

- 1** Social Media

- 2** Influencers: Options and Results

- 3** Rockies Contract Options

- 4** Creative Campaign: Approval

- 5** Creative Rotation Approval

- 6** Media Update

SOCIAL MEDIA

Context

We launched TikTok due to platform requirements to have an organic account to be able to run ads.

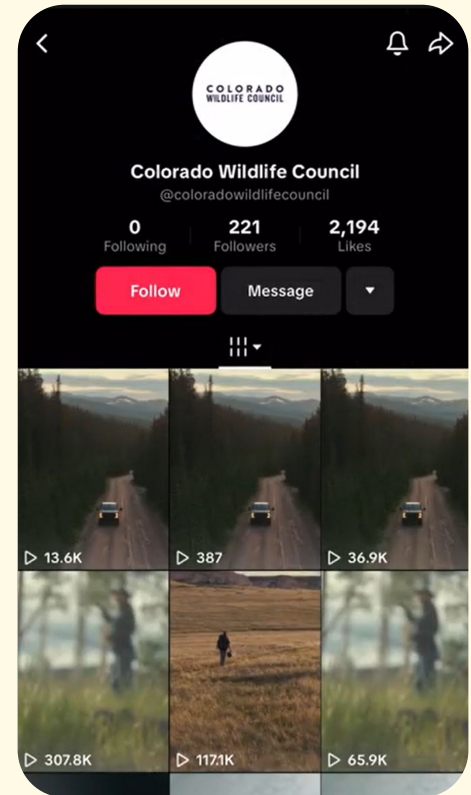
As a channel incurs a high engagement rate from a highly tapped in audience, so we can do more than just run ads here

We want to clarify the channel approach, along with its role in our broader social strategy.



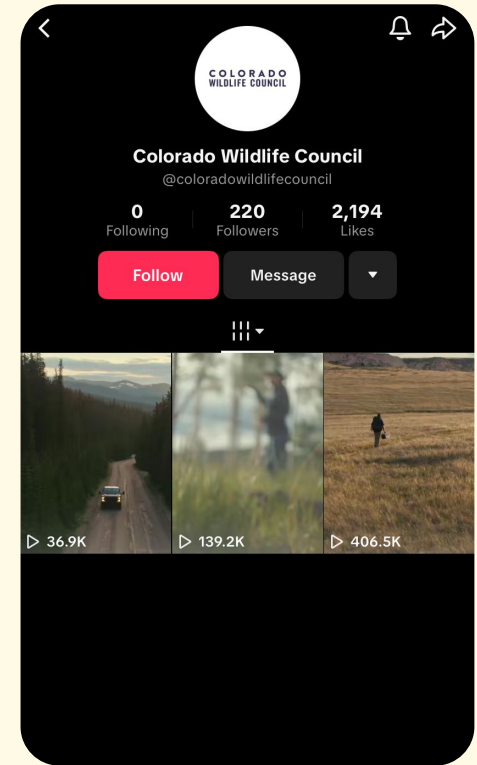
What Happened

- Previously the role was to post our paid video content that is promoted throughout the channel.
- Resulting in multiple uploads of the same video or cutdowns of the same longer form videos.
- Comments were available to users that came across our content.
- Scheduling interface use does not allow for hiding videos as ads, nor turning off the comments, resulting in duplication.



Current Situation

- Paused video comments
- Low performing duplicates + cutdowns are hidden from homepage
- Channel is populated by three approved videos



**But how can we leverage our TikTok
to expand our social footprint?**

TIKTOK CONTENT STRATEGY

Video-centric	Mixed	Static-centric
Have our Tiktok become a full library of video with a consistent flow of content.	Lean on static content from our quarterly calendars, while still creating a solid amount of video content.	Use our content from our quarterly calendars and upload video content whenever it becomes available
<ul style="list-style-type: none">• 4-5 video uploads per month• 1-3 static uploads per month	<ul style="list-style-type: none">• 1-2 video uploads per month• 6-8 static uploads per month	<ul style="list-style-type: none">• 1-3 video uploads per quarter• 10-12 static uploads per month

Producing the Content

Amplifying the council's field work,
giving new audiences a window into
the CWC's impact.

STATIC CONTENT ON-THE-GO

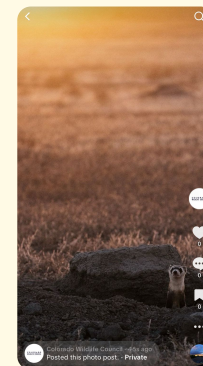
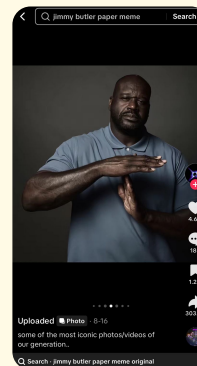
Time in the field is a goldmine for authentic content.
By planning ahead, you can capture valuable assets with minimal effort.

Overview Shot	Subject Shot	Detail Shot	Context Shot	Progression Shots
<p>A wide-angle photo of the entire scene, location, or subject.</p>	<p>A clear, well-lit photo of the specific item, person, or element you are studying.</p>	<p>Macro or close-up photos of key details that might be missed.</p>	<p>Capture photos that show your subject in relation to its surroundings.</p>	<p>Series of photos at different times to document progress.</p>
				

Statics 101

- TikTok allows for both single image and carousels.
- For our shared content from Colorado's nature photography community, there'd be black bars above and below the images.
- For content from our asset library we'd only be able to use portrait images and cropped landscape images.
- Our creative would need to be made to fit 9:16 and tailored to sit correctly on TikTok's interface.
- Additional non-promotional video content would need to be sourced from you.

Tik Tok Static Image Examples







Tik Tok Safe Zone Example



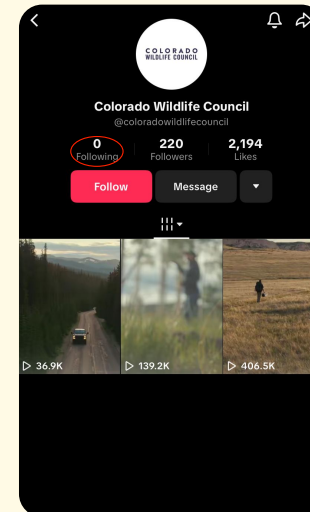
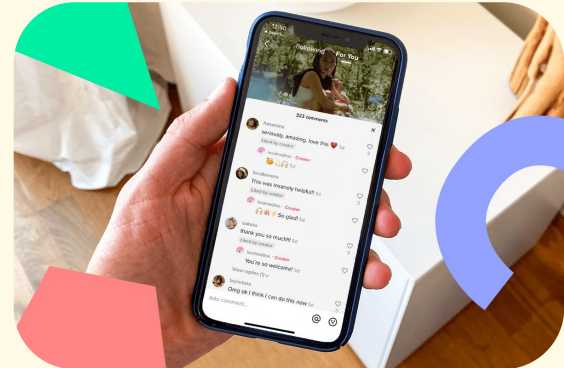
VIDEO CONTENT ON-THE-GO

Time in the field is a goldmine for authentic content.
By planning ahead, you can capture valuable assets with minimal effort.

Document the Process	Behind-the-Scenes Footage	Mini-Interviews	Capture B-Roll
Record short "before, during, and after" video clips.	Film unscripted, raw moments of your team at work.	Film short, pre-planned question.	Shoot quick photos or videos of your tools, materials, or work environment to use as background footage.
			

