



Watch Party Playbook

FIFA World Cup 26™

A Seattle Sports Commission Resource in partnership with the
Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)
Funding provided by the Seattle Office of Economic Development

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Washington Welcomes the World

As Washington state prepares to host the FIFA World Cup 26™, this Playbook offers guidance for conducting public viewing parties that showcase tournament matches.



Tournament Overview

International tournament among nations:

FIFA World Cup 26™

June 11 – July 19, 2026

48 teams, players representing participating countries

16 host cities

104 matches across the continent

Size and Scale:

World's largest spectator event

Garners more fans and viewers than the Super Bowl or Olympics

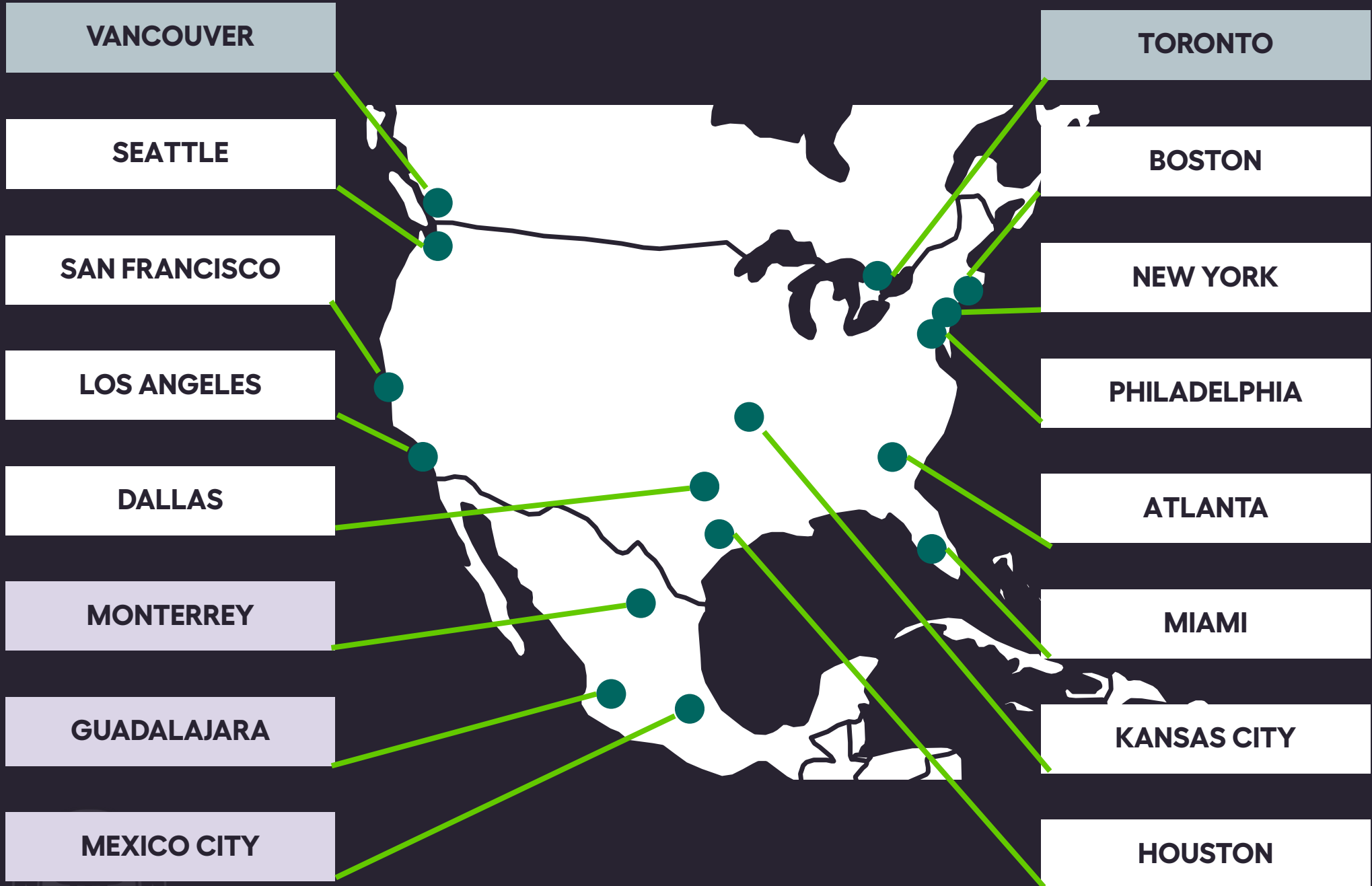
Event Structure:

FIFA responsible for all activities inside the Stadium

Local Organizing Committee responsible for LOC activations,
events and activities outside the Stadium



