



# App Marketing Guide

## For Businesses, Prize Sites & Community Leaders

SeattleFWC26 | Legacy Initiative

## Welcome

Thank you for being part of SEA&WIN.

The FIFA World Cup 2026™ is projected to generate nearly \$1 billion in economic impact across our region. Through SEA&WIN, SeattleFWC26 is intentionally broadening that benefit, ensuring the world's largest sporting event creates meaningful, lasting impact for communities throughout Washington State.

## What Is SEA&WIN?

SEA&WIN is a free, app-based mobile game created by SeattleFWC26 to broaden the benefit of the world's largest sporting event. Players explore neighborhoods, complete quizzes, visit local Stops, and earn points that unlock prizes — all while discovering small businesses, public art, cultural institutions, and community spaces statewide.

### SEA&WIN helps drive:

- Foot traffic to the front door of local businesses
- Discovery of art, culture, and public spaces
- Statewide exploration and tourism
- Community pride and connection
- A legacy that extends well beyond the final match

## Toolkit Contents

This toolkit includes tools and brand standards needed to confidently participate in the SEA&WIN experience. Together, we're not just hosting matches; we're building momentum, opportunity, and legacy across Washington.

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# Part 1 | Play

The **Play** section of the SEA&WIN Brand Guide explains how participants engage with the app, by exploring Stops, completing Tours and Loops, earning points, and redeeming prizes. It outlines the player's journey from download to redemption, emphasizing discovery, learning, and friendly competition.

**Explore. Play. Win.**

## Who Can Participate?

### Location Requirement

Players must be physically located in Washington State at the time of prize redemption.

### Age Requirement

Anyone may play. Players must be 18+ to redeem Grand Prizes or VIP rewards.

### Cost

SEA&WIN is 100% free to play. No purchase necessary.

## How It Works

- 1. Download:** Available on the App Store and Google Play. Visit [seattlefwc26.org/seaandwin](http://seattlefwc26.org/seaandwin) for direct links.
- 2. Explore:** Use the in-app map to discover Stops and Tours near you.
- 3. Play:** Visit Stops, answer quizzes, complete Tours, and earn Points.
- 4. Win:** Redeem points at official SEA&WIN Prize Sites across Washington.

## App Structure

SEA&WIN is organized into Stops, Tours, and Loops.

### Stops

Stops are geo-fenced, single points of interest like parks, art pieces, stores, restaurants, activations, or Supporter locations. There will be about 350 stops statewide. Many will be small businesses, with priority on small businesses and public spaces or points of interest like museums, parks, green transportation hubs, waterfront viewpoints, and FWC26 art or activations

## Tours

A Tour is a set of 10 to 12 (sometimes more) geographically or thematically related stops that a person could visit in about 2 hours or less. There are 19 Tours statewide, including those aligned with Fan Zones.

Pioneer Square	PTOI Fan Zone
Waterfront	Vancouver Fan Zone
Belltown	Olympia-Lacey Fan Zone
South Lake Union	Spokane Fan Zone
Seattle Center	Bremerton Fan Zone
Commercial Core	Everett Fan Zone
Capitol Hill	Bellingham Fan Zone
CID	Tri-Cities Fan Zone
SODO	Yakima Fan Zone
Central District	

## Loops

**Collections of Tours and Stops designed for deeper exploration. Loops may take hours or multiple days to complete.**

**There are 9 Loops, including:**

- Unity Loop
- Cascadia Loop
- Celebration of Nations Loop
- Juneteenth Loop
- Pride Loop
- Super Fan Loop
- United by Soccer Loop

## Prize Sites

A SEA&WIN Prize Site is an approved location where players can redeem points earned in the SEA&WIN app for prizes during designated Prize Windows.

