



# 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<sup>TM</sup>,  
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

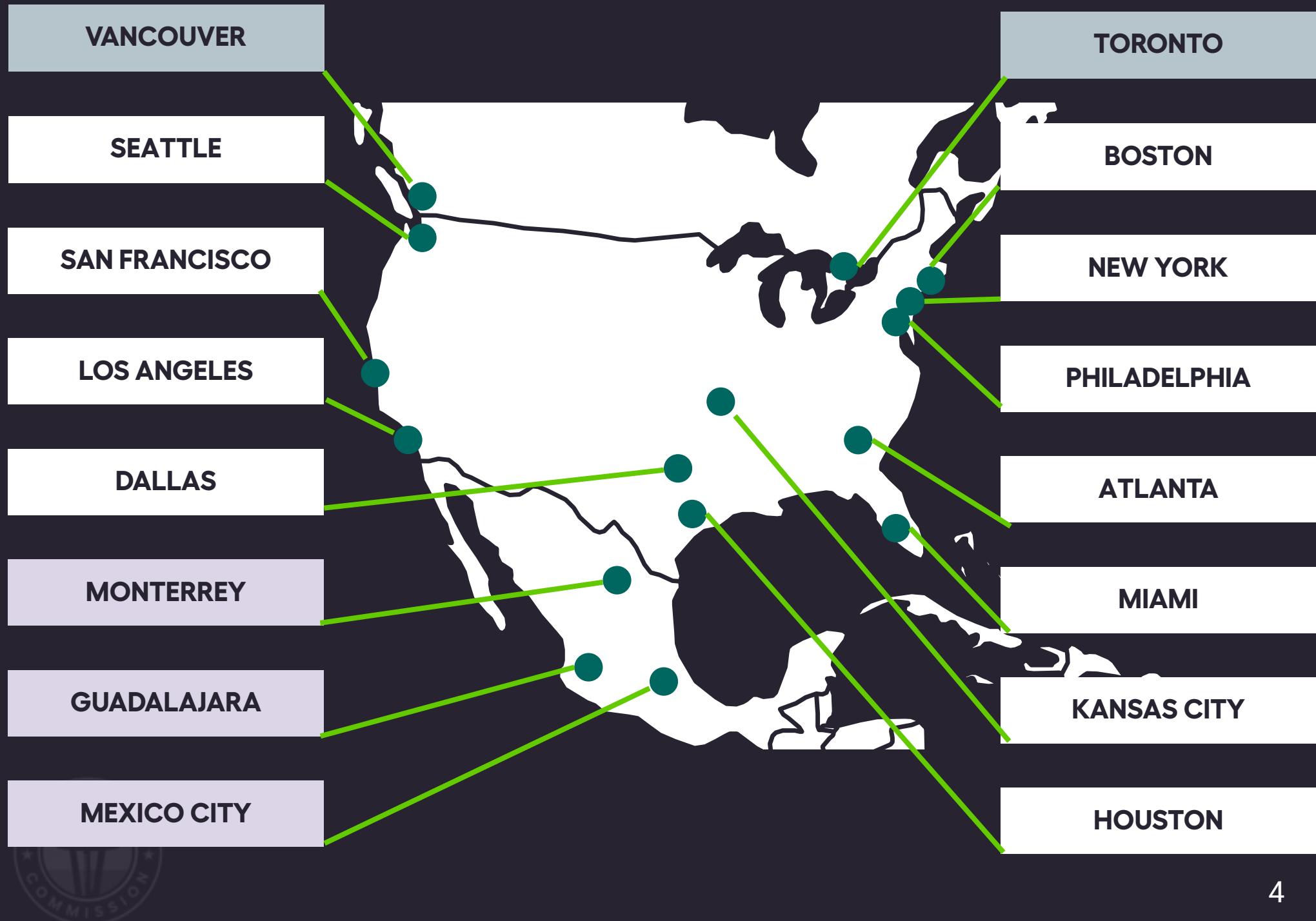
**Event Structure:**

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)