2026 HOST CITIES



MATCH DATES AT SEATTLE STADIUM (LUMEN FIELD)

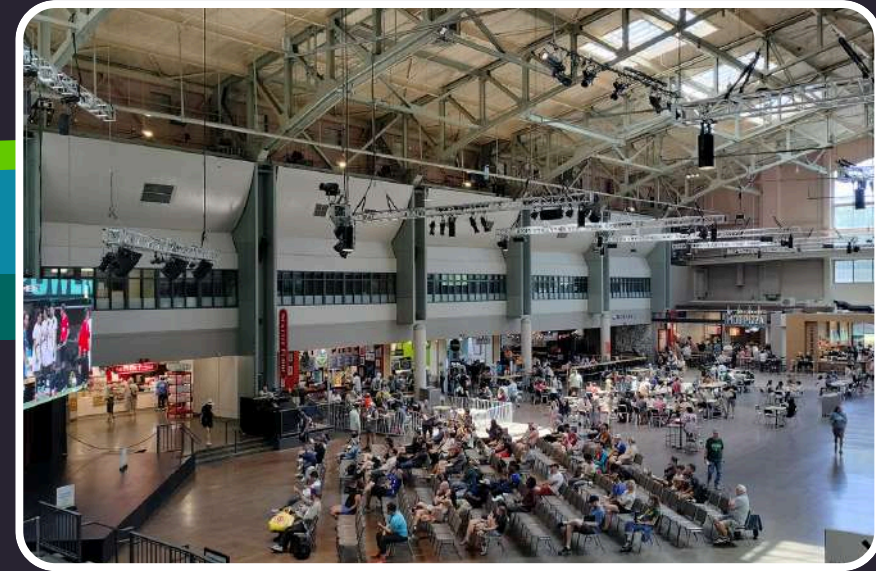
6/15/26 - Group Stage
6/19/26 - USA Group Stage
6/24/26 - Group Stage
6/26/26 - Group Stage
7/01/26 - Round of 32
7/06/26 - Round of 16



Public Watch Parties

WHAT IS A WATCH PARTY?

- A social gathering bringing people together to watch a specific sports event or program, often in a public place or through a virtual platform.
- Held in various settings, including community centers, public parks, rooftops, beaches, or even online via platforms with synchronized video and group chat.
- Watch parties in a home setting do NOT require watch party licensing. Tune into FOX and Telemundo for match broadcast times.



REQUIRED HOSTING ELEMENTS FOR SUCCESS

- Secure Watch Party TV License from FIFA
- Secure a venue
- Use creative titles and descriptions for your event WITHOUT using FIFA Intellectual Property
- Ask your municipality for any required permits

This resource is intended to provide guidelines, restrictions and examples to inform Watch Party licensing, planning and implementation in Washington state. This playbook is current to the best of our knowledge, and as things change this playbook will be updated. Reach out to [FIFA directly](#) for specific questions and clarifications.



OFFICIAL FAN ZONES ACROSS THE STATE OF WASHINGTON

SeattleFWC26 is partnering with nine cities across the state to form official fan zones. These will be places for fans to gather across the state, watch matches together, and share excitement for the beautiful game in spaces that reflect their communities.



SEATTLE FAN CELEBRATION AT SEATTLE CENTER

The official Seattle Fan Celebration will take place at Seattle Center. This fan experience will create a place where fans - whether residents or visitors - can watch live broadcasts of matches while enjoying local artists, on-site activities, and local food & beverage. It will be the best place in Seattle to watch a match outside of the stadium itself. Specific dates of operations will be confirmed in the Fall.

Public watch parties proximate to Seattle Center, including the downtown core, South Lake Union and upper Queen Anne, will likely not be approved due to their proximity to Fan Celebration at Seattle Center within the days Seattle Fan Celebration is operational.



FIFA MEDIA RIGHTS LICENSEE REGULATIONS FOR PUBLIC VIEWING EVENTS

Public Viewing Events fall into three categories as defined by FIFA (see official regulations below):

1. Commercial Public Viewing Event
2. Non-Commercial Public Viewing Event
3. Special Non-Commercial Public Viewing Event

[FIFA Public Viewing
Official Regulations](#)

[Questions about public
viewing events?
Email FIFA](#)



FIFA MEDIA RIGHTS

LICENSEE CATEGORIES

Commercial Public Viewing Event

Entry to the Public Viewing Event is charged with a direct or indirect admission fee, and sponsorships or other commercial rights are also used to generate revenue.

Non-Commercial Public Viewing Event

Public viewing events in commercial establishments like restaurants, hotels, pubs, clubs, and bars are still considered non-commercial if they're part of the establishment's usual business and no additional commercial activities like admission fees or sponsorships happen during the event.

