

# Colorado Wildlife Council

December Meeting  
2022



COLO  
WIL  
COU

**Date Issued:**

Dec. 2022

# Agenda

- 01 **Research Update**
- 02 **Rockies Partnership**
- 03 **Budget Discussion**
- 04 **Paid Media Update**
- 05 **CWC 101 Video**
- 06 **Earned Media Update**
- 07 **Statuses Update**
- 08 **Action Items**

# Research

*Update*

## Research Update

**Phase 1 –  
Exploratory**

July

**Phase 2 –  
Ethnojournals**

August

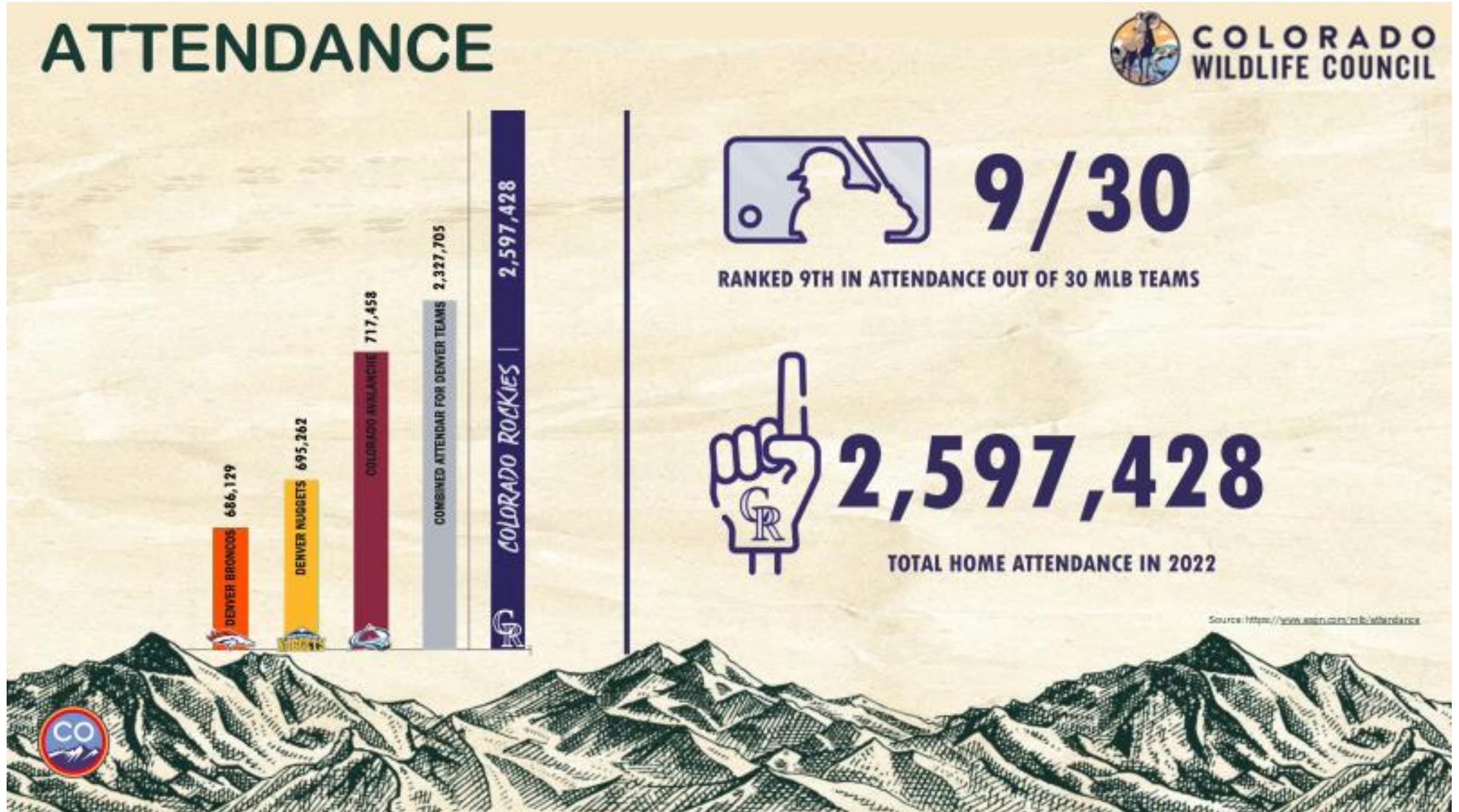
**Phase 3 –  
Concept Testing  
Round 1**

Nov – Dec

**Phase 4 –  
Concept Testing  
Round 2**

Jan – March

# Rockies Partnership



# DEMOGRAPHICS | ATTRACTIVE AUDIENCE

## DEMOGRAPHICS



## RACE & ETHNICITY



71%  OF FANS ATTENDED SOME COLLEGE OR MORE

## GENDER



## HOUSEHOLD INCOME



Source: YouGov, Profiles+ Q3 2022



# OUTFIELD WALL SIGNAGE



During the 2022 season Colorado Wildlife Council received one (1) outfield wall signage for all 81 regular season home games.





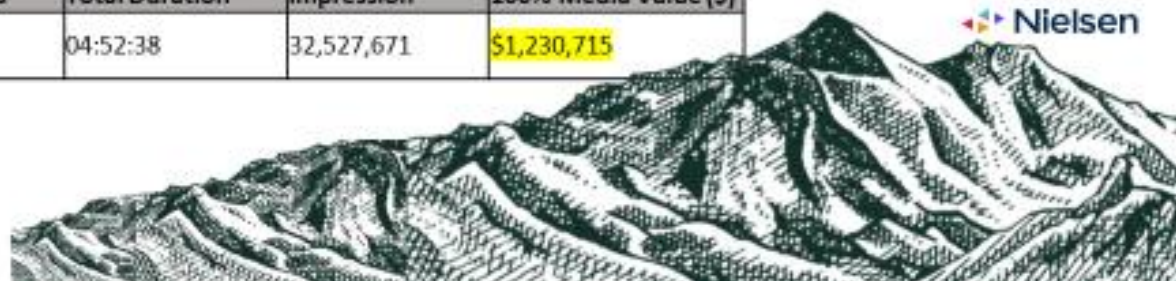
# OUTFIELD WALL TV DATA



Tool Location	Total Exposures	Total Duration	Sponsorship Impression	100% Media Value (\$)
Static Outfield Wall	8,588	04:52:38	32,527,671	\$1,230,715



PRESENTATION TO COLORADO WILDLIFE COUNCIL



# PRE-GAME FEATURE

During the 2022 season Colorado Wildlife Council received one (1) sixty second (:60) spot to play on main video board during pre-game during all 81 regular season home games.



