

Wings PNW x
Wahkiakum Chamber of
Commerce

Bald Eagle Days 2024 Media Sponsorship

Wings PNW's placements

- **Exclusive newsletter advertising** - x3 weeks leading up to BED (any 3 weeks, not consecutive)
- **Website ads** - 2 months leading up to BED promoting the event, parade, and vendor sign-ups, or text updates (any message the chamber wants; updated at any time)
- **Dedicated eblast** - 100% share-of-voice - the chamber owns the messaging of an entire email sent to the 1700+ newsletter subscribers
- **Management of texting service previously provided** - chamber can control messaging leading up to and during the event
 - Wings will create QR code and landing page for subscription sign-ups
 - subscriber data can be collected to show where people are coming from
 - subscriber feedback about the event can be collected

Exclusive Newsletter Advertising

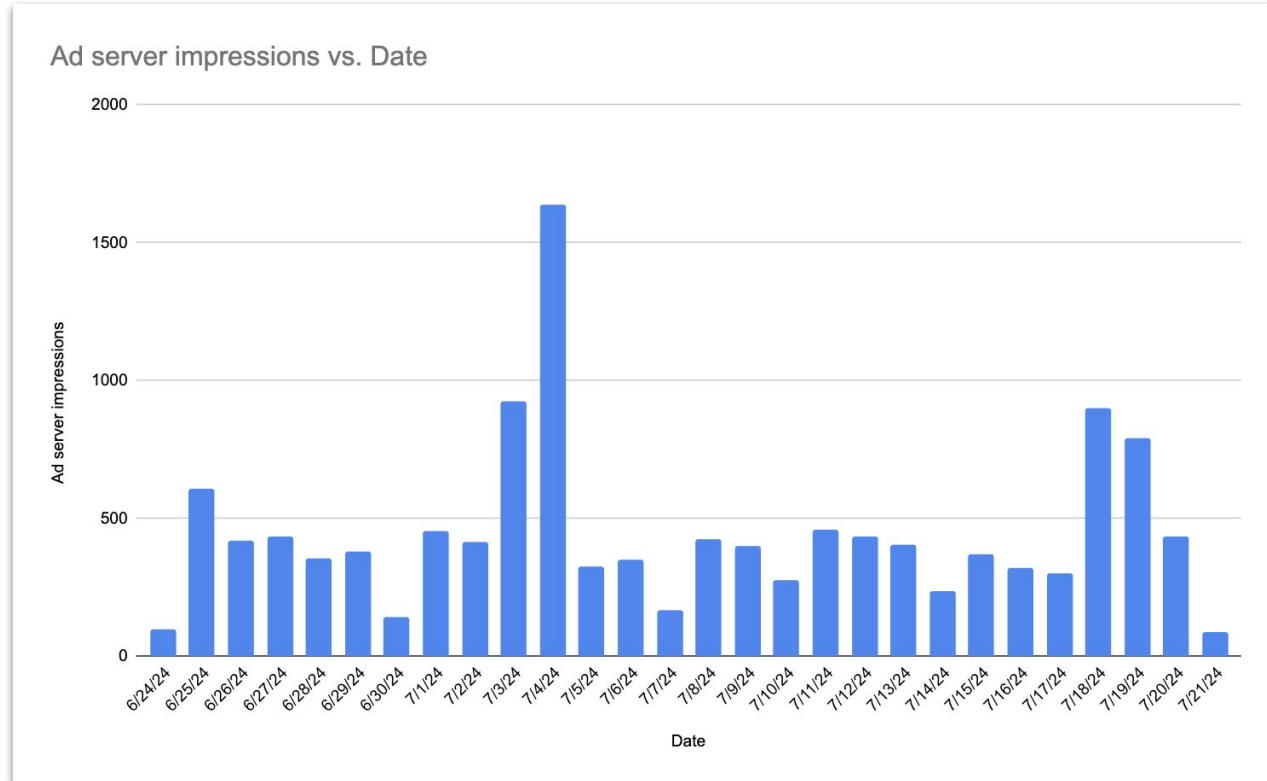
Date	Placement	Subscribers	Opens	Ad Clicks	Click Rate
7/1	Weekly Events Newsletter (M, Th)	1,836	662	27	4%
7/8		1,837	725	35	4.8%
7/11		1,843	695	36	5.2%
7/15		1,841	597	26	4.3%
7/18		1,840	576	22	3.8%
Date	Placement	Subscribers	Opens	Ad Clicks	Click Rate
7/6	Weekend News Recap	1,837	685	25	3.6%
7/13		1,843	562	19	3.4%
7/21		1,841	570	16	2.8%
TOTAL		14,718	5,072	206	4.1%

Website Ads

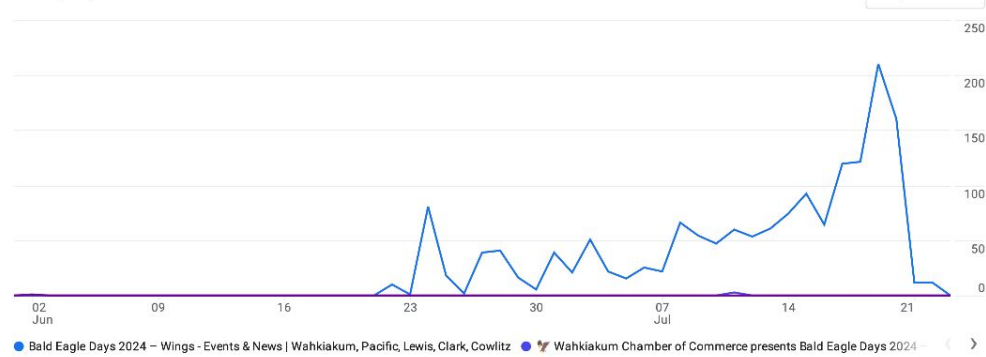
- June 24 - July 21
- 12,532 impressions
- 175 clicks
- 1.4% CTR

