

FIFA World Cup 2026 (FWC26)

– Community Opportunities

FIFA World Cup 26™

Community Opportunities

Union of B.C. Municipalities
September 23rd, 2025



Overview

Objective: Excite local government leaders about FIFA26 and the opportunity to bring their community together to enjoy this once-in-a generation experience.

The clinic will provide information that will:

- Assist communities in planning potential events
- Understand the FIFA brand protections and how to promote their event
- Provide guidelines for ensuring public safety
- Provide information on a Provincial Expression of Interest

#	TOPIC	PRESENTER
1	Welcome, Introductions & Objectives	Kim Lacharite (Province of B.C.)
2	Host Committee Overview	Jessie Adcock (Vancouver Host Committee)
3	Public Viewing Opportunities	Sandra Gage (FIFA26 Canada)
4	Key Provincial Considerations	Lisa Sweet and David Hume (Province of B.C.)
6	Public Live Match Viewing - Expression of Interest	Kim Lacharite/Kyle Todoruk (Province of B.C.)



Host Committee Overview

Presented by Jessie Adcock, Vancouver Host Committee Lead

THE MOST WATCHED COMPETITION ON EARTH

The FIFA World Cup™ is the single biggest sporting event in the world, with a greater audience than the Summer Olympics, UEFA Champions League, Tour de France, Formula 1, NFL and Rugby World Cup combined.