PRESENTATION TO COLORADO WILDLIFE COUNCIL

## Rockies Partnership

# L-BAR SIGNAGE

During the 2022 season Colorado Wildlife Council received inclusion in L-Bar branding on all TV monitors throughout the ballpark for all 81 regular season home games.



PRESENTATION TO COLORADO WILDLIFE COUNCIL



# CO WILDLIFE COUNCIL DAY



Colorado Wildlife Council received one (1) promotional day on 9/25 during the regular 2022 season at Coors Field. This included:

- Sponsor logo on the matrix and LED boards during game
- One (1) private sixty person (60) suite including complimentary food and beverages
- One (1) Ceremonial First Pitch
- Six (6), ten (10) second promotional announcements on the television broadcasts on AT&T SportsNet
- Use of kiosk space on main concourse



PRESENTATION TO COLORADO WILDLIFE COUNCIL



# CO WILDLIFE COUNCIL DAY II



PRESENTATION TO COLORADO WILDLIFE COUNCIL



# MAIN CONCOURSE KIOSK



During the 2022 season, Colorado Wildlife Council had the opportunity to use promotional space on the concourse for six (6) regular season home games.



PRESENTATION TO COLORADO WILDLIFE COUNCIL



# DIGITAL ASSETS



During the 2022 season Colorado Wildlife Council received the following digital assets:

- One (1) email blast to Rockies.com database of registered users with over 250,000 recipients nationwide
  - Total Sends: 264,888
  - Total Opens: 123,069
  - Total CTR: 0.33%
  - Clicks: 879
- Two (2) dedicated social posts on Club-controlled channels
  - Total Impressions: 64.2K
  - Total Engagements: 11.1K

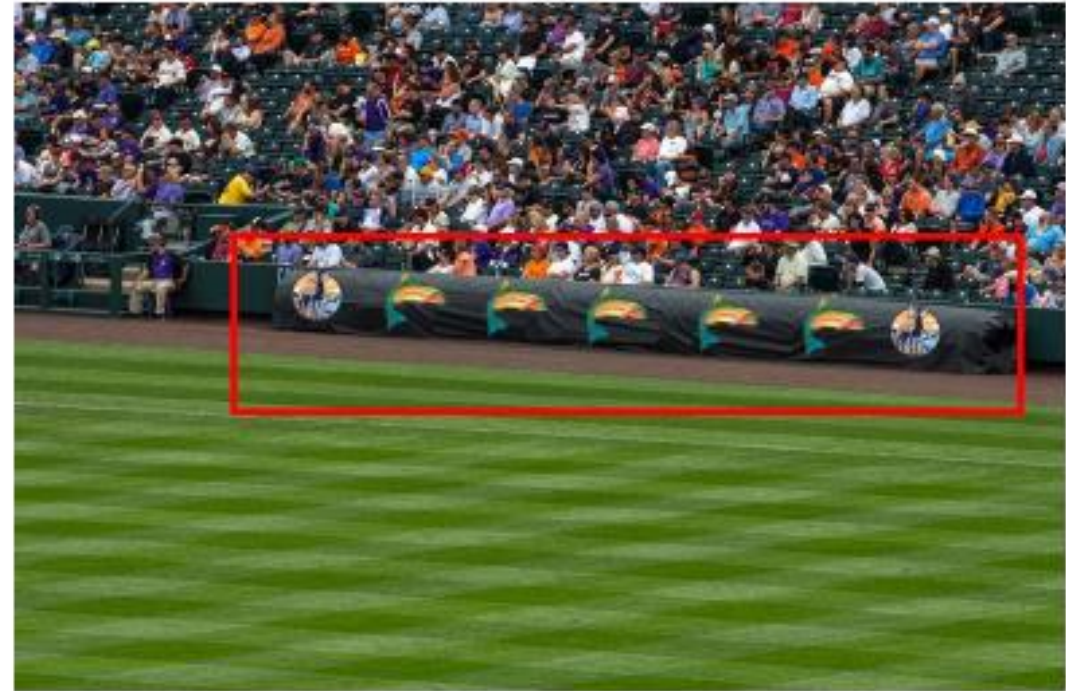


# TARP COVER SIGNAGE



Colorado Wildlife Council will receive signage on the tarp cover for all (81) regular season Colorado Rockies games at Coors Field.

This position has high visibility across all platforms and provides great exposure as a unique layout/placement.





## Rockies Partnership – Looking Ahead – Option 2



**In-stadium mural**

# Budget Discussion

*Incremental Ask*

## Budget: Spend Authority Commitments

The Colorado Wildlife Council will apply the new revenue and associated spending authority to the following activities:

- continuing to build public relations (influencing, engaging and building a relationship with key stakeholders across a myriad of platforms in order to shape and frame the public perception of hunting and fishing);
- strengthening CWC brand awareness to build CWC as a trusted conservation group;
- creating, strengthening, and leveraging diverse relationships with key stakeholders;
- expanding media campaigns to include bilingual/multilingual opportunities. Including content, media, and creative assets;
- exploring sponsorship of organizations or events with similar missions that resonate with our target audience;
- strengthening the bridge between CPW and its constituents and potential supporters by continuing to educate them on the benefits of hunting and fishing;
- being a conduit for information and relationships;
- increasing media placements, supporting longer media campaigns, and increasing message frequency within the campaign's lifespan to increase message recall, and expand to other channels (Spanish media);
- pursuing supplemental creative content to be broadcast in addition to current campaigns;
- conducting enhanced audience behavior tracking, including a segmentation study and better message tailoring; and
- producing additional toolkits for agencies to use.

