

COMMUNITY ACTIVATION PLAYBOOK

FOR THE FIFA WORLD CUP 26™ IN VANCOUVER



TABLE OF CONTENTS

1. Introduction to this playbook	1
2. A letter from Jessie Adcock	3
3. About FIFA World Cup 26™	4
4. The FIFA World Cup 26™ Vancouver Brand	7
5. Celebrating as a Resident or Visitor	9
6. Celebrating as a business or community organization	11
7. For businesses and community organizations located in Vancouver	18
8. FIFA World Cup 26™ public viewing	22
9. Resources	26
10. Key terms	28
11. Legal disclaimer	31



1. INTRODUCTION TO THIS PLAYBOOK

FIFA World Cup 26™ is coming to Vancouver, and we want everyone across British Columbia to share in the excitement.

Vancouver is proud to be one of the 16 Host Cities, welcoming the world for seven matches at BC Place Vancouver Stadium. As a Host City, Vancouver has a once-in-a-generation opportunity to showcase our diverse communities, create lasting legacies, and deliver a world-class experience for fans, players, and partners. To do this, we must work together to celebrate the tournament while respecting the rights of those who make it possible.



Together, we have the chance to create something special.

A celebration that reflects who we are as a province: vibrant, welcoming, and proud. From the stadium to small towns and city streets, we want the vibe across BC to be electric, filled with pride, colour, and connection.

The FIFA World Cup 26™ Vancouver Host Committee, which is part of the City of Vancouver, and has been tasked with fulfilling the City's Host City obligations and developed this Community Activation playbook to help residents, businesses, and organizations celebrate creatively and responsibly.

We want to ensure our celebrations reflect our pride, diversity, and hospitality while protecting the integrity of this global event.

[Back to table of content](#)

Why read this playbook?

1. If you're a member of the community across BC

This playbook offers tips and ideas for how to show your excitement. Whether you want to decorate your home or host a gathering, we can help you celebrate in a way that reflects the pride and spirit of Vancouver.

2. If you're a business or community organization across BC

This playbook outlines how to engage residents and visitors, promote your business or organization, host events, and celebrate creatively—while staying within FIFA's brand guidelines. If you're a business based in Vancouver, especially near BC Place Vancouver Stadium or the FIFA Fan Festival™, you'll find important information about permits, signage, and brand considerations in section 5.

Key takeaways:



Celebrate creatively and welcome the world by decorating with country flags and football themes.



Events and Activations are encouraged during FIFA World Cup 26™. If organizers are in Vancouver, they should follow the City of Vancouver's standard permitting processes, plan early, and be aware that all events will be reviewed for feasibility and brand protection requirements.



Hosting a FIFA World Cup™ public viewing is a great way to bring the community together! If your event is expected to draw more than 1,000 attendees, includes ticket sales, or features sponsors or commercial promotions, a FIFA Public Viewing License will be required.



Don't use FIFA marks or suggest official status unless you are officially licensed. This includes logos, wordmarks, slogans, or any branding that implies a formal partnership.



2. A LETTER FROM JESSIE ADCOCK

FIFA WORLD CUP 26™ VANCOUVER HOST COMMITTEE LEAD

The world is coming to Vancouver for the most-watched sporting event on the planet, and what we create together will be remembered long after the final whistle. Building on a strong legacy of hosting world class events, it is an honour to be showcasing the best city and Province on earth.

This Playbook is designed to help residents, businesses, and community organizations take part in the celebration and bring the atmosphere to life. Whether you're a small business, a local restaurant getting ready for match days, a community association, or a neighbourhood group planning to decorate your block, this is your playbook to getting involved and helping create something memorable straight across the Province.

The goal is simple: to create a celebration that reflects Vancouver's pride and hospitality and showcases our vibrant Province as a global destination to visit and do business, while honouring our role as a Host City and protecting the integrity of the tournament. Together, we can help create lasting memories and opportunities for residents, businesses, and the hundreds of thousands of visitors who will experience our city and province during this incredible once in a generation moment.



With excitement and gratitude,

Jessie Adcock, Host Committee Lead

FIFA World Cup 26™ Vancouver Host Committee

[Back to table of content](#)

3. ABOUT FIFA WORLD CUP 26™

FIFA World Cup 26™ is the largest tournament in football history, uniting millions of fans in Canada, Mexico, and the United States for an unforgettable celebration of the beautiful game. For more information, visit www.vancouverfwc26.ca, or follow our Instagram, Facebook and X accounts @fwc26vancouver.

What is soccer/football?

Soccer/football is the world's most popular sport, played by two teams of eleven who move the ball down the field and aim to score in the opposing net. Its simplicity, speed, and global reach make it a unifying force across countries and cultures. While most of the world calls it football, the term soccer is more common in Canada. For consistency, we'll refer to it as soccer throughout this playbook. Soccer is the most popular team sport for children and youth in BC, with an estimated 100,000 kids playing each year across community clubs, schools, and leagues. BC Soccer supports a network of more than 120 member clubs and associations across urban, suburban, and rural communities, making it one of the widest-reaching sport organizations in the province.

FIFA World Cup 26™ Competition format

The FIFA World Cup 26™ features an expanded format with 48 teams (up from 32 in previous tournaments), making it the largest FIFA World Cup™ in history. In the Group Stage, teams will be divided into 12 groups of four teams each, with each team playing three matches, one each against the other teams in their group. The top two teams from each group will automatically advance to the knockout stage, along with the eight best third-place teams, creating a Round of 32.

From there, the tournament follows a single-elimination format through the Round of 16, Quarter-finals, Semi-finals, and ultimately the Final. Teams that reach the Final will play a total of eight matches (one more than in previous tournaments).

As host nations, Canada, Mexico and the United States, automatically qualify for the tournament.

This new format significantly increases the number of matches (from 64 to 104) and provides more nations with the opportunity to participate in the world's most prestigious soccer tournament. To see a list of qualified nations, [click here](#).



[Back to table of content](#)

FIFA World Cup 26™

Vancouver will host seven FIFA World Cup 26™ matches:

GROUP D - MATCH 6	June 13, 2026 - Saturday	
GROUP B - MATCH 27	June 18, 2026 - Thursday	CANADA MATCH 2 
GROUP G - MATCH 40	June 21, 2026 - Sunday	
GROUP B - MATCH 51	June 24, 2026 - Wednesday	CANADA MATCH 3 
GROUP G - MATCH 64	June 26, 2026 - Friday	
ROUND OF 32 - MATCH 85	July 2, 2026 - Thursday	
ROUND OF 16 - MATCH 96	July 7, 2026 - Tuesday	

Additional details, including final matchups and kickoff times will be confirmed after the Final Draw in December 2025.

