



partners

with CWC



1 **ADA Compliance**

2 **Newsletter**

3 **Paid Media**

4 **Rockies**

ADA COMPLIANCE



What does this mean

CWC is considered part of CPW

- R&R is working with Matthew Juneau, CPW's Accessibility Specialist to ensure our creative assets are compliant.
- Colorado Parks and Wildlife (CPW) is dedicated to ensuring that its facilities, programs, and services are accessible to people of all abilities, in compliance with the Americans with Disabilities Act (ADA). They have a range of programs and resources in place to support accessible recreation opportunities. This also applies to CWC.

Make CWC video content ADA compliant by 7/1/2025 (grace period 7/1/2026)

- We are working with CPW's preferred vendors to make video content meet ADA standards.
- Initial meetings are underway with vendors to determine hard costs. Goal is to use FY24/25 production budget to address video edits.

Next Steps:

- Creative Subcommittee meeting, 6/20 to approve ADA vendor & align on creative rotation

Website Accessibility Statement

[VIEW THIS MONTH'S COUNCIL MEETINGS »](#)



[WHO WE ARE](#) [GET INVOLVED](#)

State of Colorado Accessibility Statement

The state of Colorado is committed to providing equitable access to our services to all Coloradans.

Our ongoing accessibility effort works toward meeting the Web Content Accessibility Guidelines (WCAG) version 2.1, levels A and AA criteria. These guidelines not only help make web content accessible to users with sensory, cognitive and mobility disabilities, but ultimately to all users, regardless of ability.

We welcome comments on how to improve this website's accessibility for users with disabilities, and for requests for accommodations to any of DNR's digital communications or online services. Please let us know if you encounter any accessibility barriers. We are committed to responding within two business days.

Phone: [720-967-9968](tel:720-967-9968)

Email: accessdnr@state.co.us

Form: [DNR Digital Accessibility Accommodation Request Form](#)

6060 Broadway Denver, CO 80216
wildlife.council@state.co.us

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SEND



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NEWSLETTER

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NEWSLETTER WELCOME SERIES



Meet the Wildlife Council

Thanks for subscribing to our newsletter! We're excited to bring you the latest updates on the Colorado Wildlife Council's efforts to support science in the wild.

You'll learn how Colorado Parks and Wildlife (CPW) works to ensure healthy ecosystems for all of Colorado, from issuing hunting and fishing licenses to managing wildlife populations. We'll show you how this work is funded, how it benefits more than 960 species, and how it sustains the recreational opportunities that are so important to our state.

Our goal is to provide you with the information you need to make informed decisions about Colorado's wildlife, ensuring a vibrant future for Colorado's natural heritage.

JOIN THE HERD



Join in the conversation

Stay connected with Colorado's wildlife! Follow us on Facebook and Instagram for updates from the Colorado Wildlife Council. We'll share how conservation efforts are ensuring a sustainable future for our wildlife, and how hunting and fishing license funds support vital wildlife management and recreational opportunities.

We're dedicated to supporting science in the wild and preserving our beautiful landscapes – for everyone's benefit. Join the conversation and share your thoughts!

LIKE US ON FACEBOOK



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PAID MEDIA

Budget Reallocation

Paid Media Budget Recommendation

\$9,375.09
Media savings

\$9,375.09
Invested in Snapchat

489,050
Estimated impressions

Alternatively, credit balance back to council

ROCKIES PARTNERSHIP



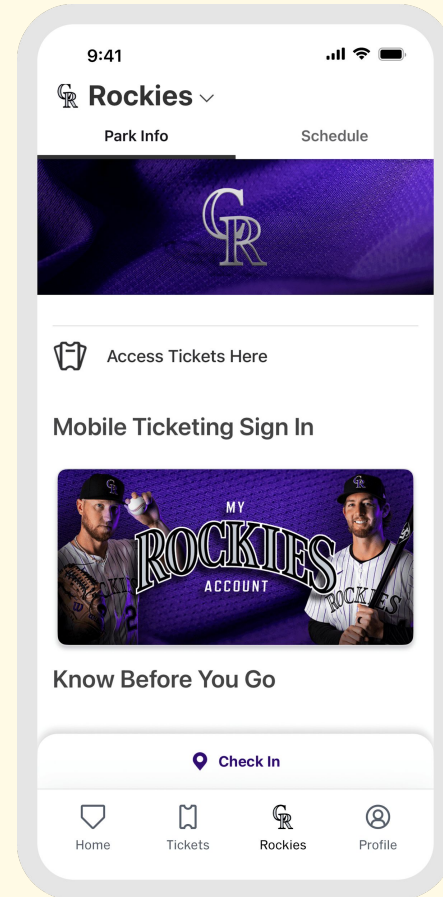
TICKETS

- **4 VIP tickets regular season games**

Part of the contractual agreement with the Colorado Rockies provides the council with 4 VIP tickets the Club's regular season games at Coors Field. Just send an email to R&R and we will work with the Rockies to get your tickets.