Community Management Discussion

- We have two options for community management on the platform
 - We can manage it like we do on IG and FB, which would result in an increase in scoped hours for social media management
 - We can turn off TikTok comments which would result in no increase in scoped hours
- We are currently not following any other accounts.
 - Following accounts that are important to us throughout Colorado will help us better embed ourselves in the community
 - This could be news outlets, sports teams, influencers we work with, etc.



JANUARY SOCIAL POSTS

Instagram

January 9th

For
Approval



Question:

What does purchasing a Colorado Wildlife Habitat Stamp do?



Answer:

The purchase of a Habitat Stamp provides the core funding for the Colorado Wildlife Habitat Protection Program (CWHP)

Question:

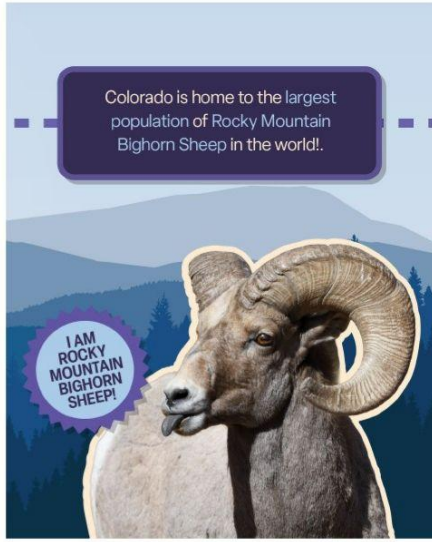
What is the Colorado Wildlife Habitat Protection Program?

Answer:

The Colorado Wildlife Habitat Program (CWHP) is a voluntary funding program that helps landowners protect critical wildlife habitat, offers the public recreational access, and facilitates the potential sale of land to Colorado Parks and Wildlife.

Instagram

January 20th



INFLUENCERS

Recap from flight #1

September-December

OVERVIEW

We partnered with influencers to drive awareness of the Colorado Wildlife Council's mission

We worked with 4 influencers to highlight how the fees from hunting and fishing licenses directly fund conservation efforts that safeguard Colorado's wildlife and natural spaces. They curated short-form video, static, and Instagram Story content and distributed it across their Instagram pages. We then amplified their content across Facebook, Instagram, and in-app video environments to reach your target audience at scale.



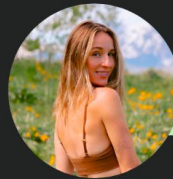
Connor Scalbom

154.5K+ followers on Instagram



Bailey Pompea

21.4K+ followers on Instagram



Dasha Afanaseva

19.3K+ followers on Instagram



Madison Pitts

12.8K+ followers on Instagram



CAMPAIGN RESULTS

2.3MM+

total impressions vs 1.8MM goal

17.7%

average campaign engagement rate

42K+

total clicks to the CWC website



INFLUENCER LIVE LINKS

Influencer Tracker houses links to all live content

Sentiment analysis

Sentiment analysis is a social listening tool that analyzes consumers' comments across posts to gain a deeper understanding of the campaign's success. Our AI tool identifies keywords in each comment, then categorizes them across key metrics for the brand: favorability, current supporter, and action intent.

Sample Comments



Current Supporter

@juliatakesahike: "One of the reasons I always buy a state park pass every year!!"



Brand Favorability

@hollandcouple: "This is such an important reminder, thank you for highlighting how hunting and fishing fees help protect these incredible animals 🙌"



Action Intent

@adventurefamdam: "Love this so much. We are back in Colorado and 100% will be supporting @coloradowildlifecouncil in alllll the ways!"

Influencer	Comments Analyzed	Brand Favorability	Current Supporter	Action Intent
Connor Scalbom	47	89%	9%	2%
Bailey Pompea	15	71%	24%	5%
Dasha Afanaseva	51	76%	12%	12%
Madison Pitts	7	70%	10%	20%
TOTAL	120	79%	13%	8%

Options for next flight

February-June



Taylor Hildreth

Taylor is a Colorado-based equine passionist about discovering hidden trail adventures, from cultural paths to hidden local gems. She shares diaries, trail inspiration, and recommendations for the best coffee, brews, stays, and even going the way.

Usage Notes: Paid & Organic Usage for 4 Months

Avatar: Mike Probst, 7 Extra Content

Content Idea: Many people don't realize that hunting and fishing licenses do far more than fund hunting and fishing—they protect wildlife, including several species worth hunting: mountain quail, quail, bobcat, bighorn, and caribou. We'll promote the natural beauty of Colorado for conservation to come. This is a common conversation about our state and an excellent lead for the campaign. It shows that perspective through personal, semi-extended storytelling that highlights the broader conservation value of hunting fees.



Connor Scalbom

Connor is a full-time outdoor business photographer, and photographer who—when not shooting—spills his time between Denver and Colorado. He shares photos of his travels and adventures through writing about meals, capturing high-quality landscape imagery that reflects his passion for his country.

Usage Notes: Paid & Organic Usage for 1 Year

Avatar: Mike Probst, 5 Extra Story Frames

Content Idea: I'd love to create eye-catching media for this campaign that displays the beauty Colorado has to offer while also educating viewers on how hunting and fishing licenses contribute to our outdoors and its sustainability. In Colorado, we have hunting land that brings in \$1.6 billion and employs 100,000 workers. An audience of primarily Conservatives and 18-34s is the best advantage for this campaign to help increase the message to the benefits hunting and fishing have on our state.



Jamie Rogers

Jamie is a Colorado-based photographer and outdoor adventure writer. Specializing in nature, wildlife, and healthy photography, Jamie captures the beauty of Colorado and beyond, helping brands and companies alike tell their most stories with creativity and impact.

Usage Notes: Paid & Organic Usage for 1 Year

Avatar: Mike Probst, N/A

Content Idea: For this campaign, I'd create a Post that captures Colorado's winter landscapes through a storytelling lens while being, among the connections between the beauty we enjoy and the conservation efforts that protect it. Using content, story posts, and on-the-ground photography, I'd highlight features of Colorado's winter wonder while educating on hunting and fishing licenses. Some have already had conservation efforts that support wildlife and habitat preservation. The campaign will feature a content set of high-quality images, including more content featuring, food, and outdoor recreation, visually storytelling the benefits between enjoying Colorado's outdoors and protecting it. Stories will offer extra on-the-scene shots and photography content paired with imagery and/or extended captions about nature, food, and conservation.



Mackenna Stang

Mackenna is a Colorado-based dog and outdoor adventure writer. She blogs about life living with her dog, all things outdoor, and being a mom in the heart of Colorado. She shares fun facts, travel tips, and more about life in the mountains. She also shares her love for hiking, camping, and exploring the outdoors. She is a dog lover, a mom, and a Colorado native who appreciates the great outdoors and the beauty of the state. She is a dog lover, a mom, and a Colorado native who appreciates the great outdoors and the beauty of the state. She is a dog lover, a mom, and a Colorado native who appreciates the great outdoors and the beauty of the state.

Usage Notes: Paid & Organic Usage for 1 Year

Avatar: Mike Probst, N/A

Content Idea: There is a lot of exciting news coming from being in Colorado, so for the campaign I'd create a feed and a story post that highlights the beauty of the state and the outdoor lifestyle. I'd use a mix of high-quality photography, video, and on-the-ground photography to showcase the beauty of the state and the outdoor lifestyle. I'd use a mix of high-quality photography, video, and on-the-ground photography to showcase the beauty of the state and the outdoor lifestyle. I'd use a mix of high-quality photography, video, and on-the-ground photography to showcase the beauty of the state and the outdoor lifestyle.