# Revised Budget Ask

- **\$350k – Rockies Partnership & Giveaway Item**
- **\$150k – Creative Production**
- **\$50k – Media**

## FY 22/23 Budget (\$2,075,000 – current)

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
<b>SUBTOTAL:</b>	<b>972</b>	<b>\$126,360</b>	<b>\$15,000</b>	<b>\$141,360</b>
<i>Basic Compensation Rate (Monthly Fee)</i>				<b>\$11,780</b>

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,098	\$142,740	\$330,000	\$472,740
4 Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5 Website Maintenance	146	\$18,980	\$400	\$19,380
<b>SUBTOTAL:</b>	<b>1,454</b>	<b>\$189,020</b>	<b>\$330,400</b>	<b>\$519,420</b>

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
<b>SUBTOTAL:</b>	<b>354</b>	<b>\$46,020</b>	<b>\$249,350</b>	<b>\$295,370</b>

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
11 Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,052,550	\$1,118,850
<b>SUBTOTAL:</b>	<b>510</b>	<b>\$66,300</b>	<b>\$1,052,550</b>	<b>\$1,118,850</b>

<b>GRAND TOTAL**:</b>	<b>3,290</b>	<b>\$427,700</b>	<b>\$1,647,300</b>	<b>\$2,075,000</b>
-----------------------	--------------	------------------	--------------------	--------------------

**CWC BUDGET: 2022/2023 - (Incremental - \$550k)**

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
<b>SUBTOTAL:</b>		<b>972</b>	<b>\$126,360</b>	<b>\$15,000</b>	<b>\$141,360</b>
<i>Basic Compensation Rate (Monthly Fee)</i>					<b>\$11,780</b>
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
<b>SUBTOTAL:</b>		<b>1,454</b>	<b>\$189,020</b>	<b>\$480,400</b>	<b>\$669,420</b>
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
<b>SUBTOTAL:</b>		<b>354</b>	<b>\$46,020</b>	<b>\$249,350</b>	<b>\$295,370</b>
MEDIA PLACEMENTS		HOURS	FEES	EXPENSES	TOTAL
11	Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,452,550	\$1,518,850
<b>SUBTOTAL:</b>		<b>510</b>	<b>\$66,300</b>	<b>\$1,452,550</b>	<b>\$1,518,850</b>
<b>GRAND TOTAL**:</b>		<b>3,290</b>	<b>\$427,700</b>	<b>\$2,197,300</b>	<b>\$2,625,000</b>

# **Paid Media**

*Performance & Spend Reco*

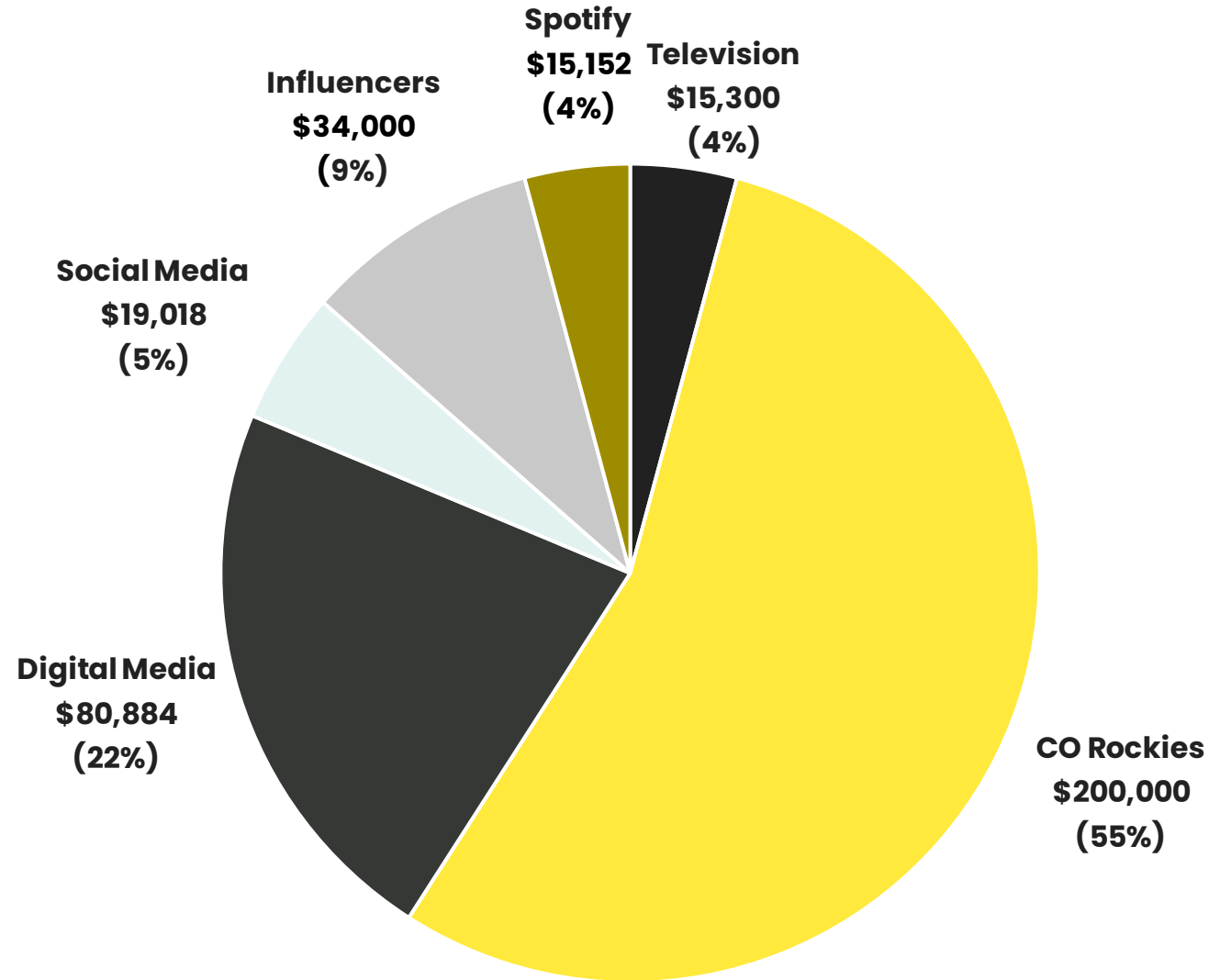
# Campaign Results

9.12 to 11.30

15,860,755 total impressions

18,555 total clicks

\$26,100 in added value





# Traditional Media

# Television

## **TIMING**

October 2022  
Broncos London game + bonus spots

## **TOTAL SPOTS**

3 (so far)

## **GEO**

Denver DMA

## **PROGRAM HIGHLIGHTS**

The Broncos vs Jaguars in London was bought on Denver7. As part of the negotiated package, 2 post Broncos NFL news spots ran in October and 20 bonus \$0 spots will run in Prime (7p-10p) in December.