Other FIFA World Cup 26™ matches of note

 Opening Match	Mexico City, Mexico 
June 11, 2026 (Thursday): Match 1 – Group A	<i>This iconic stadium will host the first game of the tournament, making Mexico the first country to host a FIFA World Cup opening match three times.</i>
 Canada's First Match	Toronto, Canada 
June 12, 2026 (Friday): Match 3 – Group B (Canada's opener)	<i>Canada kicks off its tournament campaign at home in Toronto.</i>
 Semi-Finals	
July 14, 2026 (Tuesday): Match 101 – Semi-Final #1	Atlanta, USA 
July 15, 2026 (Wednesday): Match 102 – Semi-Final #2	Dallas, USA 
 Finals	New Jersey/New York, USA 
July 19, 2026 (Sunday): Match 104 – Final	<i>The 82,500-seat venue will host the championship game.</i>

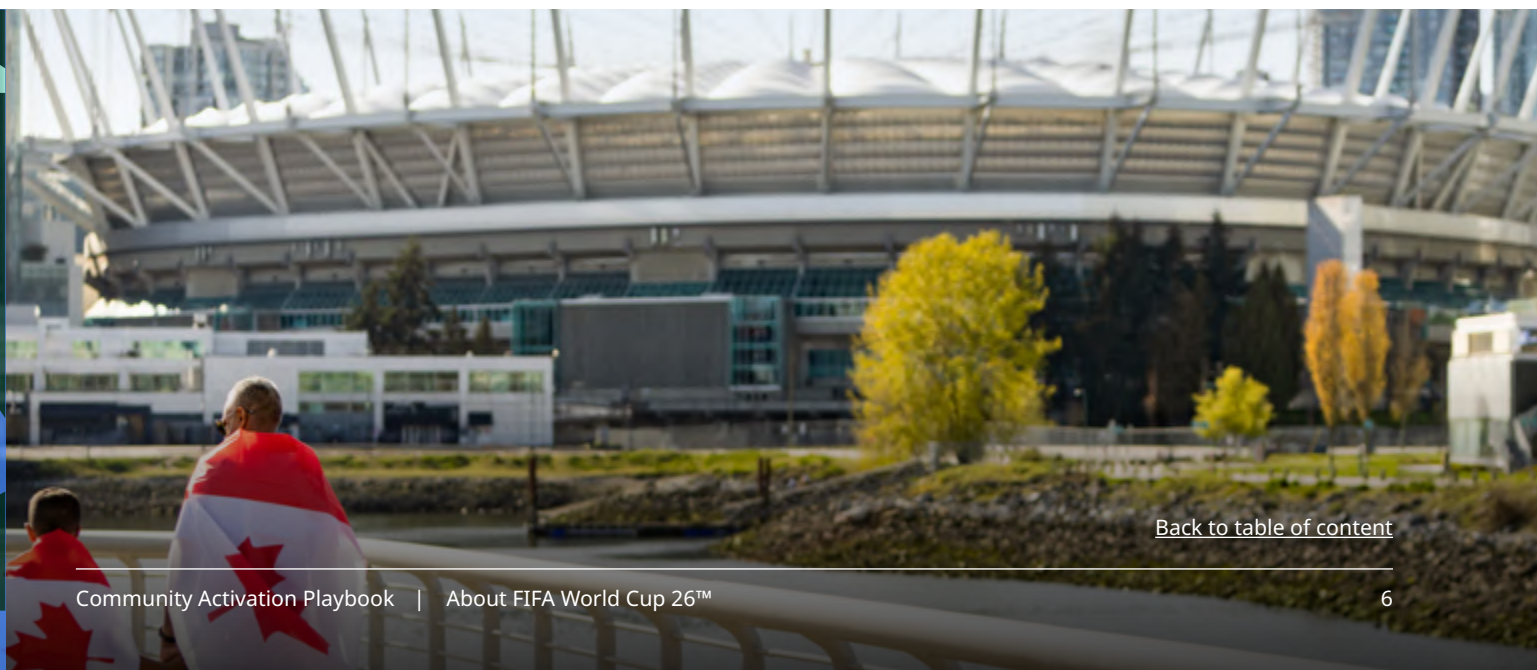
[Back to table of content](#)

Vancouver public venues

Location	Details
BC Place Vancouver Stadium	Located at 777 Pacific Blvd, Vancouver. Will host 7 FIFA World Cup 26™ matches. Final match pairings to be confirmed after the Draw in December 2025.
FIFA Fan Festival™ Vancouver	PNE (Pacific National Exhibition) at Hastings Park – Will host the Official FIFA Fan Festival™, a family-friendly destination for live match viewings, music, food, art, and more.

World Cup legacy

- Since the first FIFA World Cup in 1930, the tournament has become the pinnacle of international football, showcasing unforgettable moments and legendary players like Pelé, Diego Maradona, Lionel Messi, and Canada's Alphonso Davies.
- The FIFA Women's World Cup began in 1991 and has grown into a global sporting phenomenon, celebrating the best in women's football and inspiring millions. It has featured icons such as British Columbia's own, Christine Sinclair, vglobal all-time leading goal scorer and one of the most celebrated players in the world
- The 2022 FIFA World Cup in Qatar reached more than 5 billion people worldwide, making it the most-watched sporting event on the planet.
- Canada has participated in the FIFA World Cup in 1986 and 2022 and now takes the field again as a host nation.
- Vancouver and British Columbia have a strong history of hosting major sporting events, including the FIFA Women's World Cup in 2015 — where the final drew a record crowd at BC Place Vancouver Stadium and captivated millions around the world.



[Back to table of content](#)

4. THE FIFA WORLD CUP 26™ VANCOUVER BRAND

The FIFA World Cup 26™ brand is bold, energetic, and designed to unite Host Cities under a shared global identity while celebrating what makes each city unique. In Vancouver, our unique Host City brand reflects our natural beauty, vibrant communities, and creative spirit.

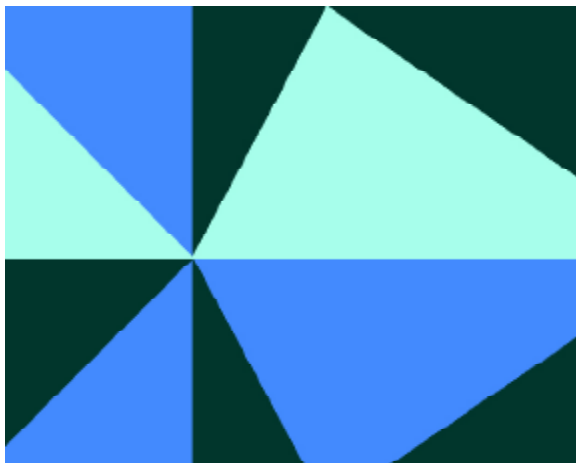
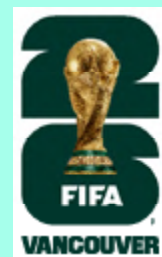


Our Slogan

Our official slogan 'We are a Force of Nature' brings that identity to life. It captures the power, pride, and personality of British Columbia, and sets the tone for how we'll welcome the world.

