
FY27 EVENT RECAPS



**COLORADO
WILDLIFE COUNCIL**

MILE HIGH HUNT & FISH EXPO

Recap:

- 4.47 Million Social Media Impressions 80,000+ Website Visitors
- 47,850 Social Media Interactions
- 696 Website Clicks from Google Business Profile
- 366 Social Posts + 103 Stories
- Featured across TV, Radio, Billboards, Email Marketing, Website, Digital Ads, and On-Site Event Branding



ZELINSKY UPDATE - ICE ADDICTION

Recap:

- Anglers from 16 different states
- 9-11% of all anglers were female participants
- 50% of our audience stated that conservation is a priority to them
- 55% said they fish Ice Addiction because of the conservation efforts of having a live release event
- Our demonstration/education clinic prior to the event was a major success. 95% recommended the clinic to a friend



ROCKY MOUNTAIN BIGHORN BANQUET

Recap:

- 625 registrants (expecting 700 next year)
- Post-event survey had a 90% satisfaction score
- 700 CWC bags distributed



FRIENDS OF PIKES PEAK LIBRARY

Recap:

- Listed on ½ page ad
- Acknowledged on webpage
- 185 attendees
- PowerPoint with logo listing
- CWC materials placed on each table
- Verbal sponsorship recognition by the host
- Gazette article about the event featured in the “lifestyle” section in May



FRIENDS OF PIKES PEAK LIBRARY



Terry Tempest Williams Accepting the Frank Waters Award



Nancy Bentley (Golden Quill Honoree) autographing one of her books

T H A N K Y O U !