Source: Nielsen





June 11 - 19 July 2026

16 Host Cities across 3 Countries



48 teams

from 5 continents

Increased from 32 teams



+52% increase to TV audience forecast
5bn engaged with the FIFA World Cup 2022™



104 matches

Initial grouping of matches in geographic clusters



1.5bn reach generated by the 2022 Final

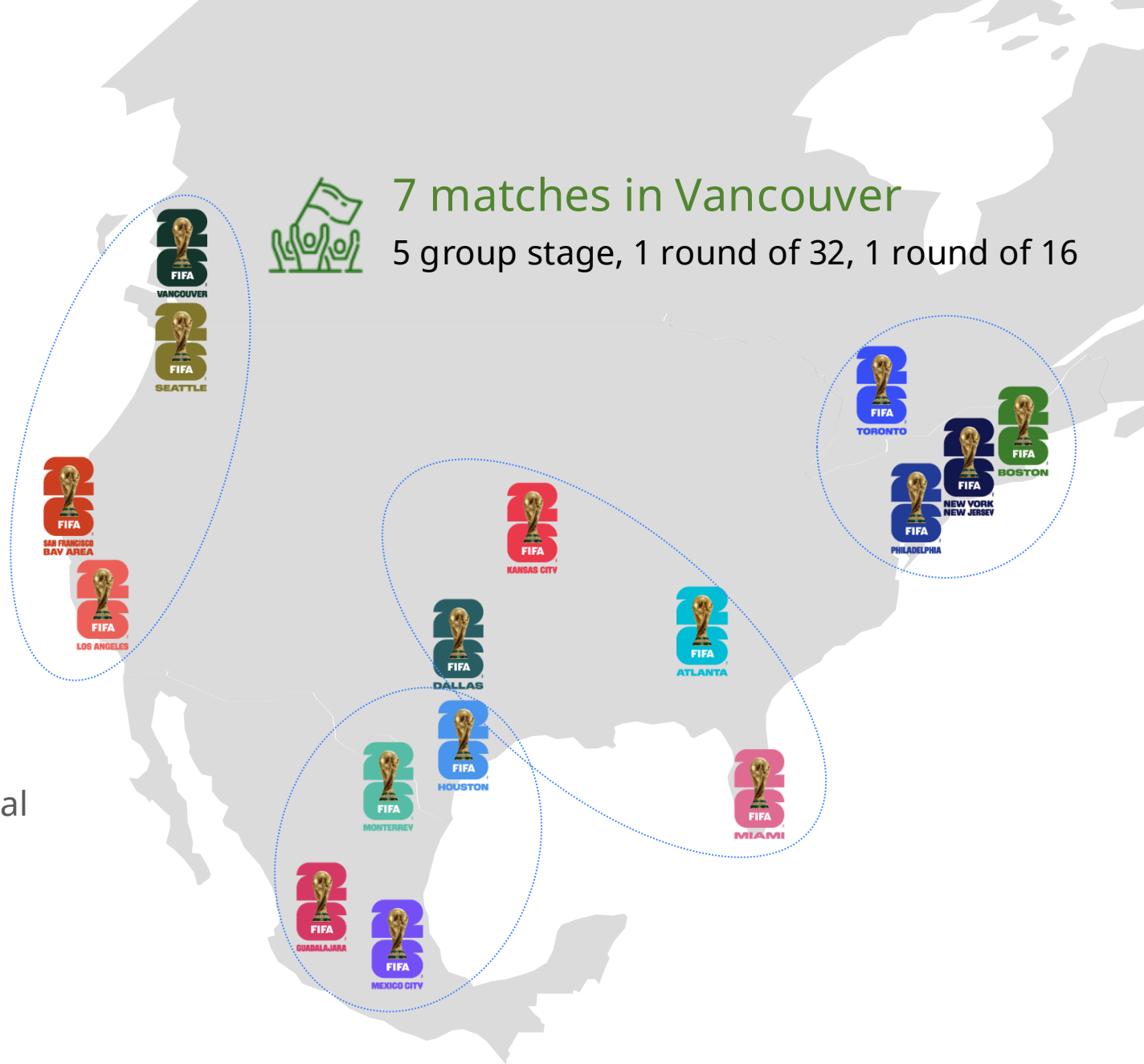


3.4m total attendance
1M+ travelling fans



7 matches in Vancouver

5 group stage, 1 round of 32, 1 round of 16



Match Dates in Vancouver



GROUP D - MATCH 6

June 13, 2026

GROUP B - MATCH 27



June 18, 2026

GROUP G - MATCH 40

June 21, 2026

GROUP B - MATCH 51



June 24, 2026

GROUP G - MATCH 64

June 26, 2026

ROUND OF 32 - MATCH 85

July 2, 2026

ROUND OF 16 - MATCH 96

July 7, 2026



Canadian Men's National Team matches in Vancouver

Additional details, including final matchups and kickoff times will be confirmed after the final draw on December 5, 2025.