Special Non-Commercial Public Viewing Event

Non-Commercial Public Viewing Event which has a capacity of more than 1,000 spectators.

FIFA MEDIA RIGHTS LICENSEE

SPONSORSHIP RIGHTS

No sponsorship rights shall be granted to any non-commercial public viewing event or special non-commercial public viewing event.

Commercial Public Viewing Events May Sell Sponsorship Rights to:

- FIFA Commercial Affiliates; and/or
- Locally based and operating third parties which are not, in FIFA's absolute opinion, competing with any element of FIFA's wider commercial program

Commercial Public Viewing Events must:

- Provide FIFA all relevant information about the proposed third-party sponsor and the proposed sponsorship rights.
- Ensure the local sponsor does not appear to be an official FIFA Sponsor



FIFA MEDIA RIGHTS

LICENSEE FEES

A Commercial Public Viewing Event License or Special Non-Commercial Public Viewing Event License is valid for all Competition matches.

Unless otherwise regulated by FIFA, the fee for a Commercial Public Viewing Event License or a Special Non-Commercial Public Viewing Event License is calculated based on the location's spectator capacity.

When applying through the FIFA Portal, you'll need to provide the following data: the proposed venue, the size of the crowd, the specific matches, the timing of viewing, and whether there are corporate sponsors of the event, is an admission fee charged directly or indirectly, among other details.

Non-Commercial Public Viewing Events do not require a formal license, but the event producer must comply with FIFA Regulations for Public Viewing Events.

The 2026 Fee Structure has not yet been released, but is expected by Q4 of 2025.



FIFA MEDIA RIGHTS LICENSEE

OFFICIAL BROADCAST

REQUIREMENTS

FOX and Telemundo are the official FIFA Broadcast Partners in the United States. Viewing party exhibitors are responsible for all technical aspects of receiving broadcast.

Broadcast Requirements for all license types:

For opening and closing matches, broadcast coverage starts 20 minutes before kickoff to ensure coverage of the ceremony until at least 10 minutes after the match ends. For all other matches, start coverage 10 minutes before and after kickoff.



FIFA MEDIA RIGHTS LICENSEE

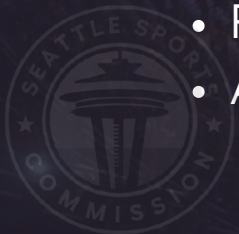
USE OF FIFA WORLD CUP 26

TRADEMARK

Watch Party Exhibitors may use the event title “FIFA World Cup 26™” in a standard font to inform the public of a Public Viewing Event’s time and place. However, exhibitors must avoid associating the venue with FIFA, the Competition, or any other entity.

FIFA has additional regulations for specific types of businesses that may NOT utilize the term “FIFA World Cup 26™” under any circumstances.

- Single-branded sports retail stores
- Breweries
- Restaurants
- Airports



USE OF TRADEMARKED WORDS AND GRAPHICS

OFFICIAL TERMS

- Watch Party Producers may NOT use the terms **FIFA, Club Cup, World Cup, or 2026 World Cup** in watch party advertisements or name.
- Watch Party Producers may use the event title “FIFA World Cup 26™” in a standard font to inform the public of a Public Viewing Event’s time and place. It can be used editorially to say what’s being shown, but it cannot be in a headline, event title, or anything else that gives the impression that FIFA is directly associated with the event.
- FIFA has additional regulations for specific types of businesses that may NOT utilize the term “FIFA World Cup 26™” under any circumstances.

- Single-branded sports retail stores
- Breweries
- Restaurants
- Airports

- Producers may use “Soccer” and “Tournament,” or other descriptive references, similar to the Super Bowl’s “The Big Game” reference.
- Producers may use names of the Country in text (e.g. Brazil vs France) and graphics, flags and other marks specific to that country. FIFA official marks or logos for that country may not be used
- The Community Branding Playbook will be available in October 2025, featuring graphics and marketing materials for your Watch Party promotions.

FIFA LOGO EXAMPLES



WHAT TO DO



*POSTER GRAPHICS ARE EXAMPLES ONLY

WHAT NOT TO DO



Q&A

NON-COMMERCIAL PUBLIC VIEWING EVENT

WHAT STEPS MUST BE TAKEN TO MAINTAIN A NON-COMMERCIAL PUBLIC VIEWING LICENSE?

Public viewing events held in venues such as restaurants, hotels, pubs, clubs, and bars are classified as non-commercial if they align with the establishment's regular operations and do not involve additional commercial activities, such as admission fees or sponsorships.