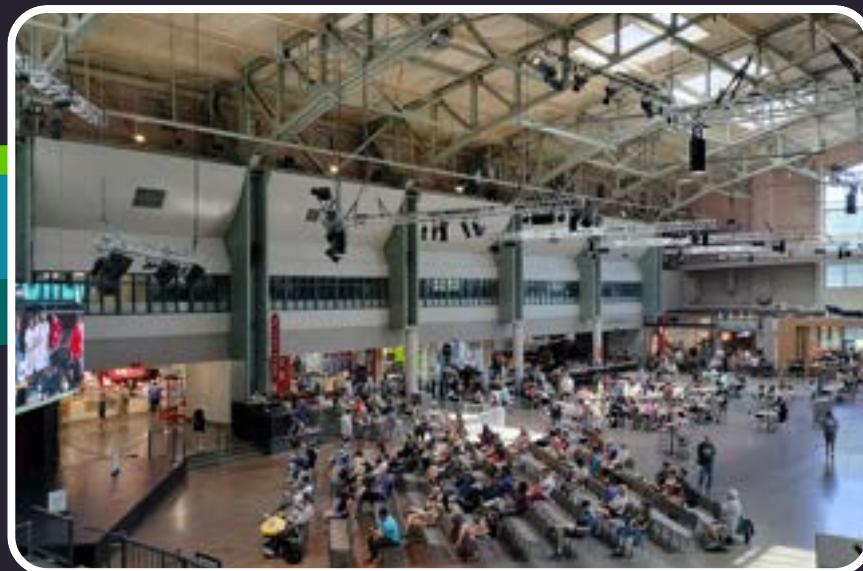
- 6/15/26 - Belgium vs. Egypt, 12:00 pm PST**
- 6/19/26 - USA vs. Australia, 12:00 pm PST**
- 6/24/26 - Qatar vs. ITA/NIR/WAL/BIH, 12:00 pm PST**
- 6/26/26 - Egypt vs. Iran, 8:00 pm PST**
- 7/01/26 - Round of 32 TBD**
- 7/06/26 - Round of 16 TBD**



# Public Watch Parties

## WHAT IS A WATCH PARTY?

- A gathering where fans come together to watch live sports—often in public spaces like parks, community centers, rooftops, or online via shared streaming platforms.
- Home-based watch parties don't require licensing. Tune in to FOX or Telemundo for match schedules.



## REQUIRED HOSTING ELEMENTS FOR SUCCESS

- Obtain a FIFA Watch Party TV License
- Secure a venue and necessary local permits
- Use creative event names and descriptions without FIFA trademarks

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

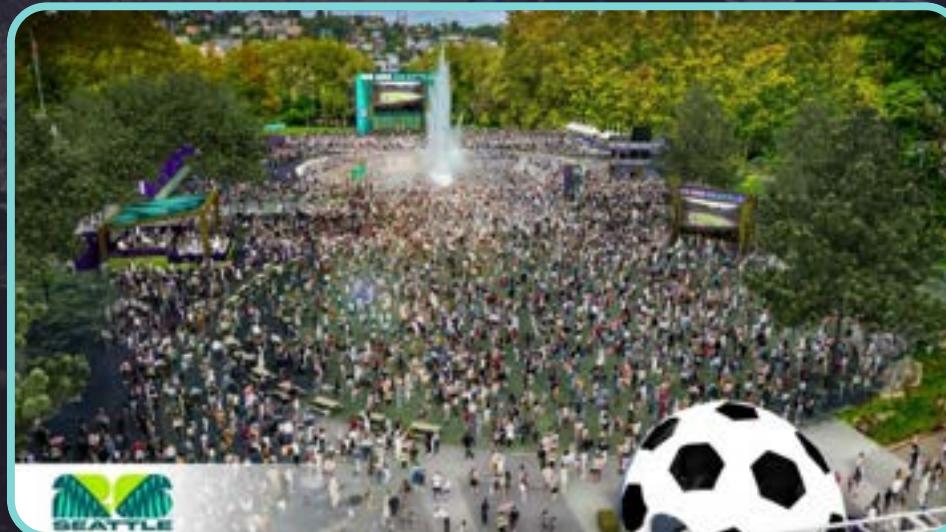
SeattleFWC26 is partnering with nine cities across the state to form official fan zones. These will be places for fans to gather across the state, watch matches together, and share excitement for the beautiful game in spaces that reflect their communities.



# SEATTLE FAN CELEBRATION AT SEATTLE CENTER

Seattle's official Fan Celebration will be held at Seattle Center —featuring live match broadcasts, local artists, food, and entertainment. It will be the city's premier viewing location outside the stadium.

Watch parties near Seattle Center (including Downtown, South Lake Union, and upper Queen Anne) are unlikely to be approved during operational days.