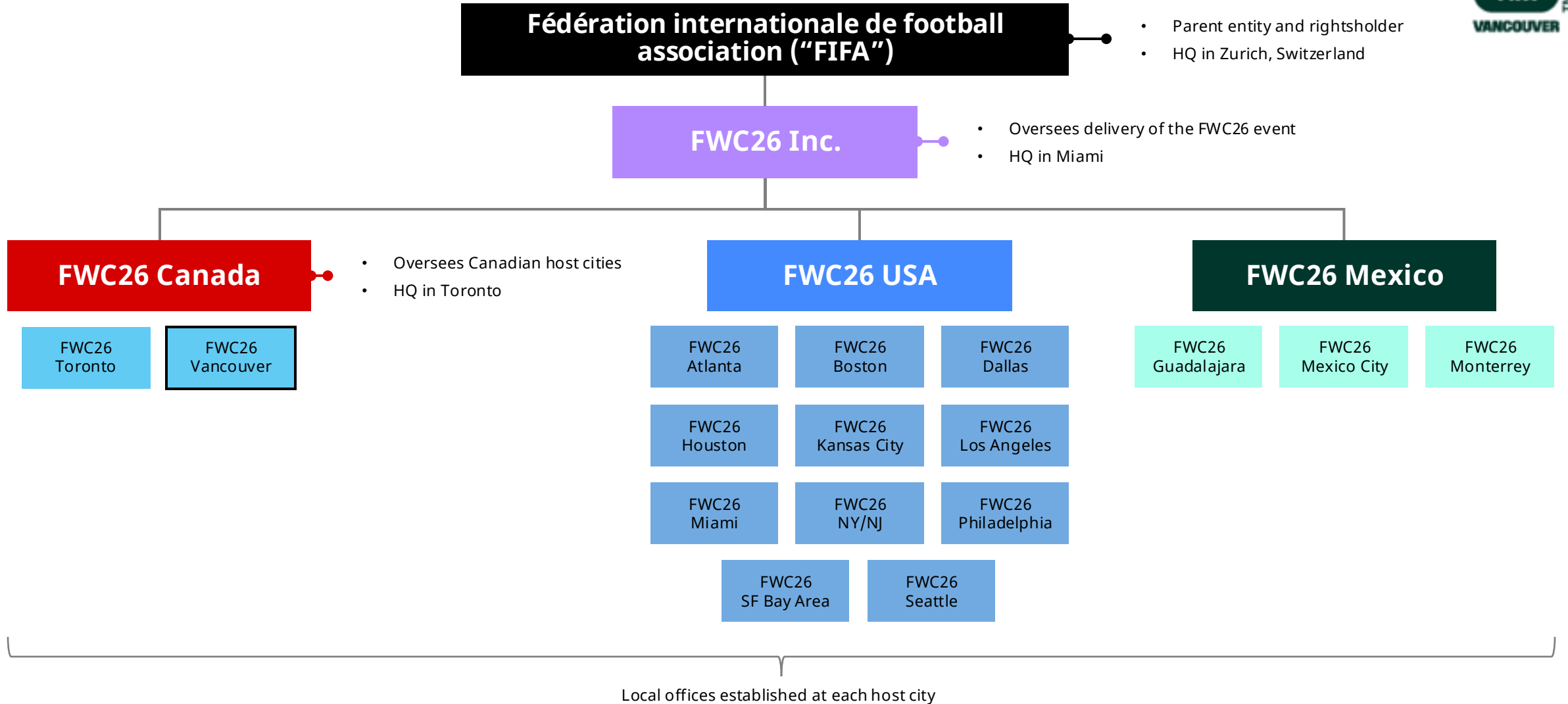


DESIGN CONCEPTS | FAN FESTIVAL MAIN ENTRANCE



Host Committee Structure

FIFA Organizational Structure



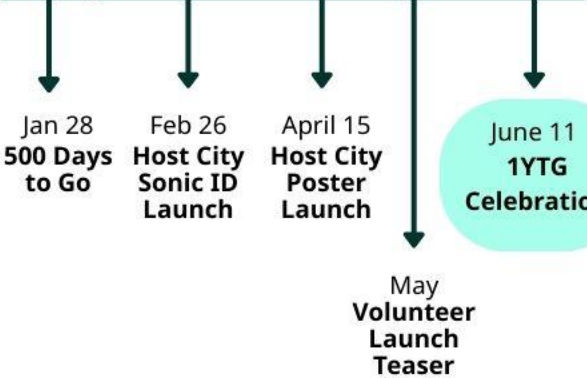
Community Activation

FWC 26 VANCOUVER MARKETING MILESTONES

PHASE 1: READY

Jan - June 2025

Q1 Q2



PHASE 2: ATTENTION

July - Dec 2025

Q3 Q4



PHASE 3: INVOLVED

Jan - June 2026

Q1 Q2



FIFA World Cup 26™ Vancouver Community Activation Playbook

- **First edition now available** – a guide for businesses, community organizations, and residents
- **Practical tips** on celebrating, permitting, and hosting public viewings
- **Goal:** help bring the province to life during FIFA World Cup 26™ Vancouver
- **Access the playbook & FAQs:**
www.vancouverfwc26.ca/community-activation



FWC26 Community Playbook



Key Takeaways:

1. Decorate and celebrate creatively
2. Host a watch party
3. New events & activations — plan ahead, especially around key sites

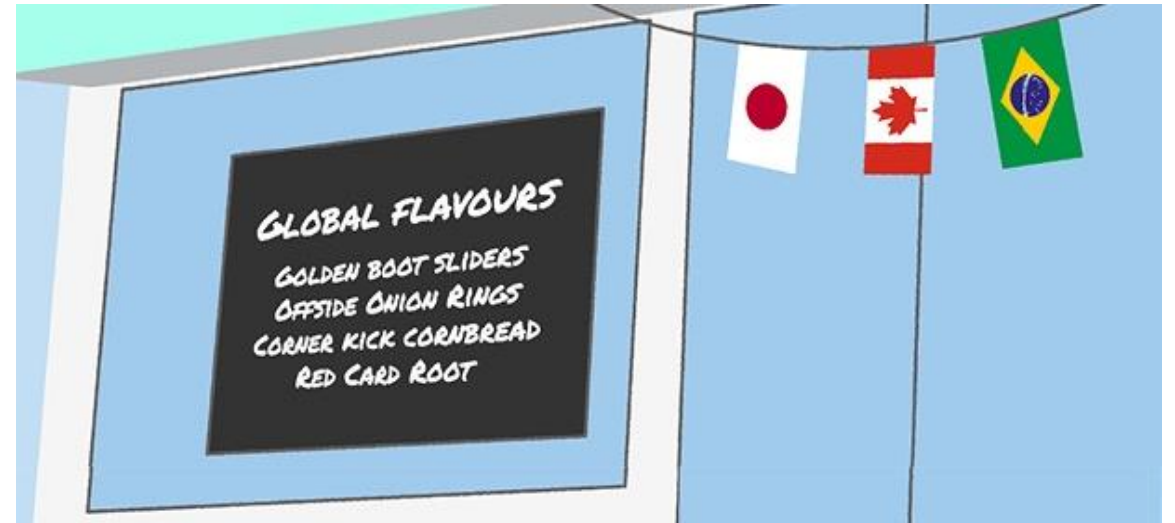


How to Celebrate: Key Takeaways



✔ Decorate and celebrate creatively

- Welcome the world with country flags and soccer themes
- No use of FIFA logos, slogans or suggesting official partnerships unless licensed