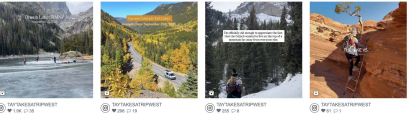
Social Reach



Audience



Featured posts



Social Reach



Audience



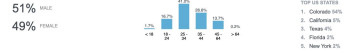
Featured posts



Social Reach



Audience



Featured posts



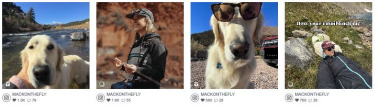
Social Reach



Audience



Featured posts



ROCKIES OPTIONS

OPTION 1: Renewal \$325,000

- Official Partner of the Colorado Rockies Baseball Club (inc with spend threshold)
- Logo rights and usage within the marketing territory (inc with spend threshold)
- One TV-Visible Outfield Wall Sign during all 81 Rockies games
- One Static, permanent art installation on the main concourse
- One :30 spot in 81 Rockies Radio broadcasts
- L-Bar Branding in rotation on 150+ TVs across the ballpark during all 81 games
- :60 of Videoboard content to play prior to all 81 Rockies Games
- One Promotional Day at the ballpark
 - Videoboard integration
 - Six promo reads on TV
 - Six promo reads on Radio
 - Promotional item distribution
 - Ceremonial First Pitch (FIRST CAST!) and 60-person suite
- Four VIP Tickets to be utilized at discretion (inc with spend threshold)
- Two Social media posts on Rockies controlled Channels
- One email blast to Rockies database

OPTION 2: \$250,000

Removed Radio and replaced OF Wall with Home Plate

- Proud Partner of the Colorado Rockies Baseball Club (inc with spend threshold)
- Logo rights and usage within the marketing territory (inc with spend threshold)
- One Half inning of Home Plate Rotational for 40 games. E/O game.
- One Static, permanent art installation on the main concourse
- L-Bar Branding in rotation on 150+ TVs across the ballpark during all 81 games
- :60 of Videoboard content to play prior to all 81 Rockies Games
- One Promotional Day at the ballpark
 - Videoboard integration
 - Six promo reads on TV
 - Six promo reads on Radio
 - Promotional item distribution
 - Ceremonial First Pitch (FIRST CAST!) and 60-person suite
- Four VIP Tickets to be utilized at discretion (inc with spend threshold)
- Two Social media posts on Rockies controlled Channels
- One email blast to Rockies database

OPTION 3: \$275,000

Removed Radio and replaced OF Wall with Home Plate. Also replaced Promo day with CF Forest branding.

- Proud Partner of the Colorado Rockies Baseball Club (inc with spend threshold)
- Logo rights and usage within the marketing territory (inc with spend threshold)
- One Half inning of Home Plate Rotational for 40 games. E/O game.
- One Static, permanent art installation on the main concourse
- L-Bar Branding in rotation on 150+ TVs across the ballpark during all 81 games
- :60 of Videoboard content to play prior to all 81 Rockies Games
- ADDING THE BRANDING IN CF FOREST AND MASCOT AUTOGRAPH AREA
- Four VIP Tickets to be utilized at discretion (inc with spend threshold)
- Two Social media posts on Rockies controlled Channels
- One email blast to Rockies database

CREATIVE CAMPAIGN

Official approval on video



River Otter :30



River Otter :15 TV



EST. 1974

RRPARTNERS.COM



26

:30s, :15s, :60s



Burrowing Owl :30



Burrowing Owl: :15



:30s, :15s, :60s

Burrowing Owl: :06



TURNING PROBLEMS
INTO PLAYGROUNDS

EST. 1974

RRPARTNERS.COM



Pronghorn :15



Cutthroat Trout :15



River Otter : Longform



Official approval on radio



River Otter :30 Radio



River Otter :15

:30s, :15s, :60s



Burrowing Owl: :30

:30s, :15s, :60s



Burrowing Owl: :15

:30s, :15s, :60s



Pronghorn :15



Cutthroat Trout :15



Digital Ads



OOH

OUT OF HOME (BILLBOARDS)

Burrowing Owl

14' x 48'

Chose one

Alt

Small owls. Enormous potential.

Thanks to license fees from regulated hunting and fishing.

#1



Burrowing Owl

**THEIR FUTURE
IS SOARING.**

Thanks to license fees from regulated
hunting and fishing.



COwildlifecouncil.org

#2



Burrowing Owl

**THEIR FUTURE
IS SOARING.**

Thanks to license fees from regulated
hunting and fishing.



COwildlifecouncil.org

#3



Burrowing Owl

**THEIR FUTURE
IS SOARING.**

Thanks to license fees from regulated
hunting and fishing.



COwildlifecouncil.org

OUT OF HOME (BILLBOARDS)

River Otter

14' x 48'

Chose one

#1



River Otter

RESTORED TO OUR WATERS.

Thanks to license fees from regulated
hunting and fishing.



COwildlifecouncil.org

#2



River Otter

RESTORED TO OUR WATERS.

Thanks to license fees from regulated
hunting and fishing.



COwildlifecouncil.org

#3



River Otter

RESTORED TO OUR WATERS.

Thanks to license fees from regulated
hunting and fishing.



COwildlifecouncil.org

OUT OF HOME (BILLBOARDS)

Pronghorn

14' x 48'

Chose one

#1



Pronghorn

90,000 STRONG.
Thanks to license fees from regulated hunting and fishing.



COLORADO WILDLIFE COUNCIL

COwildlifecouncil.org

#2



Pronghorn

90,000 STRONG.
Thanks to license fees from regulated hunting and fishing.



COLORADO WILDLIFE COUNCIL

COwildlifecouncil.org

#3



Pronghorn

90,000 STRONG.
Thanks to license fees from regulated hunting and fishing.



COLORADO WILDLIFE COUNCIL

COwildlifecouncil.org

BANNERS

RIVER OTTER

COLORADO
WILDLIFE COUNCIL



Once gone
from Colorado

Animation: Text slides up into frame. Image slowly zooming out.

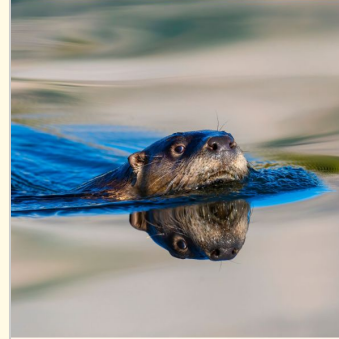
COLORADO
WILDLIFE COUNCIL



River otters
were restored
to our waters

Animation: Text fades from first line of copy to second line. Image slowly zooming out.

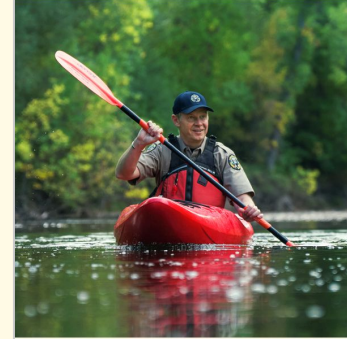
COLORADO
WILDLIFE COUNCIL



Thanks to funds
from hunting and
fishing licenses

Animation: Text fades from second line of copy to third line. Text slides down out of frame.