# FIFA MEDIA RIGHTS LICENSEE

## REGULATIONS FOR

## PUBLIC VIEWING EVENTS

### License Categories:

- **Commercial Event:** Admission charged or sponsorship revenue involved.
- **Non-Commercial Event:** No entry fee or sponsorships; part of normal venue operations.
- **Special Non-Commercial Event:** Non-commercial but with 1,000+ spectators.

[FIFA Public Viewing  
Official Regulations](#)

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



# FIFA MEDIA RIGHTS

# LICENSEE FEES & SPONSORSHIP RIGHTS

## Media Rights:

- Commercial and Special Non-Commercial licenses cover all matches; fees vary by venue capacity.
- Non-commercial events need no formal license but must follow FIFA regulations.
- The 2026 fee structure will be released in late 2025.

## Sponsorship Rules:

- Non-commercial events cannot include sponsors.
- Commercial events may involve FIFA-approved sponsors only.
- Sponsors must not appear affiliated with FIFA

Additional Information on Sponsorship rules can be found in the [FIFA Public Viewing Regulations](#)



# 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 OFFICIAL BROADCAST REQUIREMENTS

**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



# FIFA Public Viewing Platform

**WEBSITE PORTAL TO APPLY FOR YOUR**  
**PUBLIC VIEWING LICENSE FROM FIFA**



# USE OF TRADEMARKED WORDS AND GRAPHICS

## BUSINESS CAN

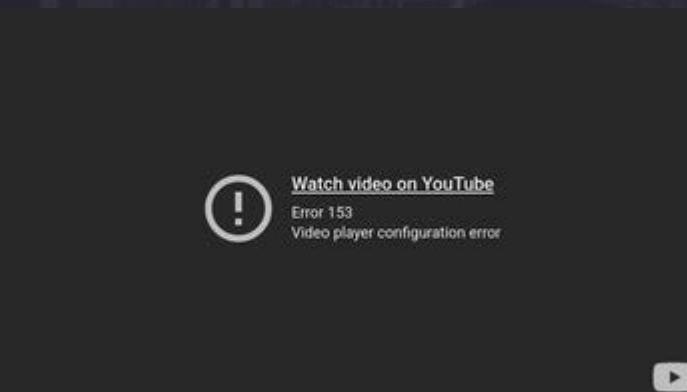
- Welcome the world with country flags, themed food and cultural displays - please be respectful when doing so
- Use generic soccer imagery
- Sell merchandise with country flags, and general soccer imagery, without using FIFA World Cup 26™ or FIFA IP
- Show matches on existing screens as part of normal service or apply for a FIFA public viewing license and host a viewing party
- Utilize the free [Community Branding Playbook](#) that provides approved graphics and templates that will be used across the state of Washington.

## FIFA LOGO EXAMPLES



## BUSINESS CANNOT

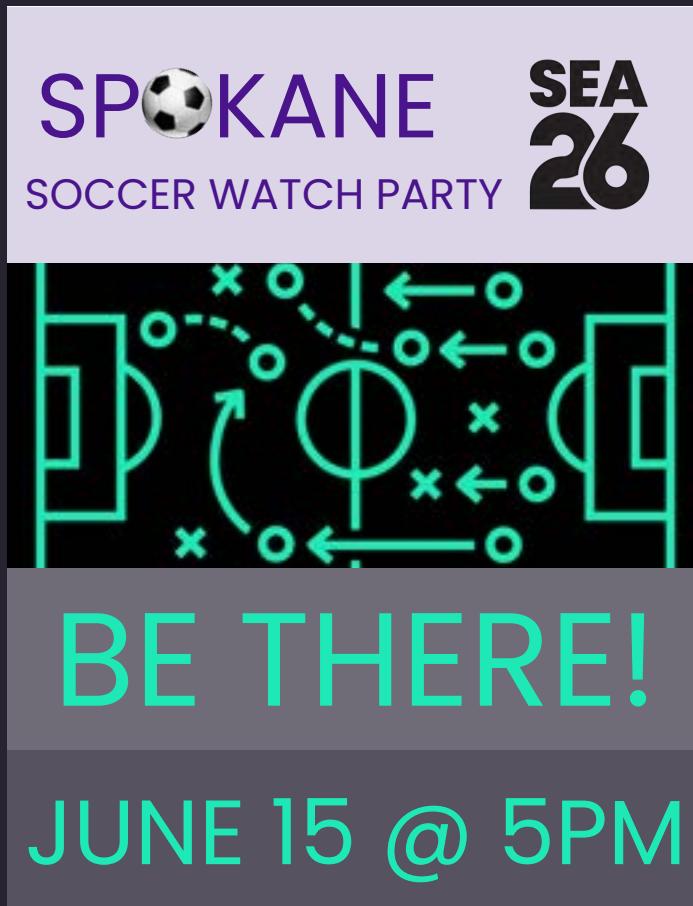
- Use FIFA brand/intellectual property to advertise products or services or suggest an official partnership or endorsement (unless licensed to do so) eg. "Proud Supporter of the FIFA World Cup 26"
- Use images or designs that feature specific player likenesses, national team jerseys, or other imagery that suggests an official association with FIFA or national
- Sell, gift or contest merchandise or tickets featuring FIFA World Cup 26™ logos, wordmarks or branding
- Advertise that individuals can "watch the FIFA World Cup matches here"