Prize Sites serve as in-person redemption hubs across Washington State. They provide a welcoming, clearly marked space where players scan, verify eligibility, and receive available prizes while supplies last. Prize Sites play a critical role in turning digital engagement into real-world foot traffic and community activation. The Prize Sites locations are:

<b>Bellingham</b>	Bellingham Visitor Information Center
<b>PTOI in Tacoma</b>	Tahoma Market Puyallup Tribe Administration Building
<b>Olympia-Lacey</b>	Wembley Soccer Shop
<b>Bremerton</b>	Kitsap History Museum
<b>Yakima</b>	Yakima Valley Visitor Information Center Yakima Valley Tourism Chukar Cherries
<b>Tri-Cities</b>	Visit Tri-Cities
<b>Spokane</b>	Spokane Visitor Center
<b>Seattle</b>	Pacific Science Center Friend Museum Northwest African American Museum Pacific Place
<b>Vancouver</b>	Pop-Local

# PART 2 | Promote

The **Promote** section of the SEA&WIN Brand Guide outlines how partners and communities can actively amplify the game and help broaden the benefit of the FIFA World Cup 2026™ across Washington State. It provides clear guidance on messaging, approved language, logo usage, social media promotion, and visual assets to ensure consistent, compliant, and compelling storytelling. This section encourages partners to highlight local impact while aligning with SeattleFWC26's voice, values, and trademark guidelines.

## Core Message

SEA&WIN's core messaging centers on one powerful idea: **Explore. Play. Win. — and Broaden the Benefit.**

As SeattleFWC26's interactive legacy initiative, SEA&WIN transforms the excitement of the FIFA World Cup 2026™ into a statewide experience. The game invites locals and visitors to discover small businesses, cultural institutions, public art, and community spaces while earning points and prizes along the way.

At its heart, SEA&WIN is about shared impact — driving foot traffic, celebrating community stories, encouraging statewide exploration, and ensuring the benefits of hosting the world's largest sporting event extend far beyond the stadium. It's fun, inclusive, and purpose-driven — building pride, connection, and momentum on the road to 2026.

## Marketing Assets Available

Partners have access to:

- Official SEA&WIN logo
- Hero Poster
- Prize Structure Poster
- Canva templates
- Window clings
- Stickers
- Business cards
- Download QR codes

Only official assets provided by SeattleFWC26 may be used.

## Logo & Brand Use Guidelines

The SEA&WIN marketing assets are a protected SeattleFWC26 brand asset.

### Approved Use

You may:

- Always write SEA&WIN — all caps with ampersand (&)
- Use the official logo file (the one that DOES NOT include the FIFA World Cup trophy)
- Resize proportionally
- Co-brand with your logo (following spacing guidelines)
- Use in digital and print materials

