

COLORADO WILDLIFE COUNCIL—FINAL PROPOSED ENGAGEMENT PLAN

July 1st, 2026 – June 30th, 2027

On-Site Activations & Event Engagement

JULY 2026

Cherry Creek State Park – Boat Ramp Engagement

- CWC tent activation at the main boat ramp engaging directly with boaters and outdoor recreationists.
 - Estimated Reach: 900–1,100 individuals
 - Estimated Date: July 25, 2026
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AUGUST 2026

Buffalo Creek Mountain Bike Trailhead Engagement

- CWC tent presence at the trailhead interacting with cyclists and outdoor enthusiasts.
 - Estimated Reach: 600–800 individuals
 - Estimated Date: August 1, 2026
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Bear Creek Lake Park (Soda Lakes) – Paddle Board & Beach Engagement

- CWC tent activation at the beach area engaging with paddleboarders and park visitors.
 - Estimated Reach: 1,000+ individuals
 - Estimated Date: August 29, 2026
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SEPTEMBER 2026

Leaf Peeping Experience – Kenosha Pass

- CWC tent at the primary access point engaging with fall-color visitors over two weekends.
- Estimated Reach: 1,500–2,000 per day | Up to 8,000 total
- Estimated Dates: September 19–20 & September 26–27, 2026

OCTOBER 2026

Two Event Options (October 3–4):

Option 1- Estes Park Elk Festival Activation

- CWC tent presence during peak visitation.

Option 2- Leaf Peeping Activation – Golden Gate Canyon or Staunton State Park

- CWC tent positioned at main park access points.
- Estimated Reach: 1,500–2,000 per day

NOVEMBER 2026 (Will seek approval if CWC is interested)

Ball Arena Activation – Colorado Avalanche Game

- CWC tent presence at arena entrances engaging with fans as they enter.
- Estimated Reach: 2,000+ individuals
- Estimated Date: TBD

DECEMBER 2026

Eleven Mile Reservoir – Ice Fishing Engagement

- On-ice activation distributing cold-weather items (e.g., lip balm or winter essentials) while engaging with anglers.
- Estimated Reach: 700 individuals
- Estimated Date: December 19, 2026

JANUARY 2027

National Western Stock Show Parade – Float/Appearance

- Participation in parade activation with large public visibility.
- Estimated Reach: 20,000+
- Estimated Date: January 8, 2027

Ice Addiction Tournament Series – Sponsorship Activation

- On-site engagement during tournament events.
- Estimated Reach: 800–1,200 individuals
- Estimated Dates: January 23 or January 30, 2027

FEBRUARY 2027

Ice Addiction Tournament Series – Sponsorship Activation

- Continuation of tournament engagement
 - Estimated Reach: 800–1,200 individuals
 - Estimated Date: TBD
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MARCH 2027

Spring Walleye Engagement Event

- Large all-day fishing engagement centered around walleye education and outreach.
 - Estimated Reach: 300–500 individuals
 - Estimated Date: March 13, 2027
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Bass Pro Shops Spring Classic

- CWC hosted engagement table during Spring Classic retail event.
 - Estimated Reach: 2,000–3,000 individuals
 - Estimated Date: March 6 or March 20, 2027
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MAY 2027

Mountain Bike Trailhead Engagement

- CWC tent activation engaging cyclists.
 - Estimated Reach: 600–800 individuals
 - Estimated Date: May 8, 2027
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ATV/UTV Trailhead Engagement

- Direct outreach to motorized recreationists.
- Estimated Reach: 250–300 individuals
- Estimated Date: May 29, 2027



JUNE 2027

Hiking Trailhead Engagement

- CWC tent activation engaging hikers and outdoor visitors.
- Estimated Reach: 500 individuals
- Estimated Date: June 5, 2027

SPONSORSHIP & PARTNERSHIP INCLUSIONS

- Level 2 Partner – 2027 Ice Addiction Tournament Series
- Partner Inclusion on the 2027 Ice Addiction Bucket
- Presenting Sponsor – Catch Rate Tournament Series
- Brand Integration within The Sourced Podcast

RECURRING MONTHLY ENGAGEMENT & COMMUNICATIONS

Ongoing brand visibility and messaging throughout the partnership term:

- Weekly radio show integration
- Social media collaboration and promotion
- SMS campaign inclusion
- Email marketing integration
- Partnership mentions across all activations
- Inclusion within Nate's upcoming AI platform
- Participation and visibility within seminars and educational events

TOTAL ANNUAL COST- \$32,000

\$2,700 BILLED MONTHLY