

Nate Zelinsky - FY27 SOW Proposal

If I were to outline a future scope of work focused on maximum engagement and strongest ROI, it would look like this:

June

Free Fishing Weekend Engagement – Chatfield Reservoir

- CWC tent at the boat ramp
- Snacks (popsicles) and direct audience engagement
- Estimated reach: 1,000–2,000 people
- Budget: ~\$250 in popsicles

July

Trailhead Engagement (1 Event)

- CWC tent at a popular trailhead (with permission)
- Snacks and CWC educational materials
- Estimated reach: ~800 people
- Budget: \$300–\$450 in snacks

August

Trailhead Engagements (2 Events)

- Same format as July
- Estimated reach: 800–1,000 people per event
- Budget: \$300–\$450 per event in snacks

September

Leaf Peeping Engagements (4 Total Days / 2 Weekends)

- CWC tent at high-traffic leaf-peeping locations (with permission)
- Snacks and educational materials
- Estimated reach: 1,500–2,000 people per day
- Budget: \$600 per day in snacks

October

Leaf Peeping Engagements (2 Total Days / 1 Weekend)

- Same format as September
- Estimated reach: 1,500–2,000 people per day
- Budget: \$600 per day in snacks

December

Ice Fishing Seminar / Experience

- Educational ice fishing event
- Estimated reach: ~100 anglers
- Dinner provided for attendees

January

Ice Addiction Sponsorship & Meet-and-Greet

- Captive audience of ~300 anglers
- Strong opportunity for education and direct engagement
- Food and/or giveaways provided

February

Ice Addiction Sponsorship & Meet-and-Greet

- Same format as January
- Captive audience of ~300 anglers

Ongoing Promotion & Messaging

In addition to in-person activations, the CWC would continue to receive daily, monthly, and annual promotion and education through all platforms I operate, including:

- Social media
- Radio
- Email
- Events
- On-site education and outreach

This ensures consistent, year-round visibility and reinforcement of CWC messaging across multiple channels and audiences.

Please let me know your thoughts on this approach. I'd be happy to refine this further, discuss budgets, or jump on a call to walk through the opportunities in more detail. That focus plan would be \$1,500 a month with an annual contract.