### S+W Logo Clearspace

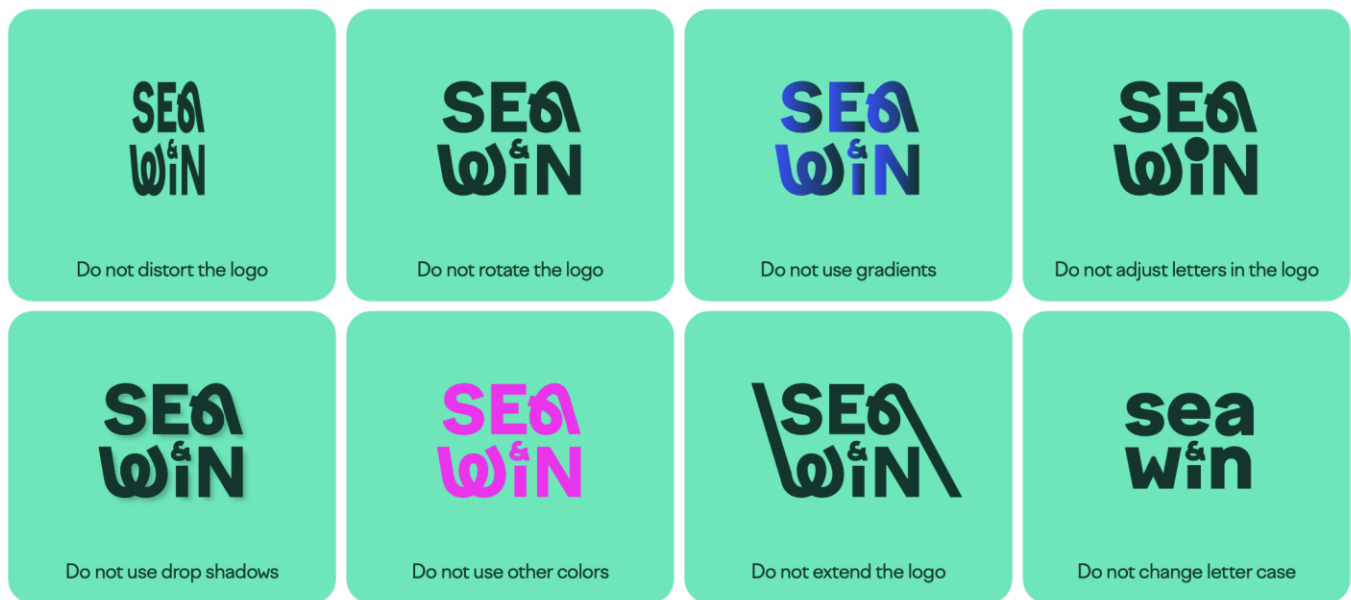


## Prohibited Use

### Do not:

- Use or combine with any FIFA IP this includes: FIFA logo & FIFA Trophy imagery
- Alter colors
- Distort, rotate, crop, or stylize
- Add effects, shadows, or outlines
- Recreate the logo

## S+W Logo Usage



## Using “FIFA World Cup 2026™”

As Seattle prepares to welcome the world for the **FIFA World Cup 2026™**, we’re excited to see local businesses join the celebration. Because the tournament's name is trademarked, there are specific rules about how it can be used.

This guide helps you promote excitement — while staying compliant.

### Do

- Use the full name on first reference: FIFA World Cup 2026™
- After first reference, you may use: World Cup 2026
- Say you are welcoming fans:

- *ex) “Welcoming fans visiting Seattle”*
- *ex) “Celebrating the World Cup spirit”*
- *ex) “Proud Seattle small business during World Cup 2026”*
- *ex) “Part of the Seattle soccer celebration”*
- Promote SEA&WIN properly (if participating)
  - *ex) “We are an official SEA&WIN Prize Site — explore, play, and win during World Cup 2026.”*
- Focus on hospitality, not affiliation
  - *ex) Stop by before the match! Game day specials available!*

## Don’t

- Imply official FIFA sponsorship
- Use “Official World Cup Bar” or similar language
- Alter the tournament name
- Create merchandise using official marks

If you are a SEA&WIN Stop or Prize Site and have questions about wording, please contact your SeattleFWC26 representative before publishing materials.

## Required Legal Footer

**This language must appear on all printed posters and major digital graphics:**

*SEA&WIN is a SeattleFWC26 legacy initiative designed to broaden the benefit of the world’s largest sporting event. **No purchase necessary.** Points are earned through in-app activities. Must be physically located in Washington State at the time of prize redemption. Must be 18+ to redeem Grand Prizes or VIP rewards. Prizes available while supplies last. For complete Official Rules, visit [SeaAndWin.org](http://SeaAndWin.org).*

## Tone & Messaging

**SEA&WIN messaging should be:**

- Energetic
- Inclusive
- Community-centered
- Welcoming
- Clear and simple

SEA&WIN is about exploration and shared benefit — not gambling, exclusivity, or high-stakes competition.

## Part 3 | Share

The **Share** section of the SEA&WIN Brand Guide focuses on amplifying the experience beyond the app. It encourages players, partners, and communities to post their discoveries, prize moments, and local highlights on social media—extending the reach of SEA&WIN through authentic storytelling. The section provides guidance on hashtags, tags, and tone to ensure consistent, compliant promotion while showcasing community pride. By sharing, participants help build momentum toward 2026 and expand the visibility and impact of Washington’s small businesses, cultural institutions, and neighborhoods.

### Suggested Hashtags

*#SEAandWIN*

*#ExplorePlayWin*

*#SeattleFWC26*

City and Stop - specific tags may be added.