The Logo

The Host City Logo is the hero graphic and represents the FIFA World Cup™ and the involvement of Vancouver as a Host City. It prominently features the most prestigious asset in football - the FIFA World Cup™ trophy itself, in an ultra-realistic expression that is true to its sculptural quality. The 26 marks the year of the event in a big, bold and iconic setting, without distracting from the FIFA World Cup™



The Look

Each Host City has a unique colour palate and look, with Vancouver's bold landscapes setting the tone. Rich vegetation, land and sea forms the core colours and where mountains meet the ocean, rainforest meeting the sky, a horizontal axis of reflection forms our patterns.

[Back to table of content](#)

3. The FIFA World Cup 26™ Vancouver Brand (continued)

During the lead up to and during the tournament, you'll see the brand woven into the fabric of the city. Banners, wayfinding signage, the FIFA Fan Festival™, and fan experiences will feature vibrant colours, dynamic patterns, and strong visual storytelling that connects Vancouver to the global event while staying true to our local character.

Whether you're walking through downtown, attending a match, or visiting the FIFA Fan Festival™, the brand will help shape the experience and show the world what makes this place so special.



[Back to table of content](#)

5. CELEBRATING AS A RESIDENT OR VISITOR

Residents and visitors are members of the public celebrating the FIFA World Cup 26™ in personal, non-commercial ways. Here's how to share in the excitement:

Share on social media

Help us share Vancouver's excitement as a proud Host City for FIFA World Cup 26™:

- Follow @fwc26Vancouver and @FIFAWorldCup
- Use hashtags like #FIFAWorldCup and #WeAreVancouver
- Do not suggest that your account, page, or business is affiliated with FIFA

Buy official merchandise and tickets

Always buy from licensed sources to ensure authenticity:

- **Merchandise** | For Official Merchandise, visit the official [FIFA Store](#) or [Peace Collective FIFA Collection](#) for product shipping from Canada.
- **Tickets** | To register your interest in FIFA World Cup 26™ tickets, visit the [official FIFA ticketing portal](#)

Register your interest to volunteer

You can now register your interest to volunteer for FIFA World Cup 26™ [here](#). This is your chance to be part of the world's largest volunteer program, where thousands of people from across Canada and around the globe will come together to help deliver an unforgettable tournament experience.

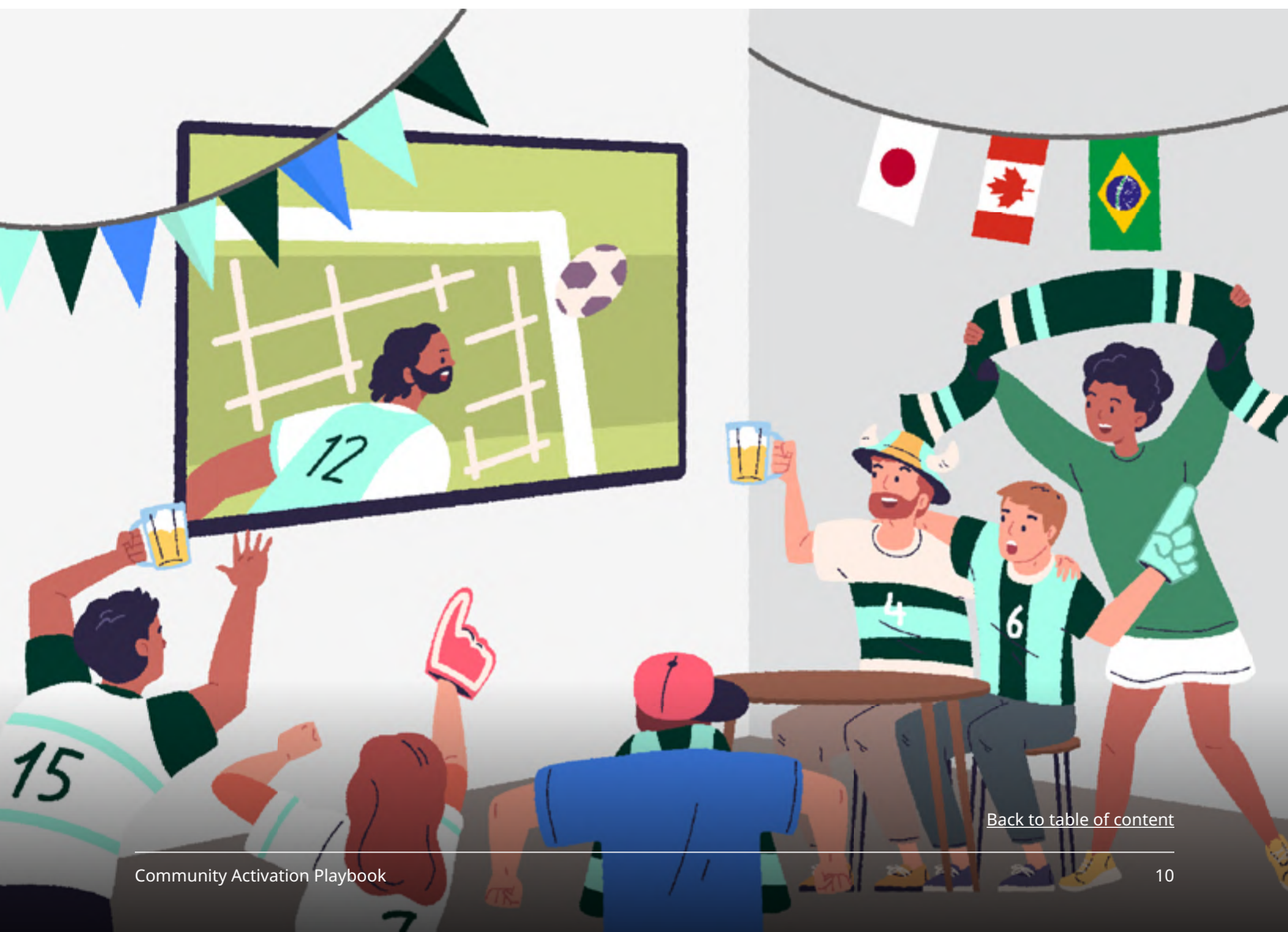


[Back to table of content](#)

Celebrate creatively

Looking for fun ways to show your excitement for FIFA World Cup 26™? Here are a few ways to join the celebration as a fan:

- Decorate your home, yard, or balcony with soccer-themed décor or country flags.
- Organize a country-themed potluck with friends to watch a match at home.
- Host a friendly backyard soccer game or skills challenge with neighbors.
- Create chalk art or window paintings to cheer on your favourite team.
- Wear your favourite team's colours or create DIY fan gear to show your spirit.
- Share your excitement on social media using hashtags #FIFAWorldCup and #WeAreVancouver.
- Learn and share fun facts about participating countries with your family or school.
- Display team flags or messages of welcome in your windows.
- Curate a playlist of global soccer anthems to play during matches or gatherings.



