# Colorado Wildlife Council Meeting

January 2026

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# Today's Agenda January 22

1. Rockies
2. Newsletter
3. Tik Tok Proposal
4. Social February Posts
5.
6.

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SECTION-03

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Past

# ROCKIES PARTNERSHIP

- Season timing
    - Rockies season March-September
    - CWC fiscal spans two years of Rockies seasons(June-July)
- Current budget and Contract Structure
    - Current contract $325,000 (this does not include the promo item ($65k) = $390,000
    - We have been paying this in 4 payments of $81,250
        - 7/1/25, 8/1/25, 9/1/25, 10/1/25
    - We currently have $81,250 that was planned to use on the Rockies for FY26/27

New Proposed

# ROCKIES PARTNERSHIP

- New contract approved last meeting
    - $250,000 (this does not include promo item cost)
    - If budget is the same as last year: switching the contract amount you will have $75,000 that is not allocated for FY26/27 media budget
- Payment structure
    - R&R to use $81,250 toward the new contract cost
    - Remaining for Karsh will be $168,750 on the contract to be paid
- Contract Responsibilities
    - R&R manages and handles all contact until June 30th, 2026
    - Karsh takes over July 21st,  2026 and handles promo item

Contract

# ROCKIES PARTNERSHIP




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For Approval

# Q3 Newsletter

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# 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 |
| • 4-5 video uploads per month<br>• 1-3 static uploads per month | • 1-2 video uploads per month<br>• 3-5 static uploads per month | • 1-3 video uploads per quarter<br>• 10-12 static uploads per month |

# TIKTOK OVERVIEW

- A mix of creative and relatable content builds the trust and engagement necessary for people to actually care about your mission.
- If every video carries the same message, the algorithm will bury the content because engagement will be low. By including platform native communications we can make our most important posts perform better.
- Traditional, stiff government or corporate messaging often fails here. We want to show we understand how to communicate on TikTok.



# Mini Interviews

- Platform Insight
    - We provide the "intentional discovery" 2026 TikTok users crave, turning their curiosity about the outdoors into a "lightbulb moment" where they realize that hunting and angling are the primary engines funding the conservation of the state's wilderness.
- Formatting Considerations
    - Watermarks stating content is provided by fees.
    - Educational cards providing context of purpose.







# Behind the Scenes

- Platform Insight
    - Build trust by showing the "human-made authenticity" and expert effort required to tell the story of how Colorado's conservation is actually powered.
- Formatting Considerations
    - Text displays to add supporting messaging.
    - Hinge BTS → Final shot moment on the message

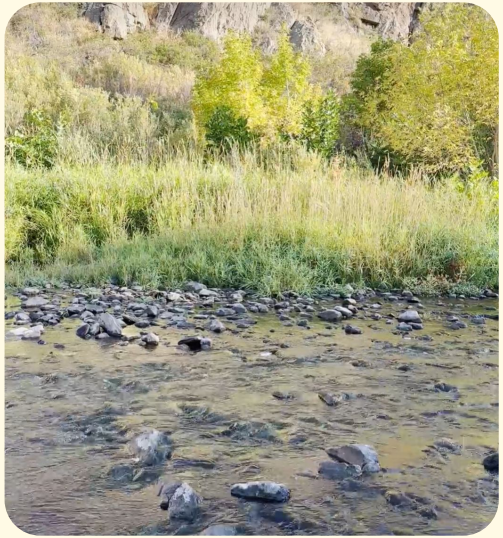






# Voiceover Videos

- Platform Insight
    - By facts onto wilderness footage, we create "Curiosity Detours" that catch users while they are searching for outdoor info, turning their interest in Colorado's beauty into a discovery of how hunting and angling actually fund its survival.
- Formatting Considerations
    - Copy/voiceover ties back to H&A fees.
    - Can be created to address any timely topic.







For Approval

# February and March Posts

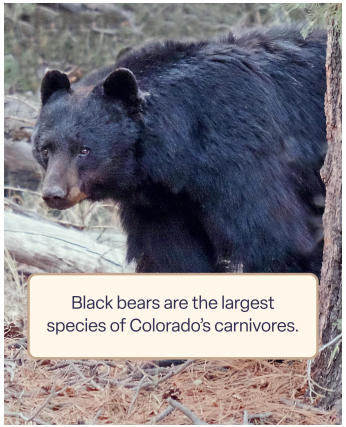
# 2/6

coloradowildlifecouncil



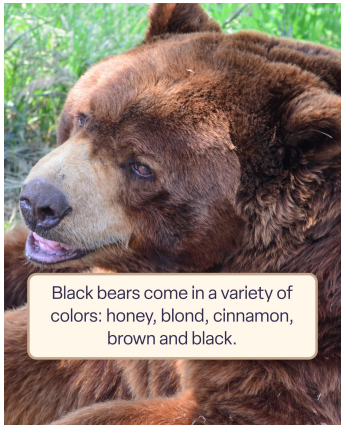

1,974 Likes

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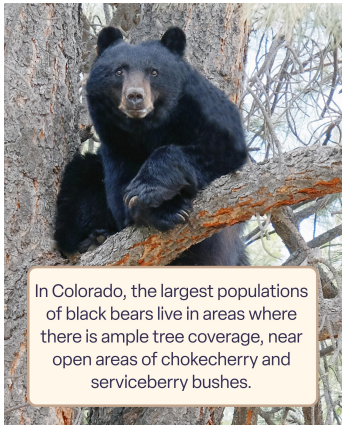

