

JayRay: Explore Wilsonville

World Cup Audience Program Overview &
Campaign Proposal

Get Your Destination on the World Cup Radar

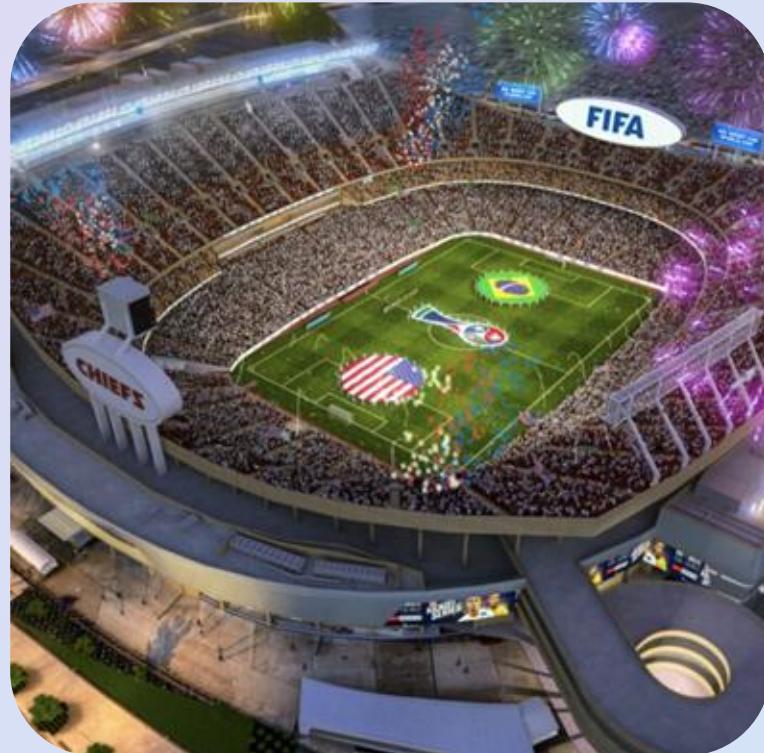
Custom Audiences | Smarter Advertising | Real-Time Impact

Datafy's

World Cup Audience Program

Whether you're in the heart of the action or just outside the stadium lights, the 2026 FIFA World Cup is more than just a sports moment – it's a massive tourism opportunity.

Datafy's World Cup Audience Program helps you connect with soccer-focused travelers before they even pack their bags.



Key Dates & Opportunities



Western Region Game Locations

Vancouver BC, Seattle, San Francisco, Los Angeles

Tickets [Available Now](#) \$1,500-\$4,500 per ticket



Match Dates

June 11 - July 19, 2026

[Game Schedule](#)



Western Region Official FanFest Locations

Vancouver WA, Thurston County (Olympia), Yakima, Tacoma, Seattle, Tri-Cities, Bremerton, and more.

World Cup 2026

Key Matches

Western Region

2 MATCH SCHEDULE

GROUP STAGE MATCHES

WESTERN REGION	Thursday 11 June	Friday 12 June	Saturday 13 June	Sunday 14 June	Monday 15 June	Tuesday 16 June	Wednesday 17 June	Thursday 18 June	Friday 19 June	Saturday 20 June	Sunday 21 June	Monday 22 June	Tuesday 23 June	Wednesday 24 June	Thursday 25 June	Friday 26 June	Saturday 27 June
VANCOUVER ET-3			6 08:00 AUS v TUR/ROU SVK/KOS D					27 18:00 CAN v QAT B			48 21:00 NZL v EGV G			53 15:00 SUI v CAN B		54 23:00 NZL v BEL G	
SEATTLE ET-3					18 15:00 BEL v EGV G					32 15:00 USA v AUS D			52 15:00 ITA/NIR WAL/BHR v QAT B		53 23:00 EGV v IRN G		
SAN FRANCISCO BAY AREA ET-3			1 15:00 QAT v SUI B		28 08:00 AUT v JOR J			31 08:00 TUR/ROU SVK/KOS v PAR D			44 23:00 JOR v ALG J		50 22:00 PAR v AUS D				
LOS ANGELES ET-3		4 21:00 USA v PAR D		15 21:00 IRN v NZL G			26 15:00 SUI v ITA/NIR WAL/BHR B			39 15:00 BEL v IRN G			59 22:00 TUR/ROU SVK/KOS v USA D				

World Cup 2026

Impact Analysis.