COLORADO
WILDLIFE COUNCIL




SUPPORTING
SCIENCE IN
THE WILD

[LEARN MORE](#)

Animation: Kayak image slides in from the right and pushes otter image out. "Supporting Science in the Wild" slides into frame from bottom. "Learn more" section slides in from bottom.

BURROWING OWL


COLORADO
WILDLIFE COUNCIL



More habitat
protected

Animation: Text slides up into frame. Image slowly zooming out.

COLORADO
WILDLIFE COUNCIL



Means burrowing
owls future is soaring
in Colorado

Animation: Text fades from first line of copy to second line. Image slowly zooming out.

COLORADO
WILDLIFE COUNCIL



Thanks to funds
from hunting and
fishing licenses

Animation: Text fades from second line of copy to third line. Text slides down out of frame.

COLORADO
WILDLIFE COUNCIL



SUPPORTING
SCIENCE IN
THE WILD

[LEARN MORE](#)

Animation: Biologist image slides in from the right and pushes owl image out. "Supporting Science in the Wild" slides into frame from bottom. "Learn more" section slides in from bottom.

PRONGHORN

COLORADO
WILDLIFE COUNCIL



From quickly going
extinct in Colorado

Animation: Text slides up into frame. Image slowly zooming out.

COLORADO
WILDLIFE COUNCIL



To 9,000
pronghorn strong

Animation: Text fades from first line of copy to second line. Image slowly zooming out.

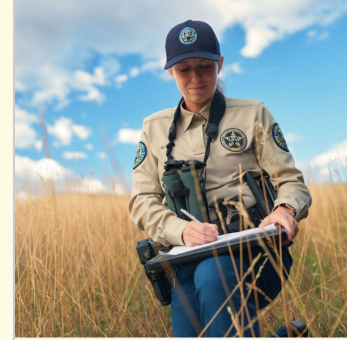
COLORADO
WILDLIFE COUNCIL



Thanks to funds
from hunting and
fishing licenses

Animation: Text fades from second line of copy to third line. Text slides down out of frame.

COLORADO
WILDLIFE COUNCIL




SUPPORTING
SCIENCE IN
THE WILD

[LEARN MORE](#)

Animation: Biologist image slides in from the right and pushes pronghorn image out. "Supporting Science in the Wild" slides into frame from bottom. "Learn more" section slides in from bottom.

TROUT


COLORADO
WILDLIFE COUNCIL



Hundreds of
native cutthroat
trout saved

Animation: Text slides up into frame. Image slowly zooming out.


COLORADO
WILDLIFE COUNCIL



From the
devastating
Stoner Mesa fire

Animation: Text fades from first line of copy to second line. Image slowly zooming out.

COLORADO
WILDLIFE COUNCIL



Thanks to funds
from hunting and
fishing licenses

Animation: Text fades from second line of copy to third line. Text slides down out of frame.

COLORADO
WILDLIFE COUNCIL



SUPPORTING
SCIENCE IN
THE WILD

[LEARN MORE](#)

Animation: Biologist image slides in from the right and pushes trout image out. "Supporting Science in the Wild" slides into frame from bottom. "Learn more" section slides in from bottom.

RICH MEDIA

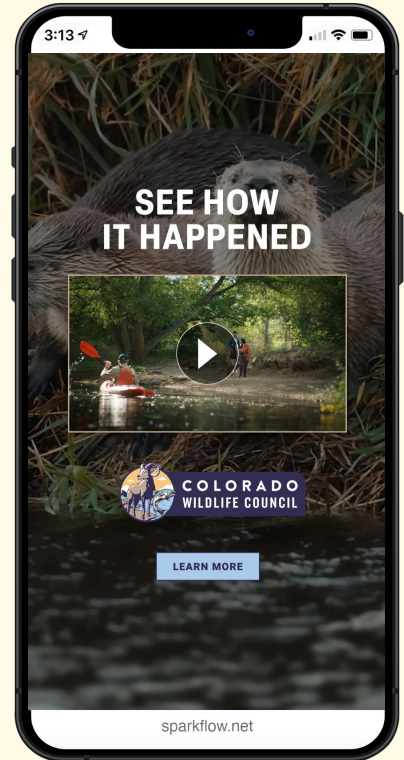
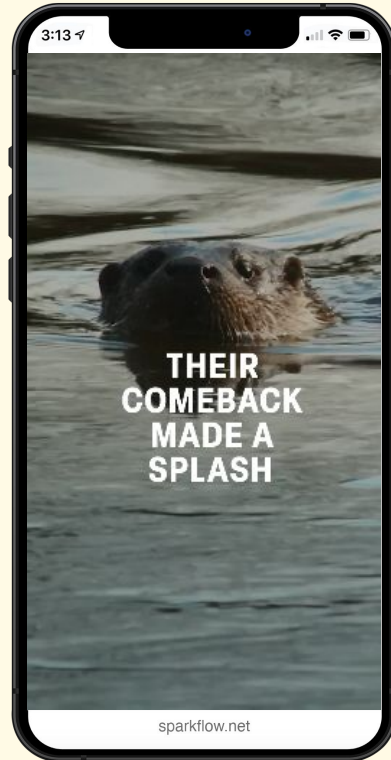
PAGE GRABBER: RIVER OTTER

Open on image of a river otter gliding into the water. Text animates up.

Text: Their comeback made a splash

We more footage of otters as the CWC logo and a second line of text animate in.

Text: See how it happened



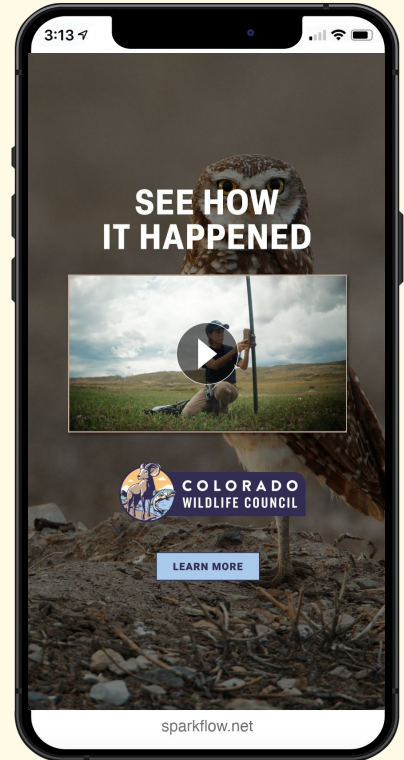
PAGE GRABBER: BURROWING OWL

Open on closeup image of burrowing owl standing on the ground. Text animates up.

Text: Their future is soaring

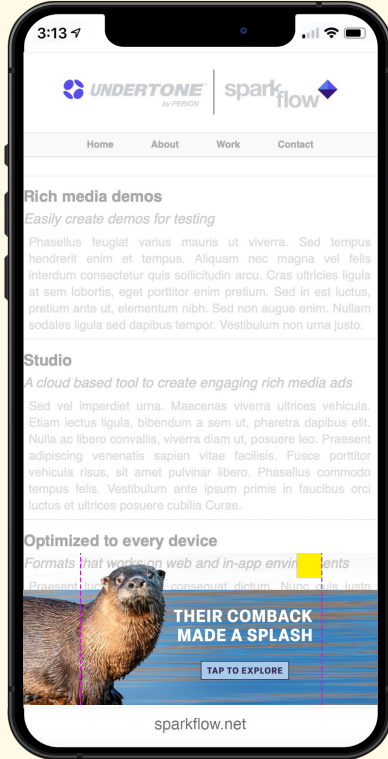
We see an owl landing next to another owl. Then the two owls look around as the CWC logo and a second line of text animate in.

