



- 1** **Rockies**

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- 2** **Social Media**

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- 3** **Q4 Newsletter**

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- 4** **Subcommittee Roles**

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# ROCKIES

# TICKET VOUCHER PROGRAM

- Proposal: Purchase a hunting or fishing license and get two (2) free tickets to a Rockies games
- Up to 10,000 tickets
- Cost: \$150,000 for the season

## Promotional Item

# Tote Bag

- Specs
  - 15.25" x 14.25" x 8" with 10" handle height; double-sided; 10 oz., polyester canvas sublimated imprint
  - Quantity: 15,000
  - Cost: \$2.50 per bag
- Timing
  - April 15: Final artwork to send
  - April 30: Pre-production sample
  - May 10: Must have approval for production
  - June 30: Complete production
  - July 15: Ship goods
  - August 10: Deliver goods to Coors Field



## Promotional Item

# Belt Buckle

- Specs
  - Quantity: 10,000 - 12,000
  - Cost: \$5-6 per belt buckle
- Timing
  - April 16: Final artwork to send
  - August 10: Deliver goods to Coors Field



# SOCIAL MEDIA

For  
Approval

# Q4 Content Calendar



# New Design

# NEWSLETTER



# Q4 Newsletter

# SUBCOMMITTEE ROLES

# SUBCOMMITTEE ROLES

Social Media

Dan W., Lani, Tim

Social Influencers

Brittini, Kelly, Don

Creative

Brittini, Lani, Tim, Kristen

Quarterly Newsletter

Brittini, Lani, Kelly

Hunter and Angler

Brittini, Lani, Bryan, Kelly

Let's  
Play.

Historical reference to  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
<b>SUBTOTAL:</b>	<b>1,422</b>	<b>\$184,860</b>	<b>\$20,000</b>	<b>\$204,860</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$17,071.67</b>
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
<b>SUBTOTAL:</b>	<b>2,009</b>	<b>\$261,170</b>	<b>\$204,000</b>	<b>\$465,170</b>
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
<b>SUBTOTAL:</b>	<b>305</b>	<b>\$39,650</b>	<b>\$50,500</b>	<b>\$90,150</b>
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
<b>SUBTOTAL:</b>	<b>732</b>	<b>\$95,160</b>	<b>\$1,944,660</b>	<b>\$2,039,820</b>
<b>GRAND TOTAL**:</b>	<b>4,468</b>	<b>\$580,840</b>	<b>\$2,219,160</b>	<b>\$2,800,000</b>

# 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
<b>SUBTOTAL:</b>		<b>1,362</b>	<b>\$177,060</b>	<b>\$25,000</b>	<b>\$202,060</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$16,838.33</b>
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
<b>SUBTOTAL:</b>		<b>1,958</b>	<b>\$254,540</b>	<b>\$73,268</b>	<b>\$327,808</b>
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
<b>SUBTOTAL:</b>		<b>305</b>	<b>\$39,650</b>	<b>\$47,000</b>	<b>\$86,650</b>
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
<b>SUBTOTAL:</b>		<b>798</b>	<b>\$103,740</b>	<b>\$2,079,742</b>	<b>\$2,183,482</b>
<b>GRAND TOTAL**:</b>		<b>4,423</b>	<b>\$574,990</b>	<b>\$2,225,010</b>	<b>\$2,800,000</b>

# 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
<b>SUBTOTAL:</b>	<b>1176</b>	<b>\$152,880</b>	<b>\$20,000</b>	<b>\$172,880</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$14,406.67</b>
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
<b>SUBTOTAL:</b>	<b>1,909</b>	<b>\$248,110</b>	<b>\$322,732</b>	<b>\$570,842</b>
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
<b>SUBTOTAL:</b>	<b>356</b>	<b>\$46,280</b>	<b>\$50,000</b>	<b>\$96,280</b>
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
<b>SUBTOTAL:</b>	<b>732</b>	<b>\$95,160</b>	<b>\$1,864,838</b>	<b>\$1,959,998</b>
<b>GRAND TOTAL**:</b>	<b>4,173</b>	<b>\$542,430</b>	<b>\$2,257,570</b>	<b>\$2,800,000</b>

