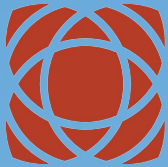
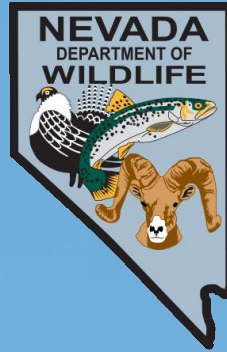


NV Dream Tags 2025 Recap



**COMMUNITY
FOUNDATION**
of Northern Nevada



2025 Dream Tags

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2025 Dream Tags

General Insights

	2025	vs. 2024	vs. 2019
Traffic (sessions)	29,561	+15.4%	-0.1%
Total Orders	6,322	+9.5%	+13.3%
Conversion Rate	19.11%	-4.8%	+13.2%
Average Order Value	\$78.04	+0.1%	-7.7%
Total Sales	\$493,388.50	+9.7%	+4.7%
Total Customers	5,298	+6.1%	-15.1%
Return Customer Rate	68.27%	+12.7%	+62.1%

2025 Dream Tags

Tickets: Annual Sales by Species

Species	2017	2018	2019	2020	2021	2022	2023	2024	2025	2025 YoY Change (#)	2025 YoY Change (%)
California BHS	10,463	12,540	14,056	17,746	20,039	19,980	15,947	95	0	-95	-100%
Elk	12,105	16,144	16,780	23,262	28,940	26,180	25,992	24,270	26,757	+2,487	+10.2%
Mule Deer	10,649	14,330	15,478	21,138	22,079	18,668	20,041	18,852	19,861	+1,009	+5.4%
Desert BHS	15,384	18,069	20,394	24,371	27,751	26,376	22,729	24,473	27,675	+3,202	+13.1%
Antelope	3,866	4,528	4,799	7,289	7,981	7,417	6,912	7,466	8,625	+1,159	+15.5%
Bear	0	1,726	1,699	1,959	1,712	1,623	1,782	6	0	-6	-100%
Total Units	52,467	67,337	73,206	95,765	108,502	100,244	93,403	75,162	82,918	+7,756	+10.3%
Gross Rev*	\$262,335	\$336,685	\$366,030	\$478,825	\$542,510	\$501,220	\$467,015	\$375,810	\$414,590	+\$38,780	+10.3%

* Note: Gross Rev excludes fees and RES sales

2025 Dream Tags

RES: Annual Sales by Month

Month	2019	2020	2021	2022	2023	2024	2025	2025 YoY Change (%)
Pre-March	148	95	52	26	32	38	17	-55.3%
March	479	330	236	88	137	31	83	+167.7%
April	1,541	698	551	404	322	298	376	+26.2%
May	978	662	707	646	744	844	461	-45.4%
June	1,442	624	703	734	485	385	573	+48.8%
Total Units	4,588	2,409	2,249	1,898	1,720	1,596	1,510	-5.4%
Gross Rev	\$50,468	\$26,499	\$24,739	\$20,878	\$18,920	\$17,556	\$16,610	-5.4%

2025 Dream Tags

Tickets: Purchase behavior

Per Order

	Per Order 2025	Per Order 2024	YoY Change (#)	YoY Change (%)
Average tickets purchased	13.18	13.12	+0.06	+0.5%
Median tickets purchased	6	6	0.0	+0.0%
Max tickets purchased	2,000	600	+1,400	+233.3%

Per Customer

	Per Customer 2025	Per Customer 2024	YoY Change (#)	YoY Change (%)
Average tickets purchased	15.7	15.08	+0.62	+4.1%
Median tickets purchased	8	7	+1	+14.3%
Max tickets purchased	2,000	2,800	-800	-28.6%

2025 Dream Tags

Customers by State

	NV	CA	UT	TX	OR	AZ	CO	ID	WA	MT	Other States	Canada	Other Countries	Total
Clients	1,597	966	377	256	185	180	176	175	137	102	1,133	30	3	5,317
% of clients	30.0%	18.2%	7.1%	4.8%	3.5%	3.4%	3.3%	3.3%	2.6%	1.9%	21.2%	0.6%	0.1%	100%

Units Sold by State (Tickets & RES)