Text: See how it happened



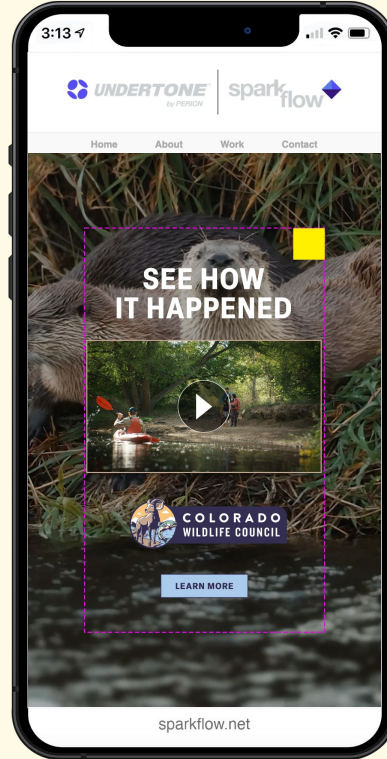
EXPANDABLE ADHESION: RIVER OTTER

Dotted line = live area
Yellow box = close button



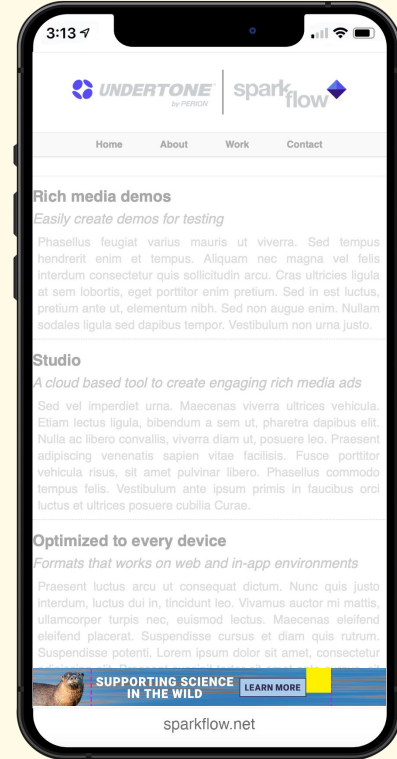
Teaser

Animation: Otter slides in from side.
Text moves down from top.



Expanded

Animation: Otters move in the background.
Otter spot in center is user initiated.

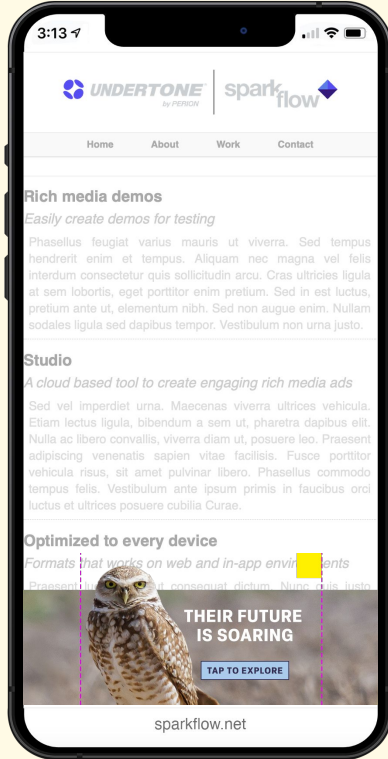


Collapsed

Animation: Text moves in from the top.
Learn more button moves in from the bottom.

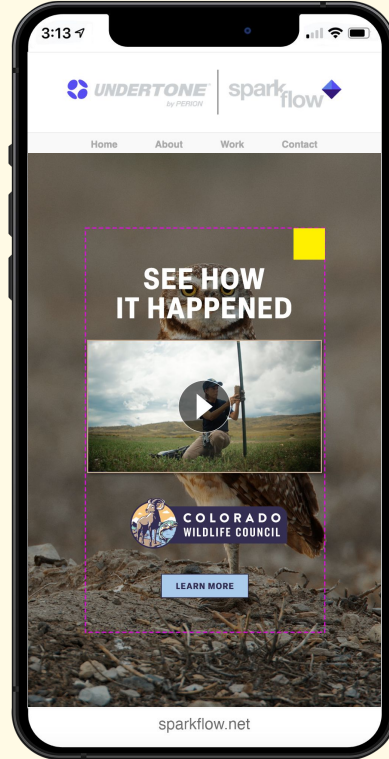
EXPANDABLE ADHESION: Burrowing Owl

Dotted line = live area
Yellow box = close button



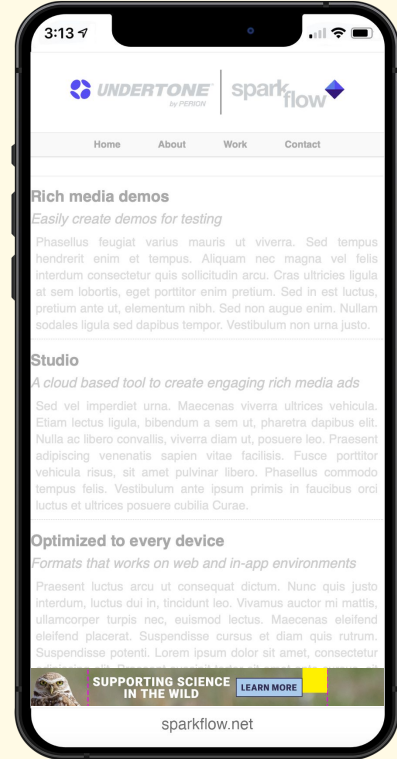
Teaser

Animation: Owl slides in from bottom.
Text moves down from top.



Expanded

Animation: Owl moves in the background.
Owl spot in center is user initiated.

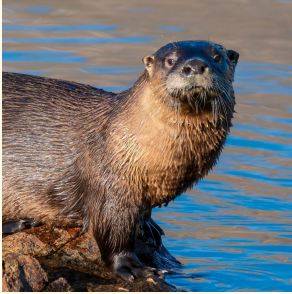


Collapsed

Animation: Text moves in from the top.
Learn more button moves in from the bottom.

DEMAND GEN

RIVER OTTER



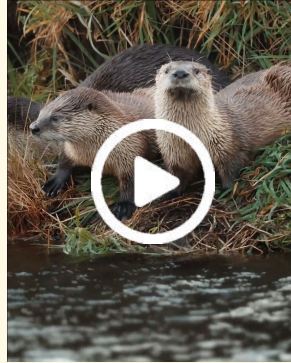
Image

Headline
(40 characters)

Restored to Colorado Waters

Description
(90 characters)

The river otter was restored thanks to efforts funded by hunting and fishing licenses.



Video

Headline
(40 characters)

Restored to Colorado Waters.

Long Headline
(90 characters)

Swimming in Colorado rivers again

Description
(90 characters)

The river otter was restored thanks to efforts funded by hunting and fishing licenses.

BURROWING OWL



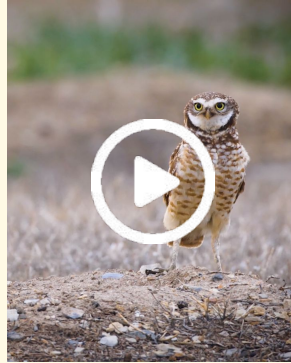
Image

Headline
(40 characters)

Their future is soaring.