"The best thing about sports is the sense of community and shared emotion it can create."
- Bob Costas, NBC Sportscaster.



The 2026 FIFA World Cup is expecting 6.5 million attendees, and to generate a gross output of **\$30.5** billion in main economic impact in the United States alone.



This influx is expected to create approximately **185,000 jobs in the U.S.**, spanning sectors like hospitality, tourism, and infrastructure development.



World Cup attendees tend to **spend more** on average than foreign visitors due to longer stays, higher incomes, and event-specific expenses.

Custom IRL Audiences

Our advanced data and ad-tech capabilities make it easy to help you reach the right fans at the right time. Datafy's own custom World Cup audience was **built around IRL (in real life) behavior of soccer fans** from around the country. People who have attended soccer related events and tournaments over the past 2-3 years. *(These audiences are available for domestic, US devices only).*

FIFA Club World Cup
Games 2025

MLS Games

CONCACAF/Gold Cup

Friendlies

Exhibition matches

Amateur Adult Soccer
Tournaments



Digital Strategies That Drive Results



High-Intent Soccer Audience Targeting

Engage a niche audience of soccer fans who've shown up in person at games, events, and World Cup-related activities around the country.



Regional Targeting

Deliver your ads to one or more regional audiences or nationwide. Ensure your messages reach the most relevant audiences.



Stand Out as a “Can’t Miss” Spot

Help them choose you for the overnight stay or experience stop. Run digital, native, and video ads on CTV and OTT in key feeder markets leading into 2026



Leverage Pre-Trip Planning + In-Market Geotargeting

Target identified travelers *before* they go and when they are in market



Budget Options



This proposal includes:

- ✓ A Domestic and/or International Awareness campaign strategy.
- ✓ Custom Audience Targeting: Leveraging Datafy's proprietary World Cup audience segments and targeting to reach soccer fans with high intent to travel.
- ✓ Multichannel Media Plan: Flexible activation across display, native, video, social and audio platforms based on selected budget level and timeline.
- ✓ Real-Time Attribution & Reporting: Access to dynamic dashboards, in-depth campaign performance reports, and incremental lift studies to clearly link digital efforts to visitation and ROI.

Strategy & Opportunity for Wilsonville

BIG PICTURE OPPORTUNITY

- World Cup 2026 will be held across the U.S., Canada & Mexico June–July 2026; **global fans expected in region.**
- **Vancouver, WA** named an official FIFA World Cup 2026 **fan festival site**
- **Portland has an established soccer culture** and several soccer-themed bars — ideal rally points for match viewing and buzz.
- **Wilsonville sits strategically between Portland and Vancouver, BC / Vancouver, WA** — perfect base for fans who want proximity without city price tags or congestion.
- Reaching travelers to **increase awareness of Wilsonville as an overnight destination/ basecamp to Portland, regardless of outcome.**

GEOLOCATION MARKETING STRATEGY

- Use **custom digital audiences targeting soccer fans in western and pacific regions based** on real-world soccer event attendance & engagement behavior over the last 2-3 years.
- Tailor messaging to:
 1. *Stay in Wilsonville — Close to the festival action in Portland & Vancouver, WA.*
 2. *Watch World Cup live at iconic Portland soccer bars, Wilsonville venues (if City can secure) or organized outdoor events.*
 3. *Use Wilsonville as your fan hub — affordable lodging + quick access to regional festivities and even game matches for the more ambitious.*

Strategy & Opportunity for Wilsonville

LOCALIZED ACTIVATION IDEAS

- **"Wilsonville Watch Parties"**

Partner with local restaurants/bars (e.g., Bullwinkle's, Vanguard, Holiday Inn, Hilton) to host match-day screenings

- **Landing Page Destination**

Create a compelling fan webpage:

1. Best soccer bars in Portland (25 min.)
2. Office fan fest in Vancouver (30 min.)
3. Seattle games (3 hrs.); Vancouver BC games (6 hrs.)
4. Recommended Wilsonville lodging + itineraries + local match-day screenings

WILSONVILLE ADVANTAGES (DESPITE DATA GAPS)

- We lack past U.S. World Cup domestic tourism data for Wilsonville (last hosted in U.S. in 1994). But we do have rich **insights from recent soccer events & tournaments** to identify fan behavior.