[Back to table of content](#)

6. CELEBRATING AS A BUSINESS OR COMMUNITY ORGANIZATION

This section applies to any business or organization celebrating FIFA World Cup 26™ beyond personal or private activities, including:

- ✓ Local shops, cafés, restaurants, and bars
- ✓ Tourism and hospitality businesses
- ✓ Community groups or nonprofits
- ✓ Influencers, creators, and media producing branded or sponsored content
- ✓ Libraries, recreation centres and neighbourhood houses

Only official FIFA licensees and rights holders may use FIFA's protected marks for commercial purposes. This includes tournament logos, wordmarks, mascots, and other protected Intellectual Property (IP). Businesses, organizations, and individuals must not use these assets, including on merchandise, signage, ads, or promotions, unless they have received explicit authorization from FIFA.

A. Why protecting the FIFA World Cup 26™ brand matters and our approach

Protecting the FIFA World Cup 26™ brand ensures the integrity of the tournament, safeguards Commercial Partner investments, and preserves the unique experience for fans worldwide. Clear brand protection guidance helps to prevent unauthorized uses that can undermine the event's success.



[Back to table of content](#)

Delivering on Vancouver's Host City responsibilities

Vancouver has a unique opportunity to welcome the world and celebrate this global event while showcasing our city's diversity and hospitality. To succeed, we must protect the integrity of the event, including its brand and Commercial Partners who make it possible.

Under its Host City Agreement, the City of Vancouver is required to support FIFA's global brand protection program. What does this mean?



Protecting sponsors

FIFA World Cup 26™ is funded in part by sponsors who pay for exclusive rights. Their support helps bring the tournament to life. The Host Committee will help FIFA protect those rights by preventing unaffiliated commercial parties from associating with the event. By doing this, Vancouver builds their trust and increases the chances they'll reinvest.



Vancouver's role as a Host City

Organizers of major global events regularly face the challenge of unaffiliated commercial parties attempting to associate themselves with the event or its participants for profit. Consequently, under the Host City Agreement, FIFA requires the City of Vancouver to support FIFA's global brand protection program. This includes educating the public, preventing unauthorized commercial activity, and helping to ensure that sponsors receive value in exchange for their investment. By participating in the brand protection program, we demonstrate leadership, uphold our commitments to FIFA, and strengthen our event-hosting reputation worldwide.



Active but fair enforcement

FIFA, the City of Vancouver, and the Vancouver Host Committee team will monitor branding use across the city, both online and in person. While our approach will prioritize education and cooperation, we may take enforcement measures where necessary to protect the integrity of the FIFA brand and its commercial partners. In serious or repeated cases, FIFA or law enforcement may take legal action.

Our approach:

- Include community at large in staging a vibrant, world class atmosphere.
- Engage local businesses and groups to help welcome the world and celebrate this incredible moment for our city and province.
- Provide clear guidance to help prevent misuse of FIFA intellectual property or the development of unauthorized associations.

B. Official Commercial Partners and rights holders

Only FIFA Partners, FIFA World Cup Sponsors and FIFA World Cup Tournament Supporters, and official licensees may associate their brands and businesses with the FIFA World Cup 26™. The up-to-date list of Commercial Partners and licensees is available at the bottom of [this page](#).

Separately, the City of Vancouver will have official Host City Supporters who will help bring the FIFA World Cup 26™ to life locally by supporting community events, branding, and fan experiences like the FIFA Fan Festival™, all in coordination with FIFA to ensure compliance with official guidelines and memorable event experiences.



*Credit: Destination Vancouver/
Coast Mountain Photography*

[Back to table of content](#)

C. What is FIFA Intellectual Property (IP) and who can use it?

FIFA's Intellectual Property (IP) includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans, and more.

Protected examples:

FIFA World Cup 26™ logo and wordmarks



Tournament-specific branding



Mascot, slogans, and official poster



WE ARE VANCOUVER™

FIFA's IP is reserved exclusively for FIFA rights holders and Commercial Partners. This includes :

- FIFA Partners, FIFA World Cup Sponsors and FIFA World Cup Tournament
- FIFA World Cup 26™ Host City Supporters and Promotional Partners e.g. Destination BC and Destination Vancouver
- FIFA World Cup 26™ Host City Government Funding Partners

[Back to table of content](#)

D. How to celebrate without creating an unauthorized association

✔ Businesses can	✘ Businesses cannot:
Decorate storefronts with country flags and national colours to welcome visitors and create themed food and drink menus inspired by participating countries.	Use FIFA marks to imply affiliation or advertise products or services including: • Wordmarks e.g. “FIFA”, “World Cup”, “FIFA World Cup 26™” • Logos e.g. Official tournament logo, Host City Logo • Visuals e.g. Trophy, Mascot, Match Ball, Official designs • Slogans e.g. “We Are 26”, “We Are Vancouver” “We are a Force of Nature” • Event names e.g. “FIFA Fan Fest™”, “Trophy Tour” Suggest an official partnership or endorsement (unless licensed to do so) e.g. “Proud Supporter of the FIFA World Cup 26™”
Use generic soccer imagery (e.g. soccer balls, nets, jerseys)	Use images or designs that feature specific player likenesses, national team jerseys, or other imagery that suggests an official association with FIFA or national teams.
Sell merchandise featuring country flags, and general soccer imagery, without using FIFA World Cup 26™ or FIFA IP	Sell, gift or contest merchandise featuring FIFA World Cup 26™ logos or branding without approval
Show matches on existing screens as part of normal service or apply for a FIFA public viewing license (see 7b below)	Advertise that individuals can “watch the FIFA World Cup matches here” unless approved by FIFA



[Back to table of content](#)

Creative celebration ideas

Here are some creative and compliant ways to show support and bring soccer energy to your space. These examples follow brand protection guidelines and are designed to inspire activations that feel festive and welcoming, without using FIFA trademarks or suggesting an official association.