How to Celebrate: Key Takeaways



✓ Host a watch party

- Small, free gatherings (under 1,000) are welcome without a Public Viewing License from FIFA.
- Events with 1,000+ attendees, ticketing or sponsorship need FIFA review and a Public Viewing License
- Apply for a City permit as you typically would if your gathering requires one.
- Apply via FIFA portal in Q4



Tourism Partner Resources



BC Tourism FC's Playbook for FIFA World Cup 2026™

- Tools and guidance for tourism partners across the province.
- Practical activation ideas and resources.
- Additional chapters and materials will be developed and released as new information becomes available.

bctourismfc.ca



PUBLIC VIEWING OPPORTUNITIES

Presented by: Sandra Gage | Executive Director, Commercial Operations
FIFA26 Canada



FIFA26 CAN'S AMBITION

Unite the country from coast-to-coast

Leave a multicultural and multi-generational legacy

Celebrate the cultural mosaic that represents us as a nation

PUBLIC VIEWING: WHAT IS IT?

- Watch parties
- Media Partner (CTV/TSN/RDS) owned
- FIFA and Media Partner review Public Viewing Requests
- Third Parties can request a Public Viewing License
- Public Viewing License ONLY gives permission to show the Match/es
- All additional public authority permissions and permits provided by Third Party
- Public Viewing Guidelines apply

PUBLIC VIEWING CATEGORIES



Non-Commercial

- Ordinary Course of Business (Bars, Clubs, Restaurants, Hotels)
- Small community events under 1,000 people

No License
No Fee

Special Non-Commercial

- Community Events above 1,000 people
- Universities, Churches, Local Parks

FIFA & Media Partner
(Commercial Protections)

License
Fee
Technical Cost

Commercial

- Commercial Gain
 - Sponsored
 - Ticketed / Admission Fee

FIFA & Media Partner Review
(Commercial Protections)

License
Fee
Technical Costs

PUBLIC VIEWING DOCUMENTS



REGULATIONS

- **Legal document for a worldwide consistent framework to be provided by FIFA**
- Protection of Intellectual Property and Media Rights
- Attachment to the License to ensure compliance with regulations



THIRD PARTY GUIDELINES

- Guidelines with detailed information tailored specifically for Third Parties, including commercial activations, official designations, and more.
- Included within Host City Community Activation Toolkits

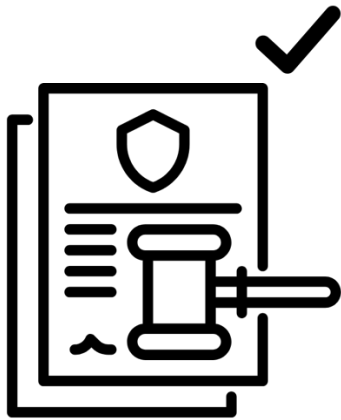


LICENSE

- Official and final document issued by the Media Partners authorizing the party to host a public viewing.
- This document does not replace any other required licenses, such as those for insurance, security, etc.
- **Approval process between FIFA and the Media Partner.**

Regulations can be found at: <https://publicviewing.fifa.org>

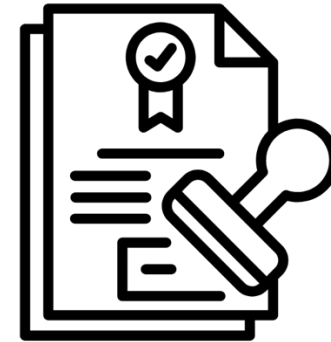
PUBLIC VIEWING PROCESS



REGULATIONS



THIRD PARTY
GUIDELINES



LICENSE

Step 1: Third Parties to review Public Viewing Regulations at <https://publicviewing.fifa.org>

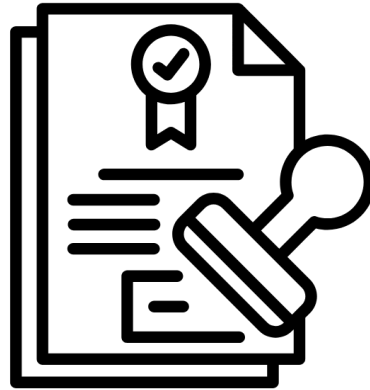
Step 2: Review Third-Party Guidelines and build application through portal