- Wilsonville appeals to:

1. *Visitors seeking a quieter base camp with easy access to bigger cities.*
2. *Travelers wanting **affordable stays, lower crowds and local flavor.***
3. *Locals renting out their urban homes for the games/fan zone and seeking a close getaway.*

Strategy & Opportunity for Wilsonville

COMMUTING CONTEXT

- **Plane, Train, Automobile**

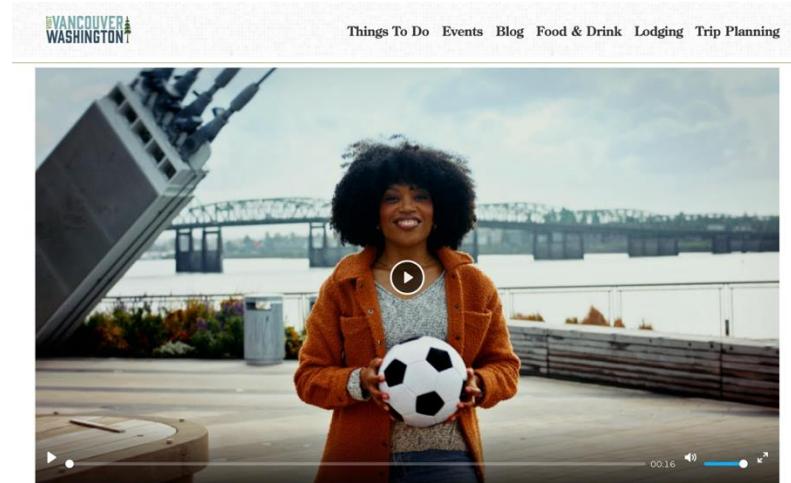
Wilsonville → **Portland** soccer bars
~25 min. via I-5

Wilsonville → **Vancouver, WA** (official fan zone)
~30 min. north via I-5

Wilsonville → **Seattle, WA** (game site)
~3 hours north via I-5, Amtrak or plane

Wilsonville → **Vancouver, BC** (game site)
~6 hours north via I-5, Amtrak or plane
for ambitious fans

BEYOND THE MATCHES



VANCOUVER, WA FAN FESTIVAL SITE
<https://www.visitvancouverwa.com/fifa-world-cup-2026-in-vancouver/>

A: International Awareness

Mid Jan-Mid Mar

Objective and Goals:

- Persuade International travelers with compelling content to choose Wilsonville as their World Cup extended stay.
- Drive visitation to the website
- Influence hotel bookings and visitation to local businesses
- Encourage visitors to extend their stay to explore Wilsonville and the surrounding areas before/after the games, Vancouver, WA fan fest festivities

Measurements of Success:

- Traditional KPIs: Impressions, CTR, VCR
- World Cup Attendance Attribution Reporting for up to 3 POIs or clusters

Audiences:

- U.S. Past Visitor - those who have visited the U.S. over the past 2 yrs
- Past Visitor to Wilsonville from selected countries
- Geo-Targeting International Countries - Countries TBD

Budget, Tactics, Impressions:

- **\$36,000 Budget minimum** - 1-2 Countries, depending on selection
 - Tactics: Online Video(OLV), Prospecting display
 - **Estimated Impressions: 1,919,192**
 - **+ \$4,000 Budget to JayRay for ad design, landing page, campaign management; \$40k total investment**

Countries

- Countries TBD once more research is conducted by the media team.