1

Decorate with flags and country colours to welcome the world. Be sure that it's done in a respectful way.

2

Use generic soccer ball imagery





3

Sell merchandise with country flags and general football imagery, without using FIFA World Cup 26™ or FIFA IP

4

Continue regular operations by showing matches on existing screens, as you normally would or host viewing parties with a FIFA public viewing license (see application process in 8b below).



[Back to table of content](#)



More ideas to celebrate creatively...

- Host themed entertainment or music nights that highlight the cultures of teams playing that day (e.g. a live band from a participating country or a DJ spinning international playlists).
- Organize friendly soccer trivia competitions to engage customers and guests.
- Set up a fan selfie zone with soccer-themed backdrops such as mini goals, soccer balls, and country flags (no FIFA logos or marks).
- Offer “country of the day” promotions or specials linked to match schedules (e.g. discounts on themed dishes or drinks when certain countries play).
- Run community soccer skills challenges in safe outdoor spaces, like juggling contests practicing shots on goal (as long as no FIFA branding is used).

[Learn more about FIFA's Intellectual Property Usage Guidelines](#)

***Just remember:** Apply for required permits with your local municipality. If your business is located in the City of Vancouver, apply for a permit for your event or activation with the appropriate department as required. All events requiring COV permits will undergo evaluation to ensure full compliance with applicable permitting requirements and FIFA brand governance standards. For more information on special event permits visit [City of Vancouver | Organize a special event](#)



[Back to table of content](#)

7. FOR BUSINESSES AND COMMUNITY ORGANIZATIONS LOCATED IN VANCOUVER

Vancouver is known for its vibrant event culture, and FIFA World Cup 26™ presents an exciting opportunity to showcase that spirit on a global stage. Whether you are a long-time event organizer or planning something new, this is a time to come together, activate our public spaces, and create memorable experiences for both residents and visitors.

A. Annual Events

Annual events are a valued part of the Vancouver's cultural landscape, and the City is committed to enabling them to thrive throughout the tournament period, where feasible.

To help achieve this, the City has developed a Parallel Event Strategy that aims to:

- **Collaborate with event organizers** to align their plans within the broader FWC26 context.
- **Review each event** with attention to public safety, mobility, and operational considerations.
- **Enhance the city experience** by ensuring a wide range of events and activities will be available throughout the tournament period for residents and visitors to enjoy.
- **Encouraging citywide celebrations** to bring the energy of the tournament into communities across Vancouver.

Most annual events are expected to continue throughout the tournament period, with the City proactively working with organizers to align plans and navigate this exciting time. This coordinated approach allows Vancouver to embrace the global spotlight while continuing to highlight the community-driven events that make the city special.

B. New Events and Activations

FIFA World Cup 26™ is a moment of celebration for the entire city, and a great opportunity for individuals, businesses, and community groups to host new, one-time events or activations to align with the excitement, add to the vibrancy in the city and create welcoming spaces for everyone to enjoy.



[Back to table of content](#)

Key Considerations:

- **City of Vancouver Event Permitting:** All new events and activations will go through the City's well-established permitting process, which remains consistent and familiar to many organizers. The process is based on the location of the event and coordinated through the appropriate City department.
 - [Engineering Services](#) – Events on streets, sidewalks, and public plazas.
 - [Board of Parks and Recreation](#) – Events in parks and on the seawall.
 - [Development, Buildings, and Licensing](#) – Events on private property.

For a full overview of the the City of Vancouver's processes, including permits and support, visit:

[City of Vancouver | Organize a special event](#)

- **Liquor sales and service:** If you want to make changes to your liquor license, you need to [apply with the Province](#). This includes temporary patios, extending your hours of service, or hosting an event with your existing liquor licence.
If you want to sell or serve liquor at an event, you may need a [Liquor Special Event Permit](#). For all permits and liquor licence applications, apply to the Liquor and Cannabis Regulation Branch as soon as possible.
- **Feasibility Review:** All applications will be assessed on a case-by-case basis to ensure a review by public safety agencies and alignment with citywide planning.
- **Application Timeline:** Organizers are encouraged to begin planning early, remain flexible with timing, location, and scale, and submit their application **early 2026 at the latest to ensure enough time for review and approval**.
- **Brand Protection:** Events must not suggest an association with FIFA, unless officially licensed. This includes unauthorized use of FIFA trademarks, logos, or branding, or any marketing displays that implies affiliation with FIFA.
- **Public Viewing of FIFA World Cup 26™ Broadcasts:** Events featuring public viewing of matches must obtain the appropriate license from FIFA, along with required City of Vancouver event permits. For more information, see FIFA World Cup 26™ Public Viewing section below.
- **Controlled Area:** Areas around key tournament sites will have additional oversight in place to ensure public safety and uphold FIFA's commercial rights. This may involve limits on unauthorized marketing, commercial activity, and outdoor sponsorship signage from non-affiliated brands. Indoor signage is generally not a concern unless clearly visible from public spaces. These Controlled Areas are common practice for major international events and are designed to support a positive fan experience. For more information, see section C below.



Credit: Destination Vancouver/
Vision Event Photography Inc.

[Back to table of content](#)