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1,974 Likes

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# 2/20

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**WHICH OF THESE ANIMALS ARE AN INVASIVE SPECIES IN COLORADO?**

A. Peregrine Falcon
B. American Bullfrog
C. American Pika
D. Beaver

1,974 Likes

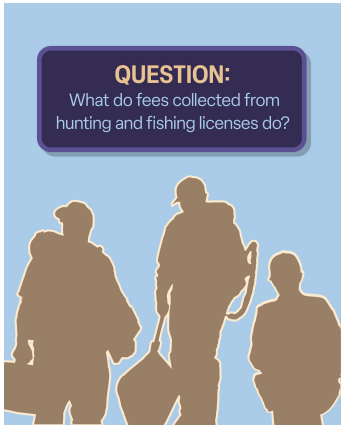
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1,974 Likes

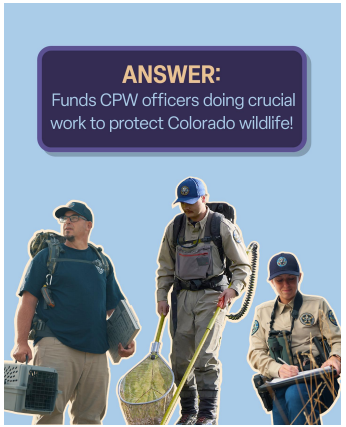
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1,974 Likes

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1,974 Likes

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# 3/26

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1,974 Likes

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1,974 Likes

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# Let's Play.

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Historical reference to
current and past budgets

# BUDGET

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# 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** |

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# FISCAL YEAR 24/25

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

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

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

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

| | | | | | |
|---|---|---|---|---|---|
| | **GRAND TOTAL**:** | **4,423** | **$574,990** | **$2,225,010** | **$2,800,000** |

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# FISCAL YEAR 23/24 REVISED

**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** |

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# 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** |

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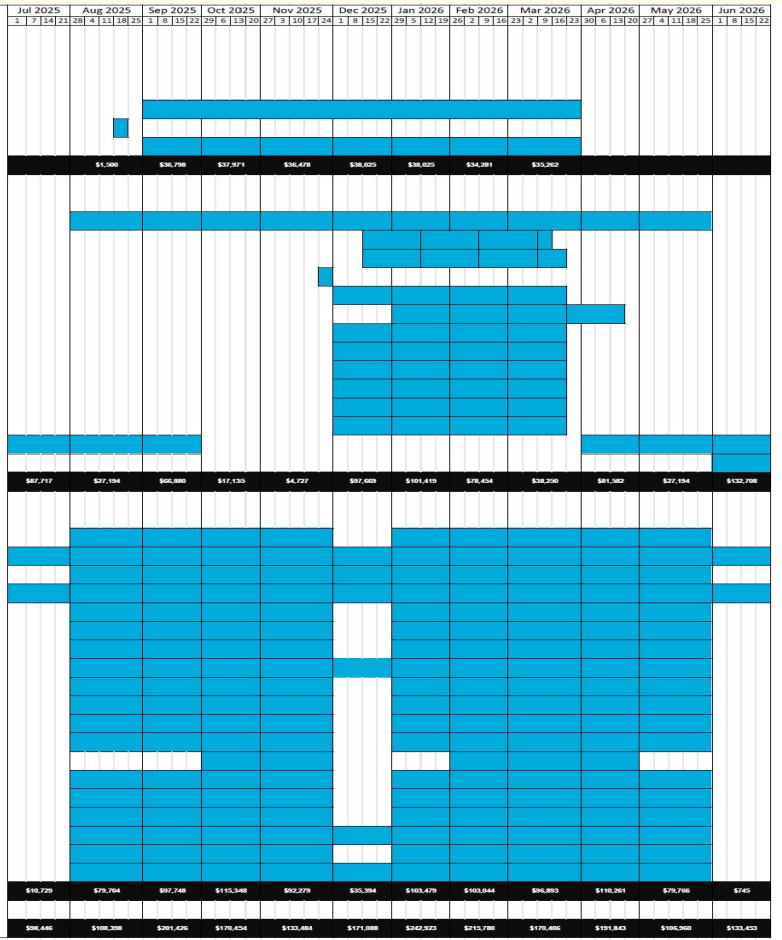
# PAID MEDIA APPENDIX

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# FLOWCHART



| R&R | Net Costs |
|---|---|
| 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 #8882A | $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 FY26/27 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** | **$925,390** |
| | |
| **FY 25/26 Media Total** | **$1,944,660** |




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# GLOSSARY OF TERMS

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# 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

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# 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.

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# 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.

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