,605	\$150,000	\$187,605
GRAND TOTAL**:		2,774	\$319,010	\$630,990	\$950,000

FISCAL YEAR 17/18

EE	Description	HOURS*	FEES	EXPENSES	TOTAL
1	Brand & Project Management	525	\$60,375	\$0	\$60,375
2	Creative Development & Production	250	\$28,750	\$0	\$28,750
3	Media Planning & Buying	290	\$33,350	\$0	\$33,350
4	Social Media Strategy & Community Management	350	\$40,250	\$0	\$40,250
5	Website Maintenance & Reporting	72	\$8,280	\$280	\$8,560
6	Community Partnership Building	30	\$3,450	\$0	\$3,450
7	Event Public Relations (Experiential)	90	\$10,350	\$0	\$10,350
8	Campaign Reporting/Analytics	40	\$4,600	\$0	\$4,600
9	Travel Expenses	0	\$0	\$4,000	\$4,000
SUBTOTAL:		1,647	\$189,405	\$4,280	\$193,685
Basic Compensation Rate (Monthly Fee)					\$16,140.42
	Description	HOURS	FEES	EXPENSES	TOTAL
10	Experiential Events/Creative Assets	200	\$23,000	\$20,000	\$43,000
11	In-Store POS Display	100	\$11,500	\$10,000	\$21,500
12	Social Media Campaigns	280	\$32,200	\$2,500	\$34,700
13	Website Design & Development	410	\$47,150	\$250	\$47,400
SUBTOTAL:		990	\$113,850	\$32,750	\$146,600
	Description	HOURS	FEES	EXPENSES	TOTAL
14	Quantitative Online Survey	65	\$7,475	\$5,320	\$12,795
15	Qualitative Intercepts	200	\$23,000	\$1,500	\$24,500
SUBTOTAL:		265	\$30,475	\$6,820	\$37,295
	Description	HOURS	FEES	EXPENSES	TOTAL
16	Working Media Placements	0	\$0	\$620,000	\$620,000
SUBTOTAL:		0	\$0	\$620,000	\$620,000
GRAND TOTAL**:		2,902	\$333,730	\$663,850	\$997,580

FISCAL YEAR 16/17

Description	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	285	\$32,775	\$0	\$32,775
2 Creative Development & Production	315	\$36,225	\$0	\$36,225
3 Media Planning & Buying	275	\$31,625	\$0	\$31,625
4 Social Media Strategy, Engagement & Production	320	\$36,800	\$0	\$36,800
5 Website Maintenance & Reporting	40	\$4,600	\$280	\$4,880
SUBTOTAL:	1,235	\$142,025	\$280	\$142,305
Basic Compensation Rate (Monthly Fee)				\$11,859
Description	HOURS	FEES	EXPENSES	TOTAL
6 Television + Digital Video Production	80	\$9,200	\$100,000	\$109,200
7 Website Design & Development	65	\$7,475	\$0	\$7,475
8 Photography	20	\$2,300	\$15,000	\$17,300
SUBTOTAL:	165	\$18,975	\$115,000	\$133,975
Description	HOURS	FEES	EXPENSES	TOTAL
9 Quantitative Online Survey	75	\$8,625	\$11,750	\$20,375
10 Qualitative Focus Groups	110	\$12,650	\$20,695	\$33,345
SUBTOTAL:	185	\$21,275	\$32,445	\$53,720
Description	HOURS	FEES	EXPENSES	TOTAL
11 Working Media Placements	0	\$0	\$520,000	\$520,000
SUBTOTAL:	0	\$0	\$520,000	\$520,000
GRAND TOTAL**:	1,585	\$182,275	\$667,725	\$850,000