In October:

- 32,033 A18-34 impressions delivered
- 478,572 A35+ impressions delivered

# Digital Media

# Digital Media Tactics – The Trade Desk

Activation Summary	Tactic	Impressions	KPIs	Cost
<p>Reaching the ITW audience’s attention within content where they spend time and attention.</p> <p>Targeted the audience with multiple messages across several channels with optimal frequency to keep CWC top-of-mind.</p> <p>Targeting:</p> <ul style="list-style-type: none"> <li>Behavioral: (BT Voters and Outdoor Enthusiasts, excluding over A35)</li> <li>Contextual: Targeted branded/unbranded keywords such as Boreal toad, wildlife conservation, Black Footed ferret</li> <li>Retargeting website visitors</li> </ul>	Connected TV	558,471	98.1% Completion Rate	\$22,059
	Pre-Roll Video	690,328	74.9% Completion Rate 2,676 Clicks 0.388%CTR	\$22,058
	Display	1,262,511	1,330 Clicks 0.105% CTR	\$7,353
	Native	1,772,860	1,997Clicks 0.113% CTR	\$7,353

# The Trade Desk Key Learnings

- Strong VCR performance from the CTV and Audio placements. Both performing with a 96%+ VCR compared to a 90% benchmark.
- Best performing creative

<b>Tactic</b>	<b>Creative</b>
CTV	The Fox :15
Pre-roll	The Fox :15
Native	Boreal Toad
Display	Moose 320x50

- Behavioral audiences performed best with Pre-Roll, CTV (specifically sports content for CTV) and Native, whereas retargeting was better for Display.
- For CTV, Discovery+, Samsung TV, DirecTV Stream Live Sports and Sling Live sports performed the strongest. We will continue to optimize into those groups (and similar ones) into 2023.

# Video and Social Media

Tactic	Activation Summary	Impressions	KPI	Cost
YouTube	<ul style="list-style-type: none"> <li>Optimized the Skippable In-Stream campaign toward view-rate with a cost-per-view (CPV) bid method.</li> <li>Targeting included: Outdoor Enthusiasts &amp; Sports Fans, Topics (Hiking, Camping, Local News, College Sports and Sports News), keywords, retargeting site visitors and engagers from past campaigns</li> </ul>	3,247,930	79.0% Completion Rate 953,423 Total Views 1,231 Clicks 0.04% CTR	\$22,061
Facebook/Instagram	<ul style="list-style-type: none"> <li>Utilized the platforms' robust first-party targeting capabilities to reach the ITW audience based on their interests and demographic data.</li> <li>Implemented geo-targeting around the downtown Denver mural to reach those in the area with the CWC filter.</li> <li>Leveraged look-alike and retargeting audiences based on data from past campaigns and website visitation.</li> <li>Boosted organic content to achieve greater engagement and reach beyond the organic feed</li> </ul>	4,425,302	8,181 Clicks 2,949,992 Video Plays 269,659 Post Engagements 0.18% CTR	\$19,018
Influencers	<ul style="list-style-type: none"> <li>Amplified messaging and organically connected with the target audience at one of their frequent media touchpoints</li> <li>Continued to partner with 1 influencer, Ty Newcomb</li> <li>In addition to the influencer's current in-feed content, the influencer produced more dynamic content such as IG Reels.</li> </ul>	1,824,981	1.8MM Organic & Paid Reach 31,579 Reel Plays 9,902 Likes 1,239 Link Clicks 6.07% Ad Recall Rate	\$34,000
Spotify	<ul style="list-style-type: none"> <li>Sponsored sessions drove brand awareness and ad recall among the ITW audience with thumb-stopping video creative that provides the user with a reward for watching the video to completion.</li> </ul>	94,702	94.34% VCR 662 Clicks 0.70% CTR	\$15,152

# Video & Social Key Learnings

## **YouTube:**

- Outdoor Enthusiasts, Affinity to Camping & Hiking and Outdoor Recreational Equipment were among the top audience segment for the video completions but Sports Fans had the highest clicks to the website.
- Bumper units had a 94.9% VCR compared to a 90% VCR benchmark
- :15s Skippable In-Stream Units had a 61.4% VCR

## **Facebook:**

- Facebook drove an average frequency of 6.7x throughout the first quarter of the campaign
- The Sheep 15 creative generated the most impressions, followed by the Fish Story 15 and the Lynx Fridays 15
- The 11.29 Wildlife Engagement ad generated the highest CTR of 30.7%

## **Influencers:**

- Campaign delivered over 1.7MM impressions, 1.2K link clicks and 6K reel plays in Fall 2022
- Overall, Ty's content performed very well and tracking nicely. Average Cost per Click is \$5.79

## **Spotify:**

- The overall frequency of the campaign is 1.7, which is better than the Spotify frequency benchmark of 3 per campaign
- Both flights delivered in full and delivered almost \$500 in over delivery, which we received as added value impressions
- Overall VCR is 94.34% and CTR is .70%, which both were above benchmark