Top Regions

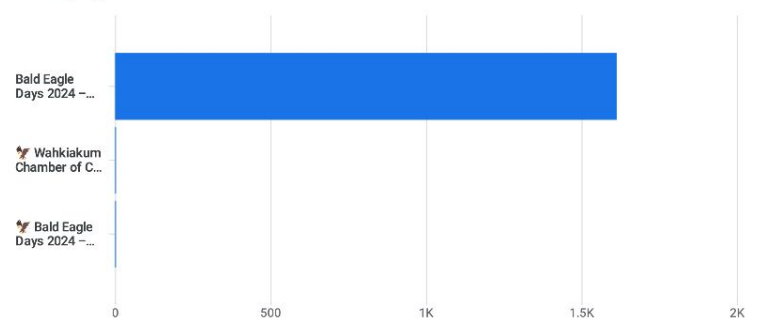
- Wahkiakum
- Seattle
- Portland
- Longview
- Astoria



Views by Page title and screen class over time



Views by Page title and screen class



Rows per page: 10 Go to: 1 1-10 of 188

Page title and screen class	City	Views	Users	Views per user	Average engagement time	Event count	Key events	Total revenue
		↓				All events	All events	
		1,618 5.92% of total	1,034 6.12% of total	1.56 Avg +3.24%	57s Avg +84.01%	8,027 3.46% of total	0.00 0% of total	\$0.00
1 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	(not set)	379	208	1.82	1m 22s	1,768	0.00	\$0.00
2 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Seattle	337	235	1.43	42s	1,668	0.00	\$0.00
3 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Portland	200	151	1.32	45s	1,031	0.00	\$0.00
4 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Longview	90	75	1.20	32s	480	0.00	\$0.00
5 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Astoria	42	22	1.91	1m 00s	190	0.00	\$0.00
6 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Cannon Beach	30	17	1.76	51s	151	0.00	\$0.00
7 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Vancouver	30	25	1.20	1m 10s	173	0.00	\$0.00
8 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Kelso	24	18	1.33	30s	119	0.00	\$0.00
9 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Naselle	24	19	1.26	1m 00s	131	0.00	\$0.00
10 Bald Eagle Days 2024 – Wings - Events & News Wahkiakum, Pacific, Lewis, Clark, Cowlitz	Warrenton	24	19	1.26	45s	135	0.00	\$0.00

Dedicated Eblast

Date	Subscribers	Opens	Ad Clicks	Click Rate
7/3	1,836	739	54	8.6%
7/17	1,840	756	215	29.75%
TOTAL	14,718	5,072	206	4.1%

Text Message Service

- 293 Active Subscriptions
- 0.91% Engagement Rate
- 40.4% Host Response Rate

Source Link	Clicks	Clickthrough Rate
https://wingspnw.com/bald-eagle-days-2024/	43	18.94%
https://www.signupgenius.com/go/10C0944AEAF2BA4FBC43-48874961-2024#/	28	11.97%
https://maphub.net/agweiler92/Bald-Eagle-Days	32	13.73%
https://maphub.net/agweiler92/Bald-Eagle-Days	31	12.65%
https://maphub.net/agweiler92/Bald-Eagle-Days	34	13.28%
https://maphub.net/agweiler92/Bald-Eagle-Days	26	9.25%

Facebook Post & Story

Top Cities

- Cathlamet
- Longview
- Vancouver
- Skamokawa
- Kelso
- Salmon Creek
- Portland
- Ridgefield
- Chehalis

Viewer activity

How the post has performed since being published.

People reached
252

Plays
1.3K

Average minute...
0:14

Minutes viewed
189

Audience engagement

How people have engaged with the post.

Likes
34

Comments
6

Shares
11



Post Insights



Subscribe to FREE Bald Eagle Days text updates! Wings PNW has partnered with the Wahkiakum...

Published by Justin Weitzel
July 15 at 12:18 PM

Post Impressions
286

Post reach
273

Engagement
34

Distribution

+4.8x more impressions than your other posts within 9 days of publishing. [Learn more](#)

Post Insights



Wahkiakum Chamber of Commerce presents Bald Eagle Days 2024 | Bald Eagle Days is held annually on...

Published by Justin Weitzel
July 11 at 1:30 PM

Post Impressions
646

Post reach
565

Engagement
144

Interactions



25



4



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1



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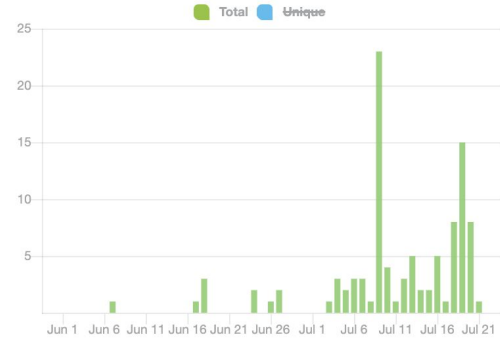
Reactions

29

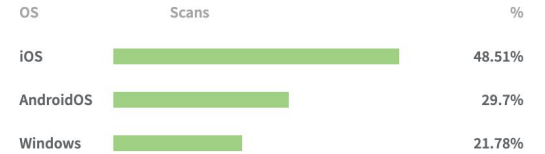
QR Code Scans

- June 7 - July 20
- 101 scans

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less ^](#)

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	101	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Portland	21	20.79%
2	Warrenton	9	8.91%
3	Ashburn	6	5.94%
4	Quincy	5	4.95%
5	Seattle	4	3.96%
6	Eugene	4	3.96%