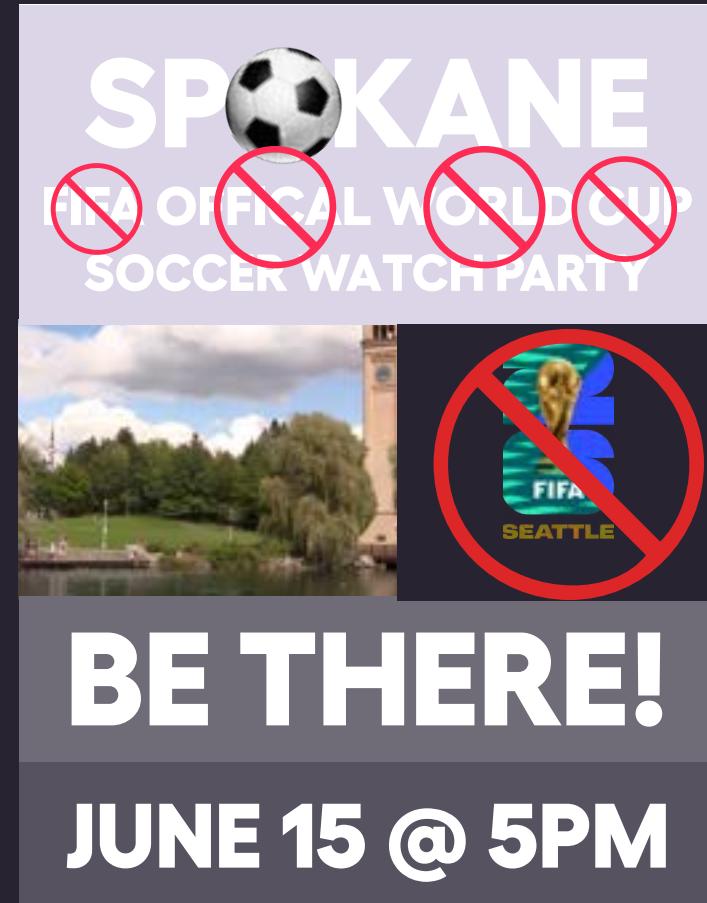
**Check out the Visit Seattle Community Brand page here!**