# Influencer Engagement

Ty Newcomb 224K Followers	PAID CONTENT	ORGANIC CONTENT	
 <u>Content Deliverables:</u> 1 IG Photo 2 IG Reels 2 IG Story Sets	<b>Impressions:</b> <b>1,798,637</b> <b>Reach: 790,782</b> <b>Link Clicks: 1,239</b> <b>Engagements: 8,945</b> <b>Comments: 7</b> <b>Shares: 16</b> <b>3-Sec Video Plays:</b> <b>6,022</b>	<b><u>INSTAGRAM</u></b>  <b>IN-FEED:</b> <b>Impressions: 23,687</b> <b>Est. Impressions (Reels):</b> <b>121,167</b> <b>Reel Plays: 31,549</b> <b>Engagement Rate: 1.36%</b> <b>Likes: 9,092</b> <b>Comments: 60</b> <b>Reach: 47,927</b> <b>Shares: 6</b> <b>Saves: 65</b>	
		<b>STORY FRAMES:</b> <b>Impressions: 2,657</b> <b>Reach: 2,093</b> <b>Link Clicks: -</b> <b>Sticker Taps: 3</b> <b>Shares: -</b> <b>Comments: 1</b>	



# Paid Media

Incremental Budget Recommendation

# Ski Lift Chairs

## Copper Mountain

Total Cost: **\$33,475**

Est. Impressions: **11,212,500**

# Social Amplification

## Facebook

Total Cost: **\$16,525**

### TIMING

December 28, 2022 – April 2, 2023

65x ski lift advertising at another well visited resort, Copper Mountain.



### TIMING

January 2023

Amplify top performing social platform based on current media performance, based on current metrics. Geo-targeting will be focused on the surrounding areas of Winter Park and Copper Mountain.

# CWC 101 Video

Video in production now and will be shown in meeting.

# Earned Media

*Updates*



Club Q Shooting: The latest



2022 Colorado Winter Fun Guide



Gazette Sports Podcasts: Covering high school, college and more



Sign up for our newsletters and get news that matters sent to your inbox

# In Colorado, everyone benefits from hunting and fishing | Guest Column

TONY BOHRER Nov 17, 2022 Updated Nov 17, 2022 View Comments



The Colorado Wildlife Council was formed in 1998 by the state legislature. Twenty-four years later, the goal of the council remains the same: to educate the general public about the benefits of wildlife, wildlife management, and wildlife-related opportunities — especially hunting and fishing.

Colorado Wildlife Council

There is more than meets the eye when it comes to hunting and fishing in the Centennial State. Home to over 960 wildlife species, Colorado boasts one of the most diverse and abundant wildlife populations in North America, though it wasn't always this way. Because of species conservation and wildlife reintroduction programs, many of the state's most cherished and iconic species thrive today.



## Trending Now

- 1 Double killing near Florissant was murder-suicide: Teller County Sheriff's Office
- 2 Apparent murder-suicide under investigation in Teller County
- 3 Children's hospitals in Colorado overwhelmed by surge in RSV, flu, COVID cases
- 4 A hotel of horror in the old, remote mining town of Victor
- 5 Superintendent shuffle has set WPSD back, created a daunting challenge | From the Editor

Deliver newspapers  
for *The Gazette*

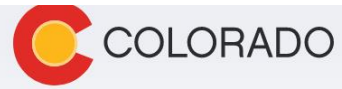
**MAKE \$1,000** OR MORE  
PER MONTH  
\$600 SIGN ON BONUS + FREE COSTCO  
MEMBERSHIP (DISCOUNTED GAS PRICES)

Apply Today!

## Earned Media Updates Op-Ed Impressions

News Date	News Headline	Outlet Name	Outlet Type	Outlet City	Earned Impressions	News Attachment URL
11/14/2022	In Colorado, everyone benefits from hunting and fishing   Guest Column	Colorado Springs Gazette Online, The	Online, consumer	Colorado Springs	235,900	<a href="https://gazette.com/thetribune/in-colorado-everyone-benefits-from-hunting-and-fishing-guest-column/article_174d16c2-621c-11ed-a342-9767cde507d9.html">https://gazette.com/thetribune/in-colorado-everyone-benefits-from-hunting-and-fishing-guest-column/article_174d16c2-621c-11ed-a342-9767cde507d9.html</a>
11/14/2022	In Colorado, everyone benefits from hunting and fishing   Guest Column	Pikes Peak Courier	Online, consumer		235,563	<a href="https://gazette.com:443/pikespeakcourier/in-colorado-everyone-benefits-from-hunting-and-fishing-guest-column/article_97302158-621d-11ed-a16c-0f9140db7360.html">https://gazette.com:443/pikespeakcourier/in-colorado-everyone-benefits-from-hunting-and-fishing-guest-column/article_97302158-621d-11ed-a16c-0f9140db7360.html</a>
10/21/2022	(Opinion) Tony Bohrer: In Colorado, everyone benefits from hunting and fishing	Tribune Online, The	Online, consumer	Greeley	53,885	<a href="https://www.greeleytribune.com/2022/10/21/opinion-tony-bohrer-in-colorado-everyone-benefits-from-hunting-and-fishing/">https://www.greeleytribune.com/2022/10/21/opinion-tony-bohrer-in-colorado-everyone-benefits-from-hunting-and-fishing/</a>

**Earned Media Updates**  
**Mural**  
**254,949 earned impressions**



## Tour Denver Murals & Street Art

Denver street artists have been busy brightening (and enlightening) the urban landscape for decades by making canvases of the city's alleyways, building exteriors, warehouses, garage doors and storefronts.



*A mural in Denver's RiNo neighborhood*



By: **Visit Denver**

Updated: December 6, 2022

## MORE DENVER ART TO EXPLORE

### Wildlife Mural

The Colorado Wildlife Council has partnered with local artist AJ Davis to educate Coloradans on the benefits of wildlife management and conservation by creating a unique interactive augmented reality mural.

The mural features two beloved Colorado animals, the elk and cutthroat trout. Colorado is home to three native subspecies of native trout: the Rio Grande, Colorado River and greenback. And, according to the council, the state has the largest elk population in the world, thanks to successful conservation efforts.

The physical mural is located at 1114 Acoma Street.