Additional Criteria:

- Location
 - Quantity
 - Capacity
- Extra Elements

PUBLIC VIEWING:

COSTS AND RESPONSIBILITIES



LICENSE FEE

- Fees set by Media Partner
- Varies by market, event category and number of matches
- Fair fees ensured for compliant events
- Fees still TBD



TECHNICAL COST

- Separate from license fee
- Set by Media Partner
- Depends on event scale and setup
- May require advanced technical infrastructure



PERMITS

- Exhibitor responsible for permits
- No assistance with permits from FIFA
- Proof of compliance required for license

PUBLIC VIEWING TIMELINE

<https://publicviewing.fifa.org>

Q2 2025

Apr – Jun 2025

RELEASE 1

- **Regulations**
- **Frequently Asked Questions**

Q3 2025

Jul – Sept 2025

RELEASE 2

- Host City Public Viewing Guidelines
- **Third Party Public Viewing Guidelines**

Q3 2025

Jul – Sept 2025

PHASE 1

- Portal Opens for:
 - Commercial Partners
 - Host Cities
- Final Draw Licensing Process

Q4 2025

Oct – Dec 2025

PHASE 2

- **Portal opens for General Public (Third Parties)**

Key Provincial Considerations

Presented by: Lisa Sweet | Safety and Security, ISSU Provincial Lead

David Hume | ADM, Liquor and Cannabis Regulation Branch, Province of B.C.



Safety and Security Planning Considerations

- Early consultation with local police leadership
- Understand availability of safety and security resources
- Commission of Inquiry into Community Events Safety
 - Event Safety Plan Template
 - Appendix D



Liquor Service and Sales

Businesses with a Liquor License

Common applications:

- Temporary patios
- Temporary or permanent changes to hours of service
- Patron participation (karaoke, trivia, dancing etc.)
- Hosting events with Special Event Permit
- 6+ temporary changes per year need discretion application
- Occupancy loads/approval to use public areas

Event Organizers

- Liquor Special Event Permits
 - Events with over 24 days of liquor service?
 - Applicant must apply for exemption at least 1 or 2 months before event
- Approval to use public areas
-



Gov.bc.ca/LCRB

Public Live Match Viewing

Expression of Interest

Presented by: Kim Lacharite | ADM, Tourism, Arts, Culture and Sport, Province of B.C.

Kyle Todoruk | Sr. Director, Marquee Sport Events, Province of B.C.



Objectives



Gauge community interest in hosting live, public match viewing events to better understand regional enthusiasm and capacity.



Gain insight into the kinds of events being considered, including event formats and complementary programming envisioned by communities.



Identify opportunities for Provincial support that could contribute to successful, well-attended events.



Event Scope

- Takes place between June 11 and July 19, 2026
- Includes public viewing of a FIFA World Cup 26™ match
- Free admission
- Attracts 1,000 or more people
- Suitable venue for audience
- Community is a regional hub
- Ability to demonstrate safety and security plans and required resources

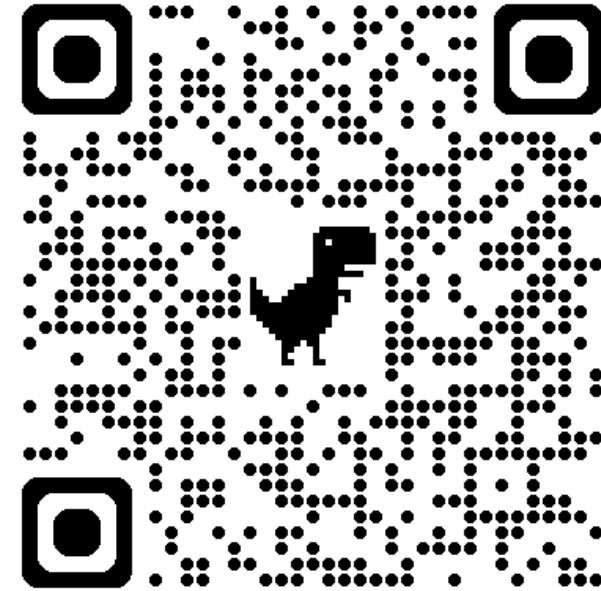
How to Participate

The Province is interested in hearing from:

- Municipal and Regional Governments
- First Nations Governing Bodies

Expressions of Interest will be accepted until **October 15, 2025**.

The Province will consider potential support based on responses to the EOI.



Questions?
Thank you.