Description
(90 characters)

Habitat restoration funded by hunting and fishing licenses benefits everyone in Colorado.



Video

Headline
(40 characters)

Their future is soaring.

Long Headline
(90 characters)

The future of the burrowing owl in Colorado is soaring.

Description
(90 characters)

Habitat restoration funded by hunting and fishing licenses benefits everyone in Colorado.

PRONGHORN



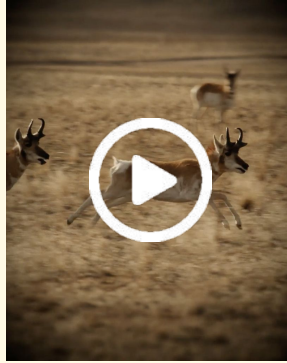
Image

Headline
(40 characters)

9,000 Strong in Colorado.

Description
(90 characters)

From nearly extinct to 9,000 strong thanks to funds from hunting and fishing licenses.



Video

Headline
(40 characters)

9,000 Strong in Colorado.

Long Headline
(90 characters)

Now home to 9,000 pronghorn

Description
(90 characters)

From nearly extinct to 9,000 strong thanks to funds from hunting and fishing licenses.

TROUT



Image

Headline
(40 characters)

Native species saved.

Description
(90 characters)

Native trout were saved from fires thanks to funds from hunting and fishing licenses.



Video

Headline
(40 characters)

Native species saved.

Long Headline
(90 characters)

Irreplaceable native trout saved

Description
(90 characters)

Native trout were saved from fires thanks to funds from hunting and fishing licenses.

NATIVE

RIVER OTTER



**Short Headline
(25 characters)**

Restored to our waters

**Short Description
(90 characters)**

The river otter is back in Colorado thanks to license fees from hunting and fishing.

Long Headline (90 characters)

Swimming in Colorado rivers again

Long Description (140 characters)

Once gone from Colorado, river otters were restored to our rivers thanks to efforts funded by hunting and fishing licenses.

CTA

Learn more

BURROWING OWL



**Short Headline
(25 characters)**

Their future is soaring

**Short Description
(90 characters)**

Habitat restoration funded by hunting and fishing licenses benefits everyone in Colorado.

Long Headline (90 characters)

The future of burrowing owls in Colorado is soaring

Long Description (140 characters)

Habitat restoration funded by hunting and fishing licenses is helping species across Colorado to soar to new heights.

CTA

Learn more

PRONGHORN



**Short Headline
(25 characters)**

9,000 strong

**Short Description
(90 characters)**

From nearly extinct to 9,000 strong thanks to funds from hunting and fishing licenses.

Long Headline (90 characters)

Now home to 9,000 pronghorn

Long Description (140 characters)

Pronghorn in Colorado went from quickly going extinct to rapidly growing thanks to funds from hunting and fishing licenses.

CTA

Learn more

TROUT



**Short Headline
(25 characters)**

Native species saved

**Short Description
(90 characters)**

Native trout were saved from fires thanks to funds from hunting and fishing licenses.

Long Headline (90 characters)

Irreplaceable native trout saved

Long Description (140 characters)

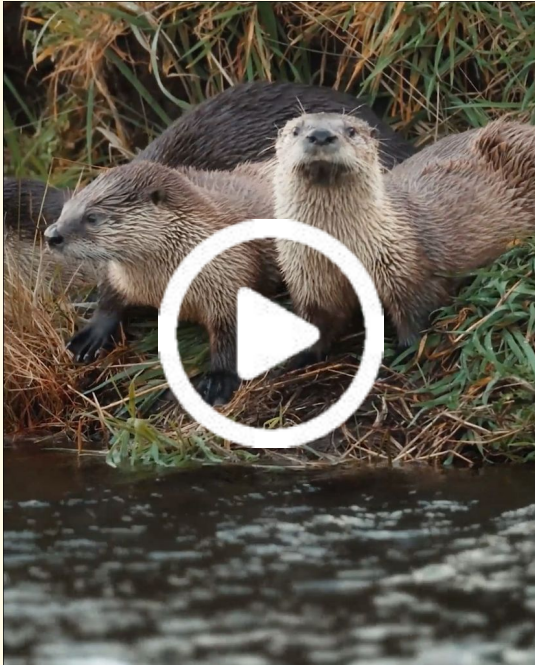
Hundreds of unique native trout were saved from the Stoner Mesa fire thanks to funds from hunting and fishing licenses.

CTA

Learn more

FACEBOOK INSTA

OTTER - VIDEO



Facebook Feed

Post Copy (50-125 characters)

Once gone from Colorado, otters are back playing in our rivers thanks to efforts funded by hunting and fishing licenses.

Headline (27 characters)

Restored to our waters

Facebook Reels

Post Copy (40 characters)

Thanks to hunting license fees

Instagram Feed

Post Copy (125 characters)

Once gone from Colorado, river otters were restored to our rivers thanks to efforts funded by hunting and fishing licenses.

Instagram Reels

Post Copy (44 characters)

Thanks to hunting and fishing license fees

OWL - VIDEO



Facebook Feed

Post Copy (50-125 characters)

Habitat restoration funded by hunting and fishing licenses is helping our burrowing owl population take flight.

Headline (27 characters)

Their future is soaring

Facebook Reels

Post Copy (40 characters)

Thanks to hunting license fees

Instagram Feed

Post Copy (125 characters)

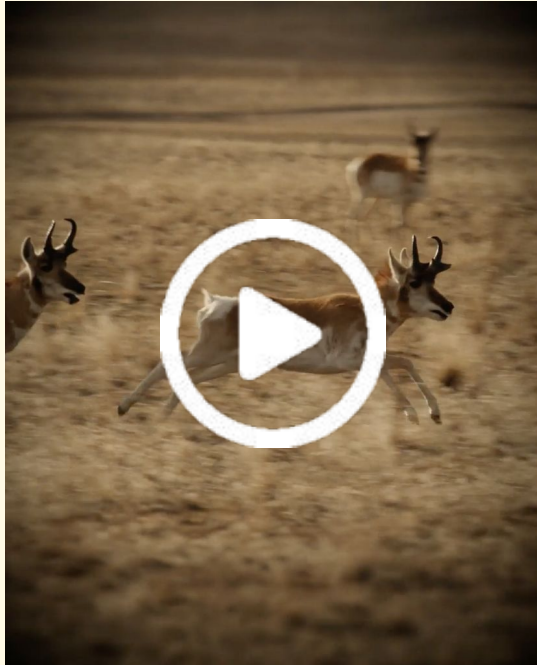
Habitat restoration funded by hunting and fishing licenses is helping our burrowing owl population take flight.

Instagram Reels

Post Copy (44 characters)

Thanks to hunting and fishing license fees

PRONGHORN - VIDEO



Facebook Feed

Post Copy (50-125 characters)

Pronghorn went from quickly going extinct in Colorado to rapidly growing populations thanks to funds from hunting and fishing licenses.

Headline (27 characters)

9,000 strong

Facebook Reels

Post Copy (40 characters)

Thanks to hunting license fees.

Instagram Feed

Post Copy (125 characters)

Pronghorn went from quickly going extinct in Colorado to 9,000 strong thanks to funds from hunting and fishing licenses.

Instagram Reels

Post Copy (44 characters)

Thanks to hunting and fishing license fees

TROUT - VIDEO



Facebook Feed

Post Copy (50-125 characters)

Hundreds of unique native trout were saved from the Stoner Mesa fire thanks to funds from hunting and fishing licenses.