A Watch Party produced by a City with no admission fees and food trucks would also fall into the Non Commercial Public Viewing Events category.



No Admission Fees: Charging an admission fee, either directly or indirectly, is not allowed. An example of indirect charging would be requiring a coffee purchase at a local café, where the coffee cup serves as your ticket to enter.



Q&A

NON-COMMERCIAL PUBLIC VIEWING EVENT

WHAT STEPS MUST BE TAKEN TO MAINTAIN A NON-COMMERCIAL PUBLIC VIEWING LICENSE?

Food Trucks and other third party vendors that will sell items to your guests are allowed. If they only provide a food and beverage service it would not be considered commercial activation. If their food or beverages were sponsored this would not be allowed. Any type of activation or sponsorship with food vendors or 3rd party vendors would move your licensing to a commercial event.

License Requirements: Non-Commercial Public Viewing Events do not require a formal license, but the event producer must comply with FIFA Regulations for Public Viewing Events.



Spectator Limits - Your Watch Party must have less than 1,000 guests to fit within the guidelines of the Non Commercial Public Viewing Event

WATCH PARTY TIPS

CONSIDERATIONS:

- Safety and Security - utilize staff and hire private security
 - Check with your local municipality re: permitting
 - Regions may have limited police/fire resources to support events in public spaces
 - Obtain Obtain Commercial or Special Non-Commercial public viewing license from FIFA to stream 2026 matches
 - DO NOT use official FIFA event language, logos, or other marks
 - Know venue capacity limits and have inclement weather plans
 - Watch Party funding is NOT available from FIFA, SeattleFWC26, or the Seattle Sports Commission.
 - The Seattle Metropolitan Chamber of Commerce has helpful information on their [Game Ready website](#).
 - Ensure you're providing inclusive viewing opportunities through ADA-compliant entry, seating, visually-impaired options, etc.
 - Hire an event professional to produce a watch party for the public at your business
 - Zero Waste Watch Parties! Ensure your waste collection bins and signage are clear, swap out single-use dishware for reusable dishware, and have a donation plan for leftover food.
- Need help getting started? Reach out to greenbusiness@seattle.gov



LOCATION EXAMPLES:

- Public park, town square or plaza
- Existing event venue or annual event site
- Food and Wine venues with projectors or video walls
- Box truck with a projector inside and chairs set up behind the truck
- Church facilities or community centers using a big screen
- School Auditoriums with projector or LED Screen

WATCH PARTY EVENT IDEAS

- Create door prizes based on each teams country
- Hang banners, soccer decor for specific country teams
- Display flags of the countries competing in the tournament
- Create a themed wall featuring tournament teams
- Play a soccer video game on the big screen on a gaming console
- Serve food and drinks that pay tribute to participating teams
- Bingo cards of the announcer's banter, i.e. **GOOOOOOOOOOOAL!**
- Music playlists for each team to set the vibe
- Adopt a country from each region for the entire tournament
- Include celebrity appearances
- Hire an emcee and DJ



STAY INFORMED / RESOURCES

SEATTLE FIFA WORLD CUP 26™ SOCIAL ACCOUNTS



X: [@FWC26Seattle](#)



Facebook: [@FWC26Seattle](#)



Instagram: [@fwc26seattle](#)



TikTok: [@fwc26seattle](#)

LEARN MORE

[SeattleFWC26 Local
Organizing Committee](#)

[Seattle FWC26 Roadmap](#)

[FIFA World Cup 2026](#)



LUMEN FIELD

COMMUNITY PLAYBOOKS GETTING WASHINGTON READY FOR 2026



WATCH PARTY PLAYBOOK

Helps navigate FIFA rules and best practices for hosting non-official viewing parties



COMMUNITY BRANDING PLAYBOOK

Provides all organizations customizable digital marketing assets and usage guidance to promote cohesive, unofficial branding across city, region and state



SMALL BUSINESS MEGAEVENT PLAYBOOK

Shares guidance, case studies, and strategies to help small businesses benefit from 2026 economic development activity and sustain operations for future mega-events



SEPTEMBER 2025



OCTOBER 2025



NOVEMBER 2025



WE WANT TO KNOW ABOUT YOUR WATCH PARTY!

Visit www.seattlesports.org for more information

Ask your Watch Party
Questions directly to FIFA
publicviewing@fifa.org

[Submit Your Watch Party
Plans Here](#)

Help us tell the story of how Washington celebrates the World Cup by sharing your Watch Party Plans.

This playbook is current to the best of our knowledge, and as things change this playbook will be updated.

Reach out to [FIFA directly](#) for specific questions and clarifications.

Questions? Email Eric Corning, Seattle Sports Commission at eric@seattlesports.org



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