# Public Watch Parties

## WHAT TO DO



## WHAT NOT TO DO



# Brand Guidelines

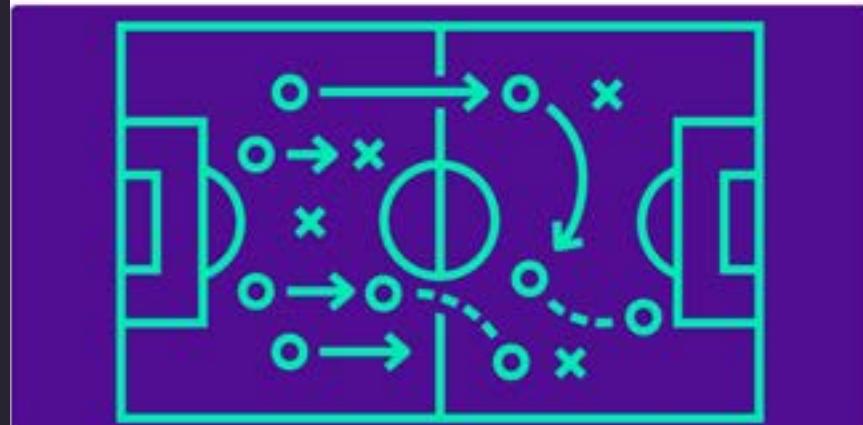
A DISPLAY OF COMMUNITY COORDINATED BY

VISIT  
**seattle**





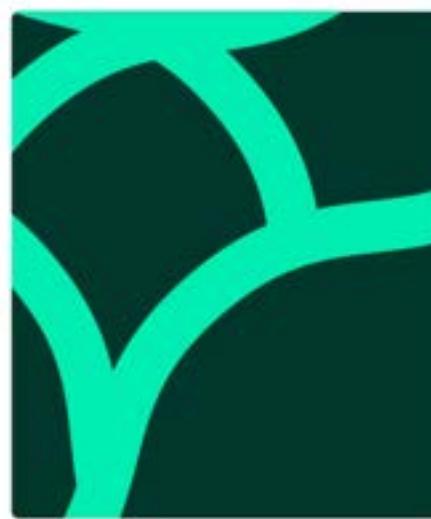
SOCCER PLAYS PATTERN



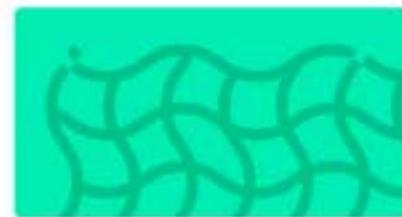
COMBINED COLOR EXAMPLES (HIGH CONTRAST)



## CROPPED LAYOUT EXAMPLES



## COLOR VALUE EXAMPLES (LOW CONTRAST)



VISIT **seattle**

Search for assets, folders or albums

3 Items

All Files Sort by Date

Newest      Oldest

Let's Play SEA26      2025-10-14

Library / Let's Play SEA26 Community Brand

Let's Play SEA26 Community Brand

- Brand Guidelines
- Toolkit
- Logos

Brand Guidelines (1)

LET'S SEA PLAY 26

SEA 26



Put your  
headline here.

Subhead or body copy  
goes in this space here.



# PUT your headline here.



**LEARN MORE**

ADD YOUR  
LOGO HERE

PLACE PHOTO HERE



# 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 3<sup>rd</sup> 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:

- Hire staff or security as needed.
- Obtain the appropriate FIFA license.
- Verify permits, capacity, and accessibility.
- Avoid FIFA logos or language.
- Prepare weather and waste plans.
- Provide ADA-compliant viewing and seating.
- Contact [greenbusiness@seattle.gov](mailto:greenbusiness@seattle.gov) for Zero Waste support.

## CREATIVE ADD-ONS

- Decorate with country flags and team colors.
- Offer themed food and drink.
- Play team trivia.
- Host giveaways or emcee-led segments.
- Play Music playlists for each team to set the vibe



## LOCATION EXAMPLES:

- Parks, plazas, community centers, schools, or existing event sites.
- Existing event venue or annual event site
- Church facilities or community centers using a big screen
- School Auditoriums with projector or LED Screen



# STAY INFORMED / RESOURCES



## SEATTLE FIFA WORLD CUP 26™ SOCIAL ACCOUNTS



X: [@FWC26Seattle](https://twitter.com/@FWC26Seattle)



Facebook: [@FWC26Seattle](https://facebook.com/@FWC26Seattle)



Instagram: [@fwc26seattle](https://instagram.com/@fwc26seattle)



TikTok: [@fwc26seattle](https://tiktok.com/@fwc26seattle)

## LEARN MORE

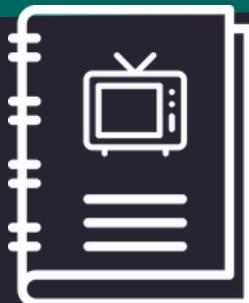
[Seattle FWC26 Local Organizing Committee](#)

[Seattle FWC26 Roadmap](#)

[FIFA World Cup 2026](#)



# 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

VISIT  
**seattle**

OCTOBER 2025



NOVEMBER 2025

# WE WANT TO KNOW ABOUT YOUR WATCH PARTY!

Visit [www.seattlesports.org](http://www.seattlesports.org) for more information

Ask your Watch Party Questions directly to FIFA  
[publicviewing@fifa.org](mailto:publicviewing@fifa.org)

[Submit Your Watch Party Plans Here](#)

Share your plans and help us showcase how Washington celebrates the World Cup.

Submit your Watch Party plans at [seattlesports.org](http://seattlesports.org) or email [eric@seattlesports.org](mailto:eric@seattlesports.org) for assistance.



Funding provided by