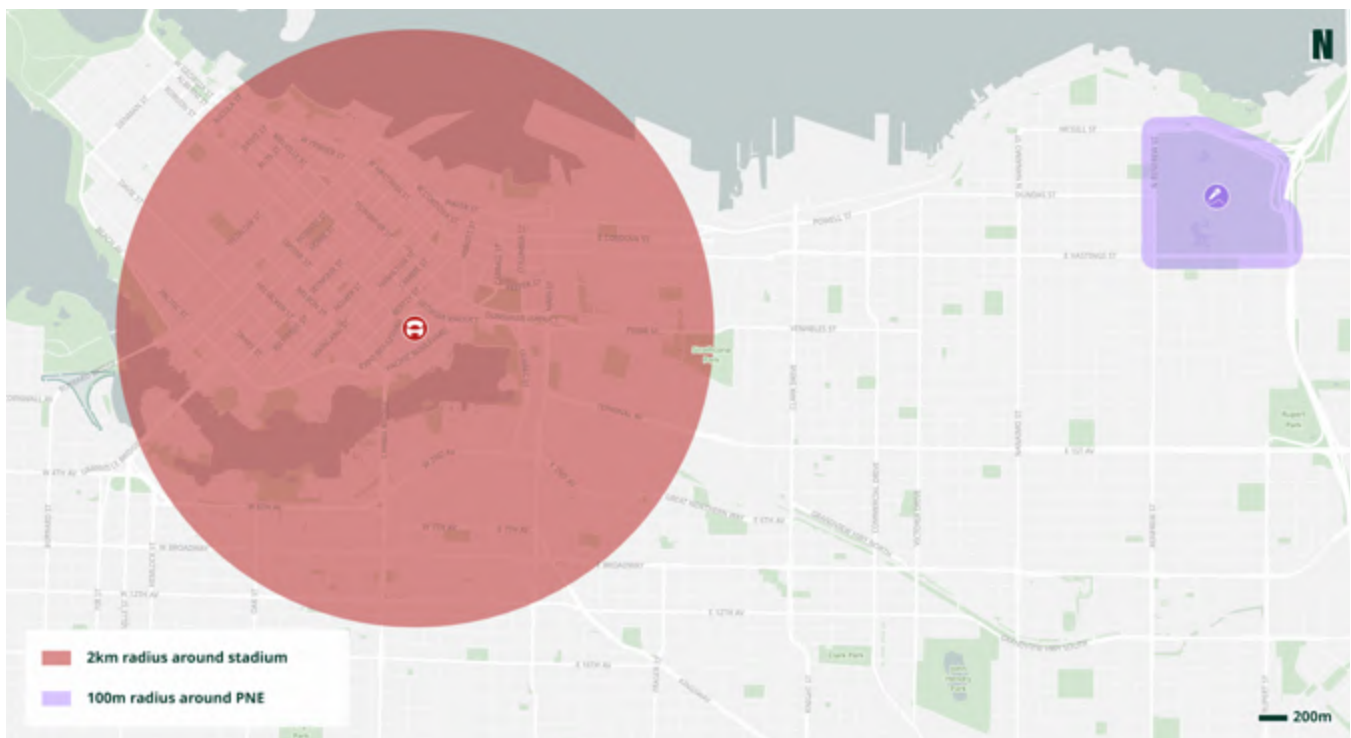
C. Operating near BC Place Vancouver Stadium or FIFA Fan Festival™ during FIFA World Cup 26™

On Match Days, thousands of fans will gather in and around BC Place Vancouver and the FIFA Fan Festival™ to experience the energy of the tournament. To ensure a safe, accessible, and enjoyable experience for everyone, the City will establish a designated “Controlled Area” around these key locations.

As part of Vancouver’s Host City Agreement with FIFA, the City is committed to supporting public safety, mobility, and upholding the rights of FIFA World Cup™ Commercial Partners within the “Controlled Area” throughout the tournament period.

The “Controlled Area” includes:

- **BC Place Vancouver Stadium:** A 2-kilometre radius on each Match Day and the day before
- **FIFA Fan Festival™ at Hastings Park:** A 100-metre radius around the official activation site



[Back to table of content](#)

Within these areas, the City will:

- **Maintain clear access** for emergency services, teams, officials, volunteers, and fans
- **Manage commercial activity** to prevent unauthorized vending, or unauthorized marketing or signage that could imply a false association with FIFA or its partners.
- **Review event and signage applications** under existing permitting process.
 - [City of Vancouver | Sign permit](#)
 - [City of Vancouver | Organize a special event](#)

Importantly, **businesses within the Controlled Area are not required to close**. Regular operations can continue, and the City encourages local businesses to remain open and welcoming during this exciting time.

If you're planning an **event, activation, or signage** within the Controlled Area, please apply through the City's standard permitting channels.

*Credit: Destination Vancouver/
Alyssa Burt*

[Back to table of content](#)

8. FIFA WORLD CUP 26™ PUBLIC VIEWING

A. Obtaining a FIFA License for Public Viewing of FIFA World Cup 26™ broadcasts

If you're planning to show FIFA World Cup 26™ matches to the public anywhere outside a private home, your event is considered a Public Viewing Event and must follow FIFA's guidelines.

This applies to:

- ✓ Bars, cafés, or restaurants
- ✓ Community centres
- ✓ Parks and outdoor spaces

FIFA outlines three categories of Public Viewing Events, based on the size and nature of your gathering:

Category	What It Covers	FIFA License Required?
Non-Commercial	- Regular business operations like bars, restaurants, and hotels showing matches as part of their normal service - Small community events under 1,000 people - No ticket sales or sponsors	No (No fee)
Special Non-Commercial	- Larger free events with over 1,000 people - Hosted by public institutions (e.g., churches, universities, municipalities) - No sponsorship or ticketing	Yes (License & possible technical fees)
Commercial	- Any event with ticket sales, sponsorship, or commercial promotion - Includes paid entry, branded activations, or any activity designed for commercial gain	Yes (License, fees, and restrictions)



[Back to table of content](#)

Important Notes:

- Special non-commercial and commercial events require FIFA review, approval, and payment of a licensing fee. To support a successful application, ensure your submission is complete, accurate, and provides all required details.
- Selling food and drinks at your usual place of business does not make the event commercial, provided it's not advertised as FIFA-related.
- Events with over 1,000 people, even if free, will need a FIFA license.

What You Can Do:

- Show matches in your venue as part of normal operations (e.g. a sports bar), using existing equipment, with no specific entry fees, and under 1,000 people at any one time during the course of normal business hours.
- Host a free, small-scale community event without sponsors or fees.
- Be sure to apply for relevant municipal and provincial licences and permits as early as possible to avoid delays.

What You Cannot Do:

- Use FIFA logos, mascots, or slogans without a license.
- Charge admission or include sponsors without obtaining a commercial license.
- Modify the broadcast feed (e.g., add your own overlays or logos).
- Air pre-recorded or delayed matches with your license. All matches must be aired in real time.
- Imply that your event is officially associated with FIFA without authorization.

How to Apply for a FIFA License

For **Commercial** or large-scale **Non-Commercial Events**, you'll need to apply for a Public Viewing License through FIFA.

- Submissions are made directly via the FIFA platform here:
https://publicviewing.fifa.org/public_viewing
- The application portal is expected to open in Q4 2025.
- Plan ahead – FIFA recommends applying at least 60 days in advance and processing times may vary depending on the type and size of event.

