

CWC Outreach Team Updates

6/26/23

Mike Weigang, Linnea Turner, & Brianna Fett

New Sponsorships

I am researching more opportunities and working to connect with people. The end of the fiscal year and dealing with event logistics has put this on a temporary hold.

New Events

Victor Gold Rush Days

Most events occurring in October and November haven't been updated yet for this year.

Sponsorship Recaps

4 of our sponsorships have concluded.

Safe Summer Kickoff

Ute Mountain Roundup Rodeo

Denver Chalk Arts Festival

Taste of Fort Collins

I have asked for reports from all four, I have only received one report so far.

Ute Mountain Roundup Rodeo- June 8-10

We sponsored this event at the Silver Spur level for \$1,500.

We received:

- 30 second ad shown during the preshow every night
- Our name listed as a Silver Spur Sponsor in all promotional material
- Our logo on their website
- Social media recognition
- A business banner in the arena for all events
- Our business name on the scoreboard during the preshow

Ute Mountain Roundup Rodeo- Report

- Attendance- Almost 5,500 people attended over the three days.
- Our logo was run on their screen during the pre-show with announcer P.A.s (This was on a loop beginning at about 6:00pm, so it appeared several times each night).
- Our social media ad/reel is scheduled to run twice this summer with CWC tagged as a collaborator.
- The full rodeo was featured live on Cowboy Channel Plus so we had viewers from all around the country watching which expanded our reach.



Newsletter signups

Prior to this season we had 16 newsletter subscribers. Mike and Linnea have gotten 57 more subscribers since May 26th! This is a substantial increase that has occurred over the course of only 6 events.



Recent Events

- Wickstrom Radio Show
- Denver Chalk Art Fest
- Banning Lewis Ranch Community Market
- Juneteenth
- Wolf Ranch Concert Series
- Arvada on Tap
- Monument 4th of July Street Fair
- Urban Market



Engagement Overview

Total Engagements-246

Meaningful Engagements-35

Events that went especially well:

Arvada on Tap

- Switched to not using the trivia wheel but engaging people with conversation and signing up for the newsletter/ following us on social media