# 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
<b>SUBTOTAL:</b>	<b>1176</b>	<b>\$152,880</b>	<b>\$20,000</b>	<b>\$172,880</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$14,406.67</b>
CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Conceiving & 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
<b>SUBTOTAL:</b>	<b>2,605</b>	<b>\$338,650</b>	<b>\$452,000</b>	<b>\$790,650</b>
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
<b>SUBTOTAL:</b>	<b>356</b>	<b>\$46,280</b>	<b>\$50,000</b>	<b>\$96,280</b>
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
<b>SUBTOTAL:</b>	<b>732</b>	<b>\$95,160</b>	<b>\$1,645,030</b>	<b>\$1,740,190</b>
<b>GRAND TOTAL**:</b>	<b>4,869</b>	<b>\$632,970</b>	<b>\$2,167,030</b>	<b>\$2,800,000</b>

# 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  
 Traffic Costs  
 Watermarking  
 Spot TV/Cable Total

Net Costs  
 \$246,400  
 \$1,500  
 \$10,440  
 \$258,340  
  
 Out of Home  
 Gas Station TV :15 Videos  
 Outfront Static Board #3160/3162  
 Outfront Static Board #6882A  
 Outfront Static Production  
 Outfront Digital Board # 3199  
 Street Media Digital Board # DEN 110A  
 Street Media Digital Board # DEN 115A  
 Street Media Digital Boards # DEN 210A  
 Street Media Digital Boards # DEN 215A  
 Street Media Digital Boards # UN 1000A  
 Street Media Digital Boards # UN 1001A  
 Street Media Digital Boards # UN 1001B  
 CO Rockies Sponsorship  
 CO Rockies Sponsorship FY26Q2 Payment  
 COH Total  
  
 Digital  
 Amazon Prime Video CTV  
 Email  
 Social- Meta Paid Ads  
 Social- Meta Boosted Posts  
 Social- Reddit  
 Social- Snapchat  
 Social- TikTok  
 Spotify  
 TTD Standard Display  
 TTD Native  
 TTD CTV  
 TTD Pre Roll  
 Jun Group Influencers  
 Undertone Rich Media  
 Undertone Rich Media-Ad Serving  
 YouTube Video  
 YouTube Audio  
 Demand Gen- Google  
 Paid Search- Google  
 Digital Total  
 FY 25/26 Media Total

	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026
Net Costs	2	1	1	2	2	4	1	1	1	1	1	1
Spot TV/Cable Denver DMA												
Spot TV/Cable :30s / 15s A18-49 English												
Traffic Costs												
Watermarking												
Spot TV/Cable Total												
Out of Home												
Gas Station TV :15 Videos												
Outfront Static Board #3160/3162												
Outfront Static Board #6882A												
Outfront Static Production												
Outfront Digital Board # 3199												
Street Media Digital Board # DEN 110A												
Street Media Digital Board # DEN 115A												
Street Media Digital Boards # DEN 210A												
Street Media Digital Boards # DEN 215A												
Street Media Digital Boards # UN 1000A												
Street Media Digital Boards # UN 1001A												
Street Media Digital Boards # UN 1001B												
CO Rockies Sponsorship												
CO Rockies Sponsorship FY26Q2 Payment												
COH Total												
Digital												
Amazon Prime Video CTV												
Email												
Social- Meta Paid Ads												
Social- Meta Boosted Posts												
Social- Reddit												
Social- Snapchat												
Social- TikTok												
Spotify												
TTD Standard Display												
TTD Native												
TTD CTV												
TTD Pre Roll												
Jun Group Influencers												
Undertone Rich Media												
Undertone Rich Media-Ad Serving												
YouTube Video												
YouTube Audio												
Demand Gen- Google												
Paid Search- Google												
Digital Total												
FY 25/26 Media Total												



# 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.