# Statues

*Updates*

# Statues Update Foothills- Social Media



**shopfoothills** • Follow  
zotov.13 • Original audio

**shopfoothills** We have two new Experiential Pieces at Foothills! 🦌🐟

Come learn more about wildlife found in Colorado and the positive impact hunting and fishing has in our state.

The Colorado Wildlife Council's mission is to oversee the design of a public education program to inform the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

These statues were previously showcased at Coors Field and we now have the privilege to host them. Scan the QR code to learn more and see how these statues come to life!  
\*Statues are located near Rocky Mountain Chocolate factory.

@coloradowildlifecouncil | #shopfoothills  
Edited · 1w

**rachelehnert** So cute!! 🦌🦌🐟🐟🐟  
1w 1 like Reply

**raedchang** Love this!!  
1w 1 like Reply

♥️ 💬 📍 🏷️

Liked by coloradowildlifecouncil and others  
NOVEMBER 8

😊 Add a comment... Post

Watch Reel

**Statues Update  
Foothills E-Mail Blast  
1,200 Subscribers**

FOOTHILLS



**COLORADO  
WILDLIFE COUNCIL**

**EXPERIENCE  
COLORADO  
WILDLIFE  
AT FOOTHILLS!**

Come learn about wildlife in Colorado and the positive impact hunting and fishing has in our state. Previously featured at Coors Field, the two new experiential pieces can be found near Rocky Mountain Chocolate Factory.



**COLORADO  
WILDLIFE COUNCIL**

The Colorado Wildlife Council's mission is to oversee the design of a public education program to inform the general public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing.

[Learn More](#)

# Statues Update

## Statues at Foothills Mall News Stories

CONNECTING COMMUNITIES

# North Forty News

NORTHERN COLORADO'S WEEKLY INDEPENDENT LOCAL NEWS


**NIGHT LIGHTS** JOIN US DEC. 1  
 AT THE 25TH ANNUAL TREE LIGHTING

[HOME](#) [SUBSCRIBE](#) [MARKETPLACE](#) [ADVERTISE](#) [ABOUT](#) [CONTACT US](#) [CLASSIFIEDS](#)

NEWS TICKER [ November 29, 2022 ] Today's Weather: 11/29/22 WEATHER SEARCH ...

HOME > BUSINESS & EDUCATION > Foothills Mall Has Two New 'Wild' Additions on Display in Support of the Colorado Wildlife Council

## Foothills Mall Has Two New 'Wild' Additions on Display in Support of the Colorado Wildlife Council

November 29, 2022 Jonson Kuhn Business & Education



Free remote access. Free ticketing. Free for all.

GoTo Resolve Sign Up for Free

Gifts to Treasure SHOP HOLIDAY GIFTS Share Co

Shop with Google Los 100 mejores Regalos festivos de 2022

<https://northfortynews.com/category/business-education/foothills-mall-has-two-new-wild-additions-on-display-in-support-of-the-colorado-wildlife-council/>

LocalToday Privacy Policy Terms of Use Disclaimer Cookie Policy DMCA

Colorado News NEWS ENTERTAINMENT SPORTS POLITICS TECHNOLOGY



## Foothills Mall has two new "wild" additions on display in support of the Colorado Wildlife Council

Alexandra Ross November 29, 2022



More Stories

The 5,700-mile hike of a lifetime for a Colorado man

The 5,700-mile hike of a lifetime for a Colorado man

Colorado votes to decriminalize magic mushrooms



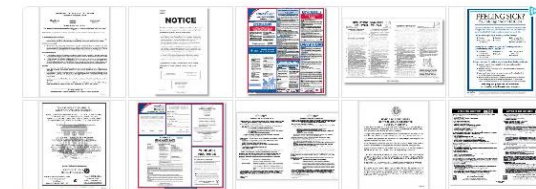
Air Force threatens Colorado within the last minute, cases 71-63



EnergyCAP Expands Executive Team in Denver, Colorado | National News



NBA: Oklahoma City Thunder at Denver Nuggets | field level



POSTER GUARD Labor Law Poster Service Poster Guard from PIRDirect

If you find yourself in it Foothills Mall in Fort Collins you might come across some amusing statues from the respected Colorado Wildlife Council. Colorado's Wildlife Council has created two experience pieces to highlight wildlife in Colorado and draw attention to the positive impact that hunting and fishing are making in the state! The statues are fun and interactive as the accompanying signs come with QR codes that bring them to life!

The Colorado Wildlife Council's mission is to oversee the design of a public education program to educate the general public about the benefits of wildlife, wildlife management, and recreational opportunities related to wildlife in Colorado, particularly hunting and fishing.

Established by the state legislature in 1998, the council is drawn from a diverse coalition of conservationists, outdoor recreation activists, hunters, fishermen, farmers, ranchers, and community leaders who come together to create a bright future for Colorado's wildlife. These and other conservation programs help keep Colorado wild and beautiful.

Below is additional information about the Colorado Wildlife Council and the significance of the statues that are now in Foothills Mall!

<https://localtoday.news/co/foothills-mall-has-two-new-wild-additions-on-display-in-support-of-the-colorado-wildlife-council-64590.html>