- **Promo day suite tickets**

Click on [here](#) to see the number of guests who will be joining CWC.



- 1** **Q4 Website Analytics**
- 2** **Q4 Social Media Overview**
- 3** **Social Media Influencer Recommendation**

Let's
Play.

MEDIA PLAN: EXISTING CREATIVE*

Traditional Broadcast TV :15

Seed Warehouse

Batty

Bridges

Economics

Bighorn Sheep

Guided By Science

Swift Fox

Fish Delivery

Traditional Broadcast TV :30



Moose



Elk



Bighorn Sheep



Guided By Science

Rockies

Outfield Wall

Promo Day

8l Radio Spots

Concourse Mural

Pregame jumbotron

L-Bar Signage

One Email

Two Social Posts

OOH



Fish Delivery



Swift Fox



Bighorn Sheep



Moose



Elk



Digital : Video

Moose

Seed Warehouse

Batty

Elk

Bridges

Economics

Bighorn Sheep

Guided By Science

Swift Fox

Fish Delivery

Digital Static



SCIENCE IN THE WILD



SCIENCE IN THE WILD

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)

- Arielle Shipe
- Mary Ann Sigman
- 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

Overview of roles and responsibilities for the council members

REVIEW CATEGORY	FY 25/26 MEMBERS	ESTIMATED TIME INVOLVED
SOCIAL MEDIA Review and provide feedback on quarterly calendars and ad hoc post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.	Eeland Stribling Dan Williams	2 hours per quarter (8 hours total)
SOCIAL INFLUENCERS Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.	Kelly Weyand Don Anderson	6 hours total
CREATIVE PRODUCTION 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)	Lani Kitching Tim Twinem Kristen Bertuglia	25-30 hours over the FY
QUARTERLY NEWSLETTER Review copy and images for quarterly email newsletter	Lani Kitching Kelly Weyand	1-2 hours per quarter
HUNTER & ANGLER 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.	Lani Kitching Kelly Weyand Bryan Gwinn Eeland Stribling	36 hours over FY

GLOSSARY OF TERMS

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

Glossary of Terms

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.

Glossary of Terms

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.

Historical reference to current and past budgets

BUDGET

FISCAL YEAR 25/26

BASIC COMPENSATION	HOURS*	FEES	EXPENSES	TOTAL
1 Brand & Project Management	1,422	\$184,860	\$0	\$184,860
2 Travel Expenses	0	n/a	\$20,000	\$20,000
SUBTOTAL:	1,422	\$184,860	\$20,000	\$204,860
Basic Compensation Rate (Monthly Fee)				\$17,071.67
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Conceiving & Creative Asset Production	1,561	\$202,930	\$200,000	\$402,930
4 Social Media Strategy, Community Management & Creative Graphics	240	\$31,200	\$0	\$31,200
5 Website Maintenance	208	\$27,040	\$4,000	\$31,040
SUBTOTAL:	2,009	\$261,170	\$204,000	\$465,170
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	\$50,500	\$60,250
9 Competitive Analysis & Report	0	\$0	\$0	\$0
SUBTOTAL:	305	\$39,650	\$50,500	\$90,150
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
10 Campaign Planning, Buying, Reporting & Optimizing	732	\$95,160	\$1,554,660	\$1,649,820
11 Colorado Rockies Sponsorship and Promotional Item	0	\$0	\$390,000	\$390,000
SUBTOTAL:	732	\$95,160	\$1,944,660	\$2,039,820
GRAND TOTAL**:	4,468	\$580,840	\$2,219,160	\$2,800,000

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

FISCAL YEAR 23/24 REVISED

CWC BUDGET: 2023/2024 - (\$2,800,000)

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

CWC BUDGET: 2023/2024 - (\$2,800,000)

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>					<i>\$11,780</i>
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

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