Headline (27 characters)

Native species saved

Facebook Reels

Post Copy (40 characters)

Thanks to hunting license fees

Instagram Feed

Post Copy (125 characters)

Hundreds of unique native trout were saved from the Stoner Mesa fire thanks to funds from hunting and fishing licenses.

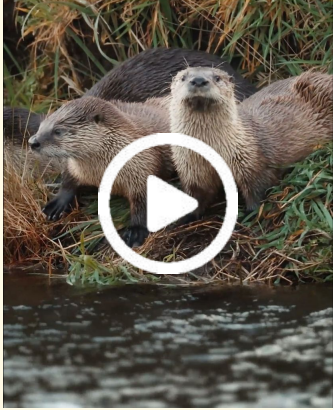
Instagram Reels

Post Copy (44 characters)

Thanks to hunting and fishing license fees

REDDIT

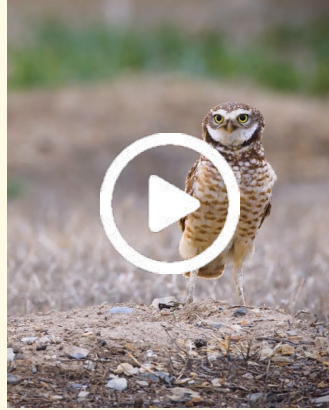
OTTER



Headline (300 characters)

Once gone from Colorado, river otters were restored to our rivers thanks to efforts funded by hunting and fishing licenses.

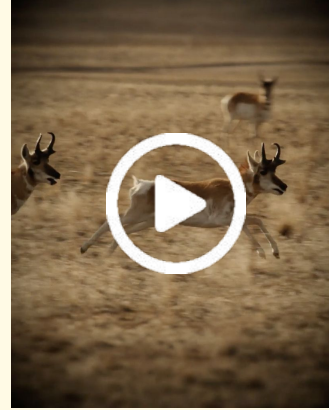
OWL



Headline (300 characters)

Habitat restoration funded by hunting and fishing licenses is helping our burrowing owl population take flight.

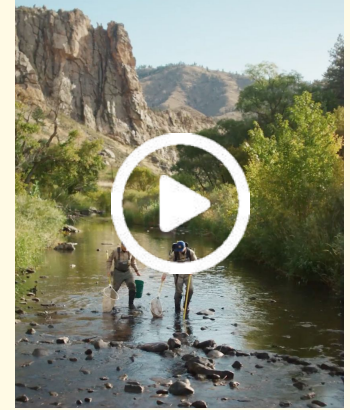
PRONGHORN



Headline (300 characters)

Pronghorn went from quickly going extinct in Colorado to 9,000 strong thanks to funds from hunting and fishing licenses.

TROUT

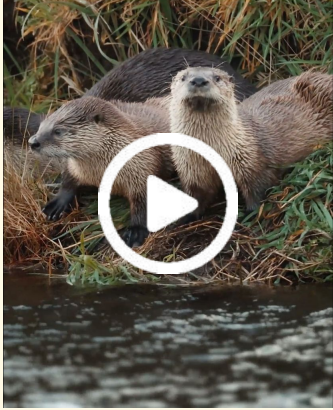


Headline (300 characters)

Hundreds of unique native trout were saved from the Stoner Mesa fire thanks to funds from hunting and fishing licenses.

TIKTOK

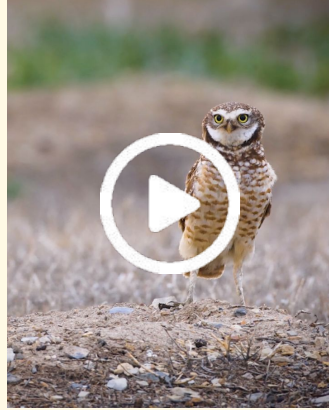
OTTER



Headline (300 characters)

Once gone from Colorado, river otters were restored to our rivers thanks to efforts funded by hunting and fishing licenses.

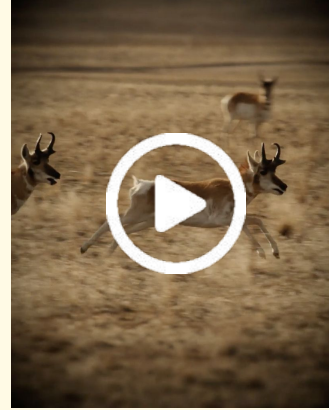
OWL



Headline (300 characters)

The future of burrowing owls is brighter thanks to funding from hunting and fishing licenses.

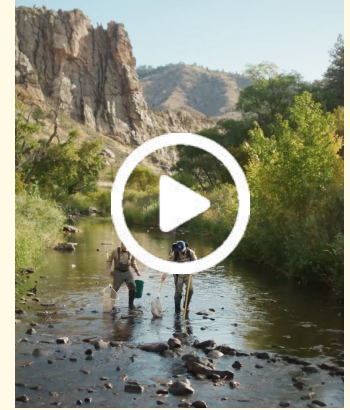
PRONGHORN



Headline (300 characters)

From nearly extinct to 9,000 strong thanks to funds from hunting and fishing licenses.

TROUT

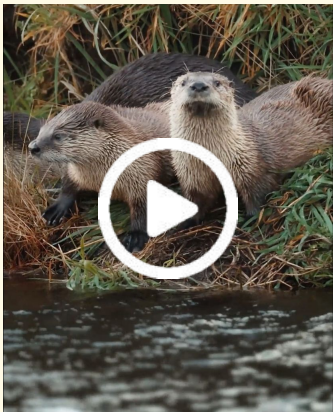


Headline (300 characters)

Native trout were saved from the Stoner Mesa fire thanks to funds from hunting and fishing licenses.

SNAPCHAT

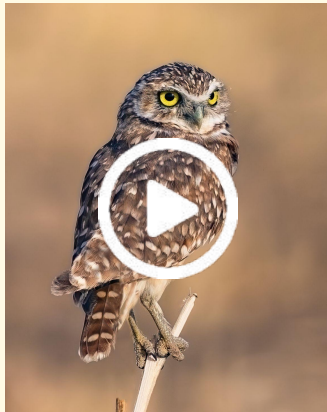
VIDEOS - ALL



Headline (34 characters)

Thanks to hunting license fees.

IMAGES - ALL

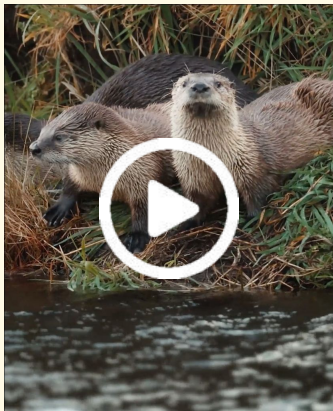


Headline (34 characters)

Thanks to hunting license fees.

SPOTIFY

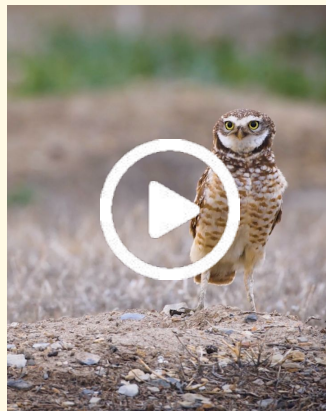
OTTER



COMPANION BANNER



OWL



COMPANION BANNER



PRONGHORN



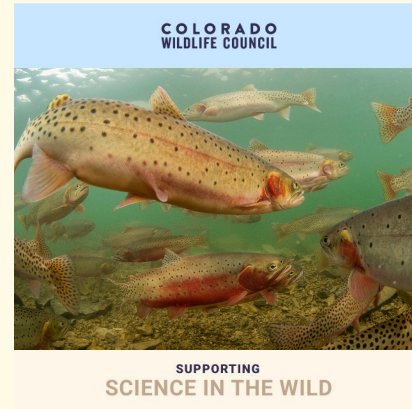
COMPANION BANNER



TROUT



COMPANION BANNER



YOUTUBE

OTTER - VIDEO



Headline (30 characters)

Restored to Colorado Waters.