## Statues at Foothills Mall News Stories

News Date	News Headline	Outlet Name	Outlet Type	Earned Impressions	News Attachment Name
11/29/2022	Foothills Mall Has Two New 'Wild' Additions on Display in Support of the Colorado Wildlife Council	Spot On Colorado	Online, consumer	2,028	<a href="https://spotoncolorado.com/front-range/1635660/foothills-mall-has-two-new-wild-additions.html">https://spotoncolorado.com/front-range/1635660/foothills-mall-has-two-new-wild-additions.html</a>
11/29/2022	Foothills Mall Has Two New 'Wild' Additions on Display in Support of the Colorado Wildlife Council	North Forty News Online	Online, consumer	7,742	<a href="https://northfortynews.com/category/business-education/foothills-mall-has-two-new-wild-additions-on-display-in-support-of-the-colorado-wildlife-council/">https://northfortynews.com/category/business-education/foothills-mall-has-two-new-wild-additions-on-display-in-support-of-the-colorado-wildlife-council/</a>
11/29/2022	Foothills Mall Has Two New 'Wild' Additions on Display in Support of the Colorado Wildlife Council	News Break	Online, consumer	1,892,000	<a href="https://www.newsbreak.com/news/2840668478114/foothills-mall-has-two-new-wild-additions-on-display-in-support-of-the-colorado-wildlife-council">https://www.newsbreak.com/news/2840668478114/foothills-mall-has-two-new-wild-additions-on-display-in-support-of-the-colorado-wildlife-council</a>
11/29/2022	Foothills Mall Has Two New 'Wild' Additions on Display in Support of the Colorado Wildlife Council	Daily Advent	Online, consumer	414,414	<a href="https://www.dailyadvent.com/news/52a584647bcce4ad47b5d4c559c0de86-Foothills-Mall-Has-Two-New-Wild-Additions-on-Display-in-Support-of-the-Colorado-Wildlife-Council">https://www.dailyadvent.com/news/52a584647bcce4ad47b5d4c559c0de86-Foothills-Mall-Has-Two-New-Wild-Additions-on-Display-in-Support-of-the-Colorado-Wildlife-Council</a>

Total 2,316,184

# Action Items

## **Action**

- Council to Approve Revised Budget

## **Upcoming**

- Next meeting: January 12th – zoom

**Thank**  
You



Thank  
Thank  
Thank  
Thank

**Prepared by:**  
R&R Partners

**Company Representative:**  
**Jacqueline Meason**  
**Corporate Director - Brand**

[www.rrpartners.com](http://www.rrpartners.com)

# Appendix



# FY 22/23 Budget (\$2,075,000)

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
<b>SUBTOTAL:</b>	<b>972</b>	<b>\$126,360</b>	<b>\$15,000</b>	<b>\$141,360</b>
<i>Basic Compensation Rate (Monthly Fee)</i>				<b>\$11,780</b>

CREATIVE PRODUCTION	HOURS	FEES	EXPENSES	TOTAL
3 Creative Concepting & Creative Asset Production	1,098	\$142,740	\$330,000	\$472,740
4 Social Media Strategy, Community Management & Creative Graphics	210	\$27,300	\$0	\$27,300
5 Website Maintenance	146	\$18,980	\$400	\$19,380
<b>SUBTOTAL:</b>	<b>1,454</b>	<b>\$189,020</b>	<b>\$330,400</b>	<b>\$519,420</b>

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
<b>SUBTOTAL:</b>	<b>354</b>	<b>\$46,020</b>	<b>\$249,350</b>	<b>\$295,370</b>

MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
11 Campaign Planning, Buying, Reporting & Optimizing	510	\$66,300	\$1,052,550	\$1,118,850
<b>SUBTOTAL:</b>	<b>510</b>	<b>\$66,300</b>	<b>\$1,052,550</b>	<b>\$1,118,850</b>

<b>GRAND TOTAL**:</b>	<b>3,290</b>	<b>\$427,700</b>	<b>\$1,647,300</b>	<b>\$2,075,000</b>
-----------------------	--------------	------------------	--------------------	--------------------

## FY21/22 Budget

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
<b>SUBTOTAL:</b>	<b>900</b>	<b>\$117,000</b>	<b>\$15,000</b>	<b>\$132,000</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$11,000.00</b>
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
<b>SUBTOTAL:</b>	<b>1446</b>	<b>\$187,980</b>	<b>\$330,300</b>	<b>\$518,280</b>
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
<b>SUBTOTAL:</b>	<b>486</b>	<b>\$63,180</b>	<b>\$38,000</b>	<b>\$101,180</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
0 Campaign Planning, Buying, Reporting & Optimizing	600	\$78,000	\$1,245,540	\$1,323,540
<b>SUBTOTAL:</b>	<b>600</b>	<b>\$78,000</b>	<b>\$1,245,540</b>	<b>\$1,323,540</b>
<b>GRAND TOTAL**:</b>	<b>3,432</b>	<b>\$446,160</b>	<b>\$1,628,840</b>	<b>\$2,075,000</b>

## FY20/21 Budget

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
<b>SUBTOTAL:</b>	<b>1,662</b>	<b>\$191,130</b>	<b>\$87,295</b>	<b>\$278,425</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$23,202.08</b>
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
<b>SUBTOTAL:</b>	<b>1514</b>	<b>\$174,110</b>	<b>\$302,500</b>	<b>\$476,610</b>
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
<b>SUBTOTAL:</b>	<b>282</b>	<b>\$32,430</b>	<b>\$17,500</b>	<b>\$49,930</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
14 Media Placements; Campaign Planning & Buying	609	\$70,035	\$1,200,000	\$1,270,035
<b>SUBTOTAL:</b>	<b>609</b>	<b>\$70,035</b>	<b>\$1,200,000</b>	<b>\$1,270,035</b>
<b>GRAND TOTAL**:</b>	<b>4,067</b>	<b>\$467,705</b>	<b>\$1,607,295</b>	<b>\$2,075,000</b>

## FY 19/20 Budget

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
<b>SUBTOTAL:</b>	<b>1,366</b>	<b>\$157,090</b>	<b>\$84,300</b>	<b>\$241,390</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$20,115.83</b>
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
<b>SUBTOTAL:</b>	<b>1248</b>	<b>\$143,520</b>	<b>\$360,000</b>	<b>\$503,520</b>
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
<b>SUBTOTAL:</b>	<b>214</b>	<b>\$24,610</b>	<b>\$18,000</b>	<b>\$42,610</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
Media Placements; Campaign Planning & Buying	499	\$57,385	\$1,230,095	\$1,287,480
<b>SUBTOTAL:</b>	<b>499</b>	<b>\$57,385</b>	<b>\$1,230,095</b>	<b>\$1,287,480</b>
<b>GRAND TOTAL**:</b>	<b>3,327</b>	<b>\$382,605</b>	<b>\$1,692,395</b>	<b>\$2,075,000</b>