Custom International Targeting

- Country-level geo targeting
- City-level targeting for select countries available

B: Consideration to Conversion

Feb-June

Objective and Goals:

- Persuade domestic travelers with compelling content to encourage visitors to extend their stay to explore Wilsonville and the surrounding areas before or after the games, or official fan fest activities in Vancouver, WA
- Drive visitation to the website
- Influence hotel bookings and visitation to local businesses

Measurements of Success:

- Traditional KPIs: Impressions, CTR, VCR
- World Cup Attendance Attribution Reporting for up to 3 POIs or clusters

Audiences:

- Custom World Cup Geo Conquest
- World Cup Look-a-Like (if needed to expand audience)

Budget, Tactics, Impressions:

- **\$18,000 Budget Minimum: Datafy**
 - Tactics: Prospecting display
 - Estimated Impressions: TBD
 - Markets: TBD based on goals and budget
- **+ \$4,000 Budget to JayRay for ad design, landing page, campaign management; \$22k total investment**

Primary Markets: Western & Pacific Regions

50+ miles from Wilsonville

• WA	• CO
• OR	• AZ
• ID	• MT
• CA	• WY
• NV	• UT

Custom Targeting

- IRL World Cup Audience
- Known & sports traveler
- Contextual targeting around World Cup, FIFA World Cup, World Cup in Washington and California

International Advertising Programs

Track and analyze visitor behavior from across the globe to gain insights and make targeting travelers more efficient.

Build audiences of international travelers with a high propensity of converting.

We can measure if ad-exposed travelers visit your destination in real life to gain valuable insights into your international visitation.

Int'l Audience Segments

- 01** Past Visitors to Destination
- 02** Market Targeting (down to city)
- 03** Visitors to Competitive Destinations
- 04** Real-time Targeting
- 05** First Party Data Targeting

Datafy's IRL Attribution & Reporting

In Real Life Attribution & Reporting is included in all Datafy Advertising Programs. This measures if ad-exposed audiences showed up in real life.

Reporting also includes in-depth campaign analysis, both during and after execution, using our dynamic Ad and Attribution dashboards and includes:

- Real-time performance tracking
- Ongoing campaign performance monitoring
- Incremental lift study
- Benchmark and wrap reports

IRL Attribution Insights Include:

- 01 Top Origin Markets
- 02 In-Market Spending Insights
- 03 Demographics
- 04 Trip Length
- 05 Top Points of Interest
- 06 Top Performing Channels

Transparent Reporting

What makes our reporting stand out and what you can expect:



Market-by-Market
& Audience Segment
Performance



Impressions,
Unique Reach &
Frequency



Campaign Impact,
Incremental Impact,
& deduplicated ROI



Omnichannel
Impression-to-
conversion
measurement

Why We're Worth It

Datafy is built for DMOs. Our **CPMs are inclusive of all fees and in-demand services**, including custom, physical-behavior based audiences, footfall attribution measurement and insights, and strategic personalization and innovation.

Precise Targeting with Physical-Behavior-Based Audiences

Unlike DSPs that rely on broad demographics, Datafy analyzes physical behaviors—where people go and what events they attend—enabling hyper-targeted campaigns that reach the most engaged audiences.

Footfall Attribution for Measurable Impact

By linking ad exposure to in-person visits, Datafy provides clear, data-driven proof of ROI, ensuring media investments translate into real-world results.

Defensible, Actionable Insights

Our advanced reporting and spending integration deliver conservative, reliable attribution, helping clients make data-backed decisions with confidence.

Curated Premium Placements for Maximum Engagement

Datafy secures high-visibility inventory, prioritizing above-the-fold, premium contextual, and private marketplace placements to ensure quality exposure and brand safety.

Strategic Customization and Innovation

No off-the-shelf segments—every audience is custom-built. With real-time, human-led optimizations, we refine targeting and strategy to maximize efficiency and performance.

Datafy CPM Ranges

The below ranges represent our average CPMs per tactic. **Our CPMs are inclusive of all fees and in-demand services**, including custom, physical-behavior based audiences, footfall attribution measurement and insights, and strategic personalization and innovation.

Tactic	Avg. CPM Ranges*
Display Ads (Prospect, Real Time, Retargeting, etc)	\$8 - \$15
Native Ads	\$12 - \$20
Online Video	\$20 - \$35
CTV	\$40 - \$60
Blended Video: CTV & Online Video	\$30 - \$40
Audio	\$30 - \$40
High Impact Social Amplification	\$30 - \$35

Timeline: Next Steps



Thank you.