### Need Help?

**Main Page:** [seattlefwc26.org/seaandwin](https://seattlefwc26.org/seaandwin)

**FAQs:** [seattlefwc26.org/seaandwin/faq](https://seattlefwc26.org/seaandwin/faq)

**Official Rules:** [seattlefwc26.org/seaandwin/prize-experience-official-rules](https://seattlefwc26.org/seaandwin/prize-experience-official-rules)

**Support:** [seattlefwc26.org/seaandwin/support](https://seattlefwc26.org/seaandwin/support)

When in doubt, contact your SeattleFWC26 representative before publishing materials.

## FAQs

This FAQ section provides essential guidance for SEA&WIN partners, including branding rules, legal requirements, and promotional best practices. Please review carefully to ensure your materials align with official guidelines.

### Participation & Operations

#### Can I give away my own prizes?

Yes. You may offer your own in-store promotions or incentives. These must be clearly separate from official SEA&WIN prize tiers and may not imply FIFA affiliation or sponsorship. Please let the SEA&WIN Support Team know before you offer any additional promotions or incentives at [seaandwin@sea2026.org](mailto:seaandwin@sea2026.org).

#### Can I require a purchase to participate?

No. SEA&WIN must remain free to play. You may not require a purchase to redeem official SEA&WIN prizes.

#### Can I offer a discount tied to SEA&WIN?

Yes. Optional partner promotions (e.g., “10% off for SEA&WIN players”) are allowed but must be clearly presented as your business’s independent offer.

#### How do people find my business?

Your business appears as a geofenced location on the SEA&WIN in-app map. Please ensure your physical Prize Site signage is clearly visible from the street.

#### What if my business hours change?

Submit updates immediately through the Customer Support Form to ensure the app reflects accurate information.

#### What if we temporarily close or cannot honor prize redemption?

Notify SeattleFWC26 as soon as possible so your location can be paused in the app.

### Branding & Marketing

#### How should SEA&WIN be described in materials?

Approved description: SEA&WIN is a SeattleFWC26 legacy initiative designed to broaden the benefit of the world’s largest sporting event by encouraging exploration of small businesses, cultural institutions, and communities across Washington State.

#### Can I create my own SEA&WIN graphics?

You may create promotional materials using the official logo and Canva templates. You may not recreate or redesign the official logo, Hero Graphic or Prize Structure Graphic.

#### Can I co-brand SEA&WIN with my logo?

Yes, using approved co-brand placement guidelines in the Brand Toolkit.

#### Can I boost SEA&WIN posts or run ads?

Yes, provided all materials follow brand and legal guidelines and do not imply FIFA partnership.

**Can I tag FIFA in social posts?**

No. Do not tag FIFA accounts or use FIFA World Cup™ hashtags unless specifically authorized. You can tag the SeattleFWC26 Local Organizing Committee.

**Can I use match ticket imagery for promotions?**

No. Ticket imagery, trophy imagery, and official match branding are restricted assets.

## FIFA & Affiliation Questions

**Is SEA&WIN affiliated with FIFA?**

SEA&WIN is produced by SeattleFWC26, the official Local Organizing Committee for Seattle's FIFA World Cup 2026™ matches. All FIFA-related marks must follow official usage guidelines and approvals – which is to say no FIFA related marks are permitted to be used.

**What language should I avoid?****Do NOT:**

- Call SEA&WIN “the official FIFA game”
- Refer to yourself as an “Official FIFA Partner”
- Use FIFA World Cup™ logos or trophy imagery
- Suggest sponsorship, endorsement, or authorization beyond SeattleFWC26

## Legal & Compliance

**Is a purchase required to win?**

No. SEA&WIN is free to play. No purchase is necessary.

**Can I collect player emails during redemption?**

You may collect information for your own business purposes only if it is clearly optional and compliant with privacy laws. Participation in SEA&WIN cannot be conditioned on sharing personal data with your business.