	NV	CA	UT	TX	OR	WA	ID	AZ	CO	VA	Other States	Canada	Other Countries	Total
Tickets	22,823	19,357	4,905	4,144	3,755	3,192	3,074	2,804	2,516	2,022	15,461	347	28	84,428
% of tickets	27.0%	22.9%	5.8%	4.9%	4.5%	3.8%	3.6%	3.3%	3.0%	2.4%	18.3%	0.4%	0.1%	100%

2025 Dream Tags

Paid Marketing

Nevada Dream Tags
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Don't miss out on your chance to win a ONCE IN A LIFETIME hunt! Dream Tags tickets are only \$5 a piece and you can order as many as you like! Shop now



shop.nvdreamtag.org
Win a Hunt of a Lifetime
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Win a Hunt of a Lifetime
Now selling Dream Tag tick... [Shop now](#)

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Blended Metrics:

CTR: 1.98% **+84%** YoY
Impressions: 639K **-28%** YoY
Post Engagement: 9,379 **+12%** YoY
Purchases: 1,074 **-12%** YoY

Species Specific:

Elk:
Purchases: 284 **-38%** YoY


Sheep:
Purchases: 342 **-51%** YoY

Deer:
Purchases: 527 **+157%** YoY

2025 Dream Tags

Email Marketing

- Revenue generated: \$149k
- Emails this year: 12
 - Emails last year: 6
- List growth: almost at 20k contacts.



The advertisement features a blue background with a bighorn sheep in the foreground. At the top, the logo for Nevada Dream Tags is displayed, including the text 'Nevada DREAM TAGS' and 'You Win. Nevada Wins'. Below the logo, the text 'TIME IS RUNNING OUT' is written in large, white, bold letters. At the bottom, a red button with white text says 'WIN YOUR DREAM HUNT'.

Time is running out!

Time is running out to enter the Nevada Dream Tags drawing. This may be your last chance at receiving one of six premier big game tags in the state of Nevada.

Buy tickets for yourself or your loved ones for the opportunity to win. All proceeds from the raffle go towards supporting conservation and the rehabilitation of Nevada wildlife!

Strategic Initiatives

Marketing

Email capture pop-up on website (gained 167 new emails this year) - could do a giveaway to drive additional captures next year

Activate SMS as a channel for 2026

Introduce creative advertising variants

Appendix



2025 Dream Tags

Tickets: Monthly Sales by Species

Species	Pre-March	March 2024	April 2024	May 2024	June 2024	Total
California BHS	0	0	0	0	0	0
Elk	511	1,045	5,767	6,713	12,721	26,757
Mule Deer	326	1,196	4,804	5,354	8,181	19,861
Desert BHS	590	1,403	6,538	6,943	12,201	27,675
Antelope	145	498	2,192	2,528	3,262	8,625
Bear	0	0	0	0	0	0
Total	1,572	4,142	19,301	21,538	36,365	82,918
Gross Rev*	\$7,860	\$20,710	\$96,505	\$107,690	\$181,825	\$414,590

* Note: Gross Rev excludes fees and RES sales

2025 Dream Tags

Total Sales by category, YoY (sales figures include processings fees)

Category	2025	2024	YoY Change (#)	YoY Change (%)
Tickets - Units Sold	82,918	75,162	+7,756	+10.3%
Tickets - Gross Rev	\$476,778.50	\$434,291.75	+\$42,486.75	+9.8%
RES - Units Sold	1,510	1,590	-80	-5.0%
RES - Gross Rev	\$16,610	\$17,556	-\$946	+5.4%
Total - Units Sold	84,428	76,752	+7,676	+10.0%
Total - Gross Rev	\$493,388.50	\$451,847.75	+\$41,540.75	+9.2%

2025 Dream Tags

Tickets: Maximum Purchase Quantities by Species

Species	Max Purchase Qty by Order	Max Purchase Qty by Customer
California BHS	0	0
Elk	1,000	1,875
Mule Deer	200	400
Desert BHS	1,000	1,000
Antelope	200	300
Bear	0	0

2025 Dream Tags

Tickets: Number of Single Ticket Purchases by Species

Species	Single Ticket by Order	Single Ticket by Customer
California BHS	0	0
Elk	1,858	1,431
Mule Deer	1,761	1,372
Desert BHS	1,784	1,397
Antelope	1,417	1,125
Bear	0	0