Watch Party Tips

- **Secure a Public Viewing License:** If you plan to show FIFA World Cup matches publicly (outside of a private home), you may need a FIFA Public Viewing License, depending on the size and nature of your event (e.g. over 1,000 attendees, ticketed entry, sponsors, etc.). Ensure your application is complete and submitted early.
- **Obtain permits:** Check with your local municipality and the Province (Liquor and Cannabis licensing) for any required permits for your event, especially if it will use public spaces such as streets, parks, or plazas. If you are located in the City of Vancouver: Familiarise yourself with exiting processes for special events: The City of Vancouver has a special event permitting handbook that contains useful information for event organisers. See [Special Event Permitting Handbook](#). It's important that you start the process of applying for a permit for your event as soon as possible and can submit for a FIFA public viewing license once the portal opens.
- **Plan around public resources:** Police, fire, and emergency services may have limited capacity during major events. Coordinate with your municipality when planning your event.
- **Accessibility and inclusivity:** Ensure your event is welcoming and accessible to all attendees. Provide barrier-free entry and consider accommodations for individuals with different needs (such as accessible seating areas).
- **Know your venue's limits:** Be familiar with venue capacity and ensure you have appropriate crowd management and contingency plans (e.g. for inclement weather).
- **Encourage Sustainable Transportation:** Provide information on how to walk, bike, roll or transit to your event.
- **Zero-waste practices:** Consider reducing your environmental impact by implementing waste reduction and recycling measures at your event. The City of Vancouver has a Green Event Planning Guide available here for inspiration: [Greening your event | City of Vancouver](#)

Want More Info?

FIFA's full Public Viewing Event Regulations are available [here](#).



[Back to table of content](#)

B. The FIFA Fan Festival™

The FIFA Fan Festival™ is an official event held in each Host City during FIFA World Cup 26™. Designed for fans with and without match tickets, these large-scale, family-friendly events bring people together to celebrate the tournament through live match broadcasts, music, culture, food, and entertainment.

In Vancouver, the FIFA Fan Festival™ will be held at the Pacific National Exhibition (PNE) at Hastings Park and is a unique opportunity to showcase the very best of our city, province, and country on the world stage. The Host City Campus within the FIFA Fan Festival™ is being developed in partnership with the Host City team, the City of Vancouver, the Province of British Columbia, Destination BC, Destination Vancouver, Indigenous Tourism BC, and the First Nations partners: Musqueam, Squamish, and Tsleil-Waututh.

Vancouver is known for its diverse communities, exceptional culinary and beverage scene, and rich arts and entertainment offerings. Planning for the FIFA Fan Festival™ includes thoughtfully curated programming, visual design, and dining experiences that reflect the spirit of the tournament and the vibrancy of our region.

The FIFA Fan Festival™ will be the place to celebrate and watch matches in 2026. With programming, concerts, activations and more – the Fan Festival will be the best place to feel the energy of the tournament without a match ticket.

By creating inclusive opportunities for local businesses, performers, and producers, the FIFA Fan Festival™ in Vancouver will offer meaningful ways for the community to be part of the energy and hospitality of FIFA World Cup 26™. We look forward to welcoming the world to Vancouver, more detail and announcements coming soon!



[Back to table of content](#)

9. RESOURCES

A. Official websites and social media channels

Stay connected and informed:

- vancouverfwc26.ca – Vancouver’s official Host City website for event updates, resources, and celebration opportunities outside of the stadium.
- fifa.com – Official FIFA site with global tournament info, ticketing, and other opportunities e.g. volunteering.
- Follow:
 - @fwc26Vancouver (Instagram, X/Twitter)
 - @FIFAWorldCup
 - @FIFA

B. City of Vancouver and City of Vancouver Park Board permits for organizing specials events

Planning a special event in Vancouver? Here’s what’s involved, whether it takes place on a street, in a park, or on private property:

Vancouver has three event permitting departments:

- [Engineering Services](#) – Events on streets, sidewalks, and public plazas.
- [Board of Parks and Recreation](#) – Events in parks and on the seawall.
- [Development, Buildings, and Licensing](#) – Events on private property.

For a full overview of the process, including event permits and support, visit:

[City of Vancouver | Organize a special event](#)

C. Province of BC Resources for Businesses

[Get Game-Ready: Tools, Resources & Events for B.C. Businesses](#)

Province of BC Liquor License and Permits:

- [Special Event Permits](#)
- [Amending a liquor licence](#)

[Back to table of content](#)

D. Tourism partner resources

- [Destination BC – FIFA World Cup 26™ Playbook](#): Provides inspiration, messaging guidance, and ideas to align local tourism messaging with the tournament while avoiding use of FIFA IP.
- We expect to share updated editions and additional resources from Destination Vancouver in the coming months.

E. City of Vancouver and Province of BC grant programs

The City of Vancouver and the Province of British Columbia both offer a range of grant programs that may support community events, festivals, and sport-related initiatives.

Businesses, community groups, and sport organizations can explore these opportunities here:

- For City of Vancouver grant opportunities, visit [City of Vancouver | Grants and Awards](#).
 - Events on City streets, plazas and sidewalks are eligible for up to \$75k in kind support from the City of Vancouver for City services necessary to produce an event. The amount of money eligible is dependent on a number of factors, and more is available to events that are free and open to the public. For more information please refer to the City's [Special Event Policy](#).
- For Provincial opportunities, visit [Province of BC | Event Funding](#).



[Back to table of content](#)

10. KEY TERMS

FIFA IP (Intellectual Property)

Official FIFA-owned trademarks and branding, including the FIFA World Cup 26™ logo, wordmarks, slogans, mascots, emblems, and other protected visual elements. These assets are strictly controlled and may only be used with FIFA's written authorization.

FIFA World Cup 26™

The upcoming FIFA tournament hosted across Canada, Mexico, and the United States in 2026 from June 11 to July 19. Vancouver is one of 16 Host Cities and will host seven official matches at BC Place Vancouver Stadium between June 13 and July 7, 2026.

Host City

A city selected by FIFA to stage official matches and related events. Vancouver is a Host City and is responsible for delivering safe, high-quality tournament experiences while upholding FIFA's brand, commercial, and operational standards.

Host City Agreement

A binding agreement between FIFA and the City of Vancouver that outlines responsibilities related to areas such as event delivery, brand protection, and upholding FIFA's rights.

Controlled Area

A designated area around BC Place with enhanced requirements around public safety, mobility, signage, advertising, and commercial activity to ensure public safety and protect FIFA's brand during the World Cup.

- **BC Place Vancouver Stadium:** 2-kilometre radius
- **FIFA Fan Festival™ at Hastings Park:** 100-metre radius

FIFA Fan Festival™

The only official FIFA-sanctioned event during the tournament held at Hastings Park in Vancouver, where fans can gather to celebrate the tournament, enjoy live match broadcasts, music, food, and cultural programming in an inclusive environment.

Public Viewing Event

Any event that publicly broadcasts live FIFA World Cup 26™ matches outside of a private home. These events must follow FIFA regulations and may require a license depending on size, sponsorship, and commercial elements.