**Who is responsible for prize inventory?**

Official SEA&WIN prize inventory is managed by SeattleFWC26. Partner-added promotions are the responsibility of the partner business.

## Tone & Messaging Guidance

### What tone should partners use when promoting SEA&WIN?

**Messaging should be:**

- Energetic
- Inclusive
- Community-centered
- Welcoming
- Clear and simple

**Avoid language that suggests:**

- Gambling
- Scarcity pressure (“last chance ever”)
- High-stakes competition
- VIP exclusivity tied to purchase

### Brand Protection: What May Not Be Modified

**The following may not be altered:**

- SEA&WIN logo
- Brand colors
- Official tagline
- SeattleFWC26 name and hashtags
- Legal disclaimer language
- Golden Ball terminology
- Hero Graphic
- Prize Structure Graphic

All co-branded materials must follow the SEA&WIN Brand Guide.

# Part 4 | Kick Start Your Social Game

Posting about SEA&WIN is as simple as a tap-in goal.

Our soccer-themed social media cheat sheet gives you everything you need to stay on offense — ready-to-use captions— so you can share confidently and compliantly. No guesswork, no red cards. Just download, post, tag, and celebrate your Stop, Tour, or Prize moment. Every share helps drive downloads, spotlight local businesses, and build momentum toward 2026.

Game plan set. Whistle blown. Let’s play.

Audience	Short Social Captions	Longer Post
<p><b>Local Residents</b></p> <p><b>Theme</b> Play early. Earn tickets. Win all summer.</p>	<ul style="list-style-type: none"> <li>Seattle, this is your head start. Play SEA&amp;WIN now—rack up points before the world arrives.</li> <li>Local advantage unlocked. Download to Explore. Play. Win.</li> <li>The World Cup is coming. Your bragging rights start today.</li> </ul>	<ul style="list-style-type: none"> <li>The world is coming to Washington—but locals get first play. Download SEA&amp;WIN, earn points by exploring your favorite neighborhoods, and redeem prizes all summer long. No purchase necessary. Just hometown pride.</li> </ul>
<p><b>Visitors / Tourists</b></p> <p><b>Theme</b> Explore like a local—win while you roam.</p>	<ul style="list-style-type: none"> <li>Tour Seattle. Score prizes. Repeat.</li> <li>Explore like a local—win while you roam.</li> <li>Sightsee smarter. SEA&amp;WIN turns your trip into a game.</li> <li>From Pike Place to the pitch—play your way through WA.</li> </ul>	<ul style="list-style-type: none"> <li>Visiting Washington? Let SEA&amp;WIN be your digital tour guide. Discover art, food, culture, and hidden gems while earning points toward exclusive prizes. It’s sightseeing—Seattle style.</li> </ul>
<p><b>Families</b></p> <p><b>Theme</b> Free, family-friendly, no purchase required.</p>	<ul style="list-style-type: none"> <li>Screen time that gets you outside.</li> <li>Family challenge: Who earns the Golden Ball first?</li> <li>Free to play. Fun to explore.</li> </ul>	<ul style="list-style-type: none"> <li>Looking for a free, family-friendly activity? SEA&amp;WIN gets everyone moving—exploring parks, public art, museums, and neighborhoods while earning points toward fun prizes. No purchase required. Just play together.</li> </ul>
<p><b>Soccer Fans</b></p> <p><b>Theme</b> Golden Ball. Grand Prizes. Bragging rights.</p>	<ul style="list-style-type: none"> <li>Golden Ball status: loading...</li> <li>Train like a champion. Play like a local.</li> <li>Six matches. One city. Unlimited prizes.</li> </ul>	<ul style="list-style-type: none"> <li>The countdown to the FIFA World Cup 2026™ is on. Earn Points, unlock Grand Prizes, and claim your Golden Ball moment. Bragging rights included.</li> </ul>