Long Headline (40 characters)

Swimming in Colorado rivers again

Description (90 characters)

The river otter was restored thanks to efforts funded by hunting and fishing licenses.

OTTER - RADIO



Companion Image (1920x1080)

OWL - VIDEO



Headline (30 characters)

Their future is soaring.

Long Headline (40 characters)

Their future in Colorado is soaring.

Description (90 characters)

Habitat restoration funded by hunting and fishing licenses benefits everyone in Colorado.

OWL - RADIO



Companion Image (1920x1080)

PRONGHORN - VIDEO



Headline (30 characters)

9,000 Strong in Colorado.

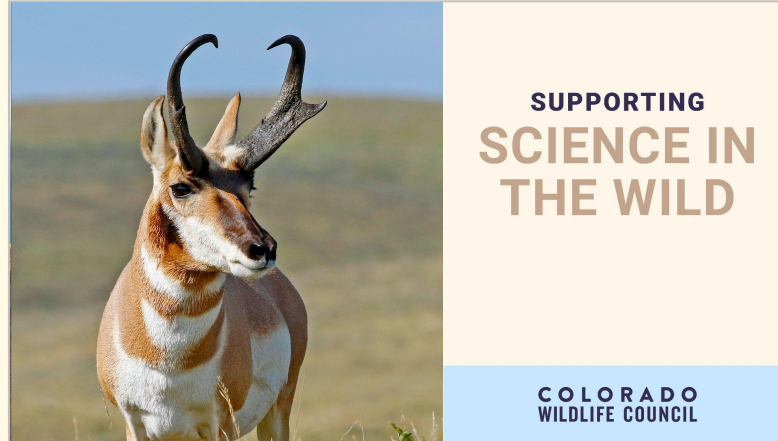
Long Headline (40 characters)

Now Home to 9,000 Pronghorn.

Description (90 characters)

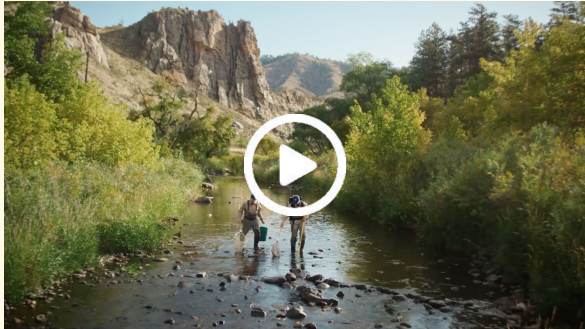
From nearly extinct to 9,000 strong thanks to funds from hunting and fishing licenses.

PRONGHORN - RADIO



Companion Image (1920x1080)

TROUT - VIDEO



Headline (30 characters)

Native species saved.

Long Headline (40 characters)

Irreplaceable native trout saved.

Description (90 characters)

Native trout were saved from fires thanks to funds from hunting and fishing licenses.

TROUT - RADIO



Companion Image (1920x1080)

CREATIVE ROTATION: FOR APPROVAL



Traditional Broadcast TV :15

River Otter

Burrowing Owl

Pronghorn

Fish and Fire

Traditional Broadcast TV :30



River Otter



Burrowing Owl

Rockies TBD

Outfield Wall

Promo Day

8l Radio Spots

Concourse Mural

Pregame jumbotron

L-Bar Signage

One Email

Two Social Posts

OOH



River Otter



Burrowing Owl



Pronghorn

Digital : Video

River Otter

Burrowing Owl

Pronghorn

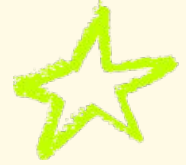
Fish and Fire

Digital Static



MEDIA UPDATE

Media Budget Update



- In Previous Years, Spotify was executed through a direct contract to run on their Sponsored Sessions unit.
- The minimum spend requirement for Sponsored Sessions increased for FY25/26.
- As a new tactic for FY25/26, we tested out the Spotify Ads Manager self serve platform
- After being live for a few months, we saw consistent pacing issues due to budget levels
- Our monthly budgets for Spotify were reduced and reallocated to CTV, which continues to show strong performance.
- ~ \$38k was moved from Spotify to Streaming TV

Let's
Play.

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 Concepting & 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>					\$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

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

PAID MEDIA APPENDIX

FLOWCHART



Colorado Wildlife Council

FY 25/26 Media Plan

AE(18-44) & HA(18-34)

Spot TV/Cable Denver DMA

Spot TV/Cable :30s / :15s A18-49 English \$246,400

Traffic Costs \$1,500

Watermarking \$10,440

Spot TV/Cable Total \$258,340

Out of Home

Gas Station TV :15 Videos \$119,943

Outfront Static Board #3160/3162 \$48,344

Outfront Static Board #6882A \$34,983

Outfront Static Production \$1,300

Outfront Digital Board # 3199 \$34,000

Street Media Digital Board # DEN 110A \$15,000

Street Media Digital Board # DEN 115A \$12,800

Street Media Digital Boards # DEN 210A \$7,280

Street Media Digital Boards # DEN 215A \$7,280

Street Media Digital Boards # UN 1000A \$35,600

Street Media Digital Boards # UN 1001A \$27,200

Street Media Digital Boards # UN 1001B \$27,200

CO Rockies Sponsorship \$308,750

CO Rockies Sponsorship FY26Q2 Payment \$81,250

OOH Total \$760,929

Digital

Amazon Prime Video CTV \$27,000

Email \$3,840

Social- Meta Paid Ads \$120,000

Social- Meta Boosted Posts \$4,800

Social- Reddit \$27,000

Social- Snapchat \$63,000

Social- TikTok \$36,000

Spotify \$70,000

TTD Standard Display \$36,000

TTD Native \$36,000

TTD CTV \$99,000

TTD Pre Roll \$81,000

Jun Group Influencers \$88,000

Undertone Rich Media \$67,500

Undertone Rich Media-Ad Serving \$830

YouTube Video \$90,000

YouTube Audio \$30,000

Demand Gen- Google \$15,421

Paid Search- Google \$30,000

Digital Total \$925,399

FY 25/26 Media Total \$1,944,660

Net Costs	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
Spot TV/Cable Total		\$1,500	\$36,788	\$37,971	\$36,678	\$38,025	\$38,025	\$34,381	\$33,262			
Out of Home Total		\$27,194	\$66,880	\$17,135	\$4,727	\$97,660	\$191,619	\$78,456	\$38,290	\$91,982	\$27,194	\$132,786
Digital Total	\$10,729	\$79,764	\$97,748	\$115,348	\$92,279	\$35,984	\$103,479	\$103,044	\$96,893	\$118,261	\$79,766	\$45
FY 25/26 Media Total	\$98,646	\$198,298	\$291,426	\$170,453	\$133,684	\$171,669	\$332,923	\$213,789	\$176,486	\$191,843	\$109,360	\$133,631



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.