## FY 18/19 Budget

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
<b>SUBTOTAL:</b>	<b>1,043</b>	<b>\$119,945</b>	<b>\$57,305</b>	<b>\$177,250</b>
<b>Basic Compensation Rate (Monthly Fee)</b>				<b>\$14,770.83</b>
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
<b>SUBTOTAL:</b>	<b>770</b>	<b>\$88,550</b>	<b>\$155,015</b>	<b>\$243,565</b>
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
<b>SUBTOTAL:</b>	<b>634</b>	<b>\$72,910</b>	<b>\$268,670</b>	<b>\$341,580</b>
MEDIA PLACEMENTS	HOURS	FEES	EXPENSES	TOTAL
17 Media Placements, Campaign Planning & Buying	327	\$37,605	\$150,000	\$187,605
<b>SUBTOTAL:</b>	<b>327</b>	<b>\$37,605</b>	<b>\$150,000</b>	<b>\$187,605</b>
<b>GRAND TOTAL**:</b>	<b>2,774</b>	<b>\$319,010</b>	<b>\$630,990</b>	<b>\$950,000</b>

## FY 17/18 Budget

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
<b>SUBTOTAL:</b>		<b>1,647</b>	<b>\$189,405</b>	<b>\$4,280</b>	<b>\$193,685</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$16,140.42</b>
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	
<b>SUBTOTAL:</b>		<b>990</b>	<b>\$113,850</b>	<b>\$32,750</b>	<b>\$146,600</b>
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	
<b>SUBTOTAL:</b>		<b>265</b>	<b>\$30,475</b>	<b>\$6,820</b>	<b>\$37,295</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
16 Working Media Placements	0	\$0	\$620,000	\$620,000	
<b>SUBTOTAL:</b>		<b>0</b>	<b>\$0</b>	<b>\$620,000</b>	<b>\$620,000</b>
<b>GRAND TOTAL**:</b>		<b>2,902</b>	<b>\$333,730</b>	<b>\$663,850</b>	<b>\$997,580</b>

## FY 16/17 Budget

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	
<b>SUBTOTAL:</b>		<b>1,235</b>	<b>\$142,025</b>	<b>\$280</b>	<b>\$142,305</b>
<b>Basic Compensation Rate (Monthly Fee)</b>					<b>\$11,859</b>
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	
<b>SUBTOTAL:</b>		<b>165</b>	<b>\$18,975</b>	<b>\$115,000</b>	<b>\$133,975</b>
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	
<b>SUBTOTAL:</b>		<b>185</b>	<b>\$21,275</b>	<b>\$32,445</b>	<b>\$53,720</b>
Description	HOURS	FEES	EXPENSES	TOTAL	
11 Working Media Placements	0	\$0	\$520,000	\$520,000	
<b>SUBTOTAL:</b>		<b>0</b>	<b>\$0</b>	<b>\$520,000</b>	<b>\$520,000</b>
<b>GRAND TOTAL**:</b>		<b>1,585</b>	<b>\$182,275</b>	<b>\$667,725</b>	<b>\$850,000</b>

# Media Flights

- **Always on 22/23:** July 1 – June 30, 2023 (\$1,052,550)
- **Always On 21/22:** Sept. 13 – June 30, 2022 (\$1,245,540)
- **Spring 2021:** March 31 – May 30, 2021 (\$150,000)
- **Winter 2021:** Jan. 4 – March 31, 2021 (\$650,000)
- **Summer 2020:** July 1 – Aug. 31, 2020 (\$400,000)
- **Spring 2020:** Feb. 10 – May 31, 2020 (\$764,000)
- **Fall 2019:** Aug. 12 – Oct.31, 2019 (\$466,000)
- **Spring 2019:** Feb. 18 – March 22, 2019 (\$150,000)
- **Spring 2018:** April 2 – June 10, 2018 (\$308,000)
- **Fall 2017:** Sept. 11 – Nov. 17, 2017 (\$312,000)
- **Spring 2017:** March 1 – April 28, 2017 (\$442,000)
- **Summer 2016:** July 18 – Aug. 7, 2016 (\$78,000)

# Quant Studies

- **Wave 8:** 9/6/22 – 9/15/22
- **Wave 7:** 8/30/21 – 9/10/21
- **Wave 6:** 9/2/20–9/13/20
- **Wave 5:** 1/20/20–1/31/20
- **Wave 4:** 1/31/19–2/7/19
- **Wave 3:** 1/8/18–1/19/18
- **Wave 2:** 5/30/17–6/8/17
- **Wave 1:** 10/24/16–11/4/16

# Previous Influencers

## Influencers used since 2019

- [Ty Newcomb](#)
- [Rob Herrman](#)
- [Olivia Hsu](#)
- [Hunter Lawrence](#)
- [Abigail Lafleur](#)
- [Meredith Drangin](#)
- [Shyanne Orvis](#)
- [Maddie Brenneman](#)
- [TJ David](#)

# Subcommittee Roles

<b>Review Category:</b>	<b>FY 2/23 Members:</b>	<b>Estimated Time Involved:</b>	<b>Commitment Details:</b>
Public Relations/ Earned Media/ Community Outreach	Don Anderson Eeland Stribling	1 hour per quarter (4 hours total)	Review and provide feedback on future releases throughout the year.
Social Media	Tony Bohrer Eeland Stribling	2 hours per quarter (8 hours total)	Review and provide feedback on quarterly calendars and ad hawk post opportunities throughout the year. Quarterly calendar reviews are in September, December, March and June.
Campaign Influencers	Shyanne Orvis	6 hours total	Assist with selecting influencers from the provided options. Review influencers' posts and any rounds of revisions. Influencer reviews are in September and February.
Creative Production	Dan Gates Tim Twinem	27 hours over the fiscal year	Reviewing production of final video scripts and casting approvals (August-September: 9 hours), video clips (late October-November: 2 hours), radio scripts and spot (late October-November: 1 hour), digital Banners (November-December: 1 hour), other campaign elements (November-December: 2 hours) and non-campaign elements (July-December: 12 hours, about 1 hour per month, give or take)
Quarterly Newsletter	Robin Brown Lani Kitching	.25 hours per quarter	Review copy and images for quarterly email newsletter

\* Brittini Ehrhart-Gemmill will oversee/participate on all subcommittees