<p><b>Community Explorers</b></p> <p><b>Theme</b> Art, food, neighborhoods, culture—guided by SEA&amp;WIN.</p>	<ul style="list-style-type: none"> <li>Your neighborhood, gamified.</li> <li>Discover Washington one Stop at a time.</li> <li>Art. Culture. Community. Win.</li> </ul>	<ul style="list-style-type: none"> <li>SEA&amp;WIN connects you to the heartbeat of Washington—public art, small businesses, local legends, and cultural spaces—while earning Points along the way.</li> </ul>
<p><b>Businesses</b></p>	<ul style="list-style-type: none"> <li>We're a SEA&amp;WIN Stop! Stop by, earn Points, and win prizes all summer. Free to play. No purchase necessary.</li> <li>Seattle, your game starts here. Play SEA&amp;WIN, explore the city, and win while you roam. Stop in and scan to start earning!</li> <li>Looking for something fun (and free)? Download SEA&amp;WIN, scan at our Stop, and start earning Points today!</li> </ul>	<ul style="list-style-type: none"> <li>The world is coming to Washington—and the game starts right here. We're proud to be an official SEA&amp;WIN Stop! Download the SEA&amp;WIN app, scan our code when you visit, and earn Points toward exciting prizes. It's free to play, family-friendly, and a fun way to explore neighborhoods, art, food, and culture across our region. Stop by, scan, and start your journey to the World Cup. [Insert Address]</li> <li>Ready to explore Washington in a whole new way? SEA&amp;WIN turns the city into a game. Discover local Stops (like us!), earn Points, and redeem prizes all summer long—no purchase necessary. We're excited to be part of this community-wide celebration leading up to the FIFA World Cup 2026™. Come visit, scan our code, and start playing today.</li> <li>Seattle shows up for community—and for the World Cup. We're proud to be a SEA&amp;WIN Stop, helping fans and neighbors explore, connect, and win prizes along the way. Download the app, stop by our location, and start earning Points. Free to play. All are welcome.</li> </ul>
<p><b>Prize Sites</b></p>	<ul style="list-style-type: none"> <li>Official SEA&amp;WIN Prize Site Scan. Redeem. Celebrate.</li> <li>Prize Window Open! 🎉 Redeem your Points for Prizes here.</li> </ul>	<ul style="list-style-type: none"> <li>The world is coming to Washington, and the game is starting right here! We are an official SEA&amp;WIN Prize Site. Stop by, scan our codes to win prizes, and start your journey to the World Cup. [Insert Address] No purchase necessary. See you on the app!</li> </ul>

<p><b>SEA&amp;WIN x Pride</b></p>	<ul style="list-style-type: none"> <li>• <i>Play with Pride. Download SEA&amp;WIN, explore LGBTQ+-owned businesses and inclusive spaces, and earn Points all month long.</i></li> <li>• <i>Pride is celebration. Pride is community. Pride is action. Explore Washington with SEA&amp;WIN and win while you roam.</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>The world is watching — and Seattle shows up with Pride. As we head toward the FIFA World Cup 2026™, SEA&amp;WIN invites you to explore the neighborhoods, small businesses, artists, and community spaces that make Washington a place where LGBTQ+ people are celebrated and protected. Download the app. Visit participating Stops. Earn Points. Win prizes. Pride is more than a month — it's a movement. Let's play with purpose.</i></li> </ul>
<p><b>SEA&amp;WIN x Juneteenth</b></p>	<ul style="list-style-type: none"> <li>• <i>This Juneteenth, we celebrate freedom, resilience, and community.</i></li> <li>• <i>Explore Black-owned businesses, art, and culture through SEA&amp;WIN — and earn Points while you honor the day.</i></li> <li>• <i>Freedom to gather. Freedom to build. Freedom to play.</i></li> <li>• <i>Celebrate Juneteenth by exploring Washington with SEA&amp;WIN.</i></li> </ul>	<p><i>On Juneteenth, we recognize the emancipation of enslaved people in the United States and honor the strength, creativity, and leadership of Black communities. SEA&amp;WIN is proud to encourage exploration of the neighborhoods, artists, small businesses, and cultural spaces that enrich Washington State. As you celebrate today, discover new Stops, support local spaces, and earn Points along the way. Community is the legacy.</i></p>