[Back to table of content](#)

Types of Public Viewing Events

- **Non-Commercial:**
Events under 1,000 attendees, free to attend, with no sponsors or ticketing. Often includes bars, restaurants, or small community gatherings. *License not required.*
- **Special Non-Commercial:**
Events over 1,000 attendees, hosted by public institutions (e.g. churches, universities, municipalities etc). Must be free and sponsor-free. *License and FIFA/media partner review/approval required.*
- **Commercial:**
Events involving ticket sales, brand sponsors, or any activity intended for commercial benefit. *FIFA/media partner review/approval required. License, fees, and higher restrictions apply.*

FIFA Commercial Sponsors

Companies that have paid for global or regional rights to associate with FIFA and the FIFA World Cup 26™. These include:

- **FIFA Partners** (e.g., adidas, Coca-Cola)
- **FIFA World Cup Sponsors**
- **FIFA World Cup Tournament Supporters**
- **Host City Supporters**

FIFA Licensees

Businesses and vendors that have been officially licensed by FIFA to use specific brand elements on products or within certain activations. Only licensees may produce FIFA-branded merchandise or host branded experiences.

Broadcast Rights Holders

Media organizations that have acquired rights to broadcast FIFA World Cup 26™ matches. In Canada, this includes **TSN**, **RDS** and **CTV**. Public Viewing Events must use the official feed and cannot alter, obscure, or replace FIFA commercials or graphics.

Official Rights Holders

An umbrella term for FIFA's authorized commercial entities, including **Commercial Partners**, **Licensees**, and **Broadcast Rights Holders**, all of whom hold the rights to use FIFA IP for commercial gain.

Ambush Marketing

Any action that attempts to create an unauthorized or misleading association with FIFA, FIFA World Cup 26™, or its official including Commercial Partners. This includes unlicensed use of FIFA branding, terminology, or visuals for attention or commercial benefit.

Brand Protection

FIFA's policies and enforcement mechanisms to ensure its brand and IP are used only by those with official authorization. These rules protect the value of sponsorships and ensure clarity around official affiliations.

Tournament Terminology

Group Stage

The initial phase of the tournament where teams compete in groups to qualify for the knockout rounds.

Knockout Stage

The elimination phase of the tournament where teams play in single-match rounds leading up to the final.

Match Schedule

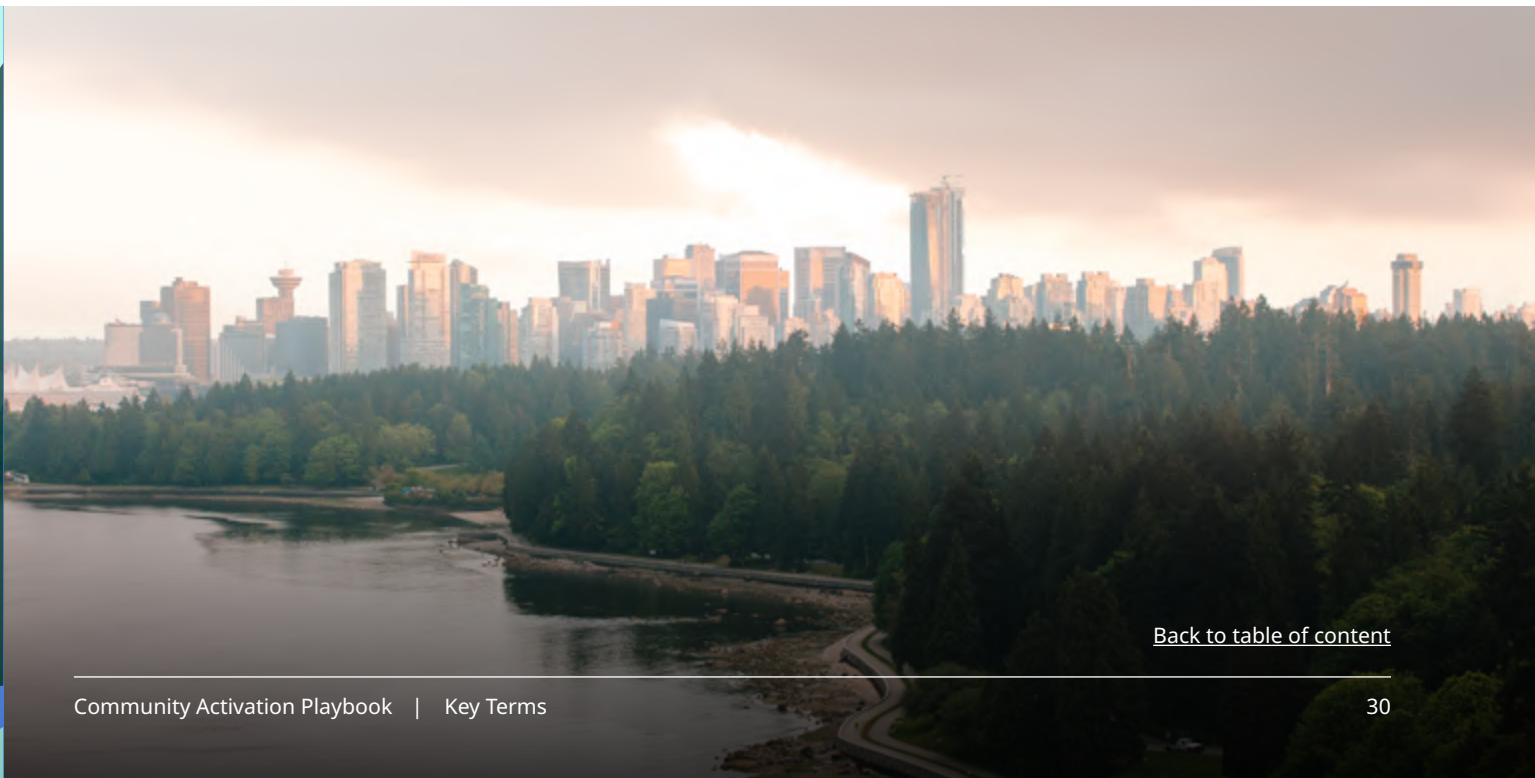
The official timeline and venue allocation for all FIFA World Cup 26™ matches.

Match Day

A day when an official FIFA World Cup 26™ match takes place in Vancouver.

Soccer/Football

The world's most popular sport, known as football in most countries and soccer in Canada and the United States. Both terms refer to the same game, played by two teams of eleven on a rectangular field with the goal of scoring in the opposing net. In this playbook, we use the term soccer for clarity and consistency with local usage.



[Back to table of content](#)



11. LEGAL DISCLAIMER

The City of Vancouver provides this Playbook for general information purposes only. It does not constitute legal advice or not limit or affect the legal rights and remedies available to FIFA, the City of Vancouver, or any other rights holder. If you are unsure whether your planned activity complies with this Playbook or the law, the City recommends seeking independent legal advice.

[Back to table of content](#)