



# FIFA World Cup 2026

TABIA - February 27, 2025



# Updates



- Stadium Capital Project - Phase 1 December 2024 to March 2025
  - TFC Home Opener - March 15
- Program Advisory Bodies - meetings underway
- Champions Table - Soccer for All
- FIFA Fan Festival
- Mobility Concept, Human Rights Action Plan and Environmental Plan due to FIFA
- Concurrent Events and Festivals
- Quarterly staff report to Council - March
- Host City Leadership Table

# Milestones (as of February 20, 2025)

- 500 Days to Go - January 28
- FWC26 Toronto Sonic ID - March 8
- FWC26 Toronto Poster - April 3
- One Year to Go - June 12



# MILESTONE CALENDAR



2025								
Q1		Q2		Q3		Q4		
500 DAYS TO GO Jan 28, 2025	HOST CITY SONIC ID LAUNCH March 8, 2025	HOST CITY POSTER LAUNCH April 3, 2025	OFFICIAL MASCOT LAUNCH	ONE YEAR TO GO June 12, 2025	VOLUNTEER LAUNCH	TICKET SALES LAUNCH	OFFICIAL BALL LAUNCH	FWC26 FINAL DRAW
2026								
Q1		Q2		Q3		Q4		
OFFICIAL SONG LAUNCH	TROPHY TOUR KICK-OFF	FWC26 OFFICIAL ALBUM	100 DAYS TO GO March 3, 2026	OPENING MATCH (MEXICO) June 11, 2026	OPENING MATCH (CANADA) June 12, 2026	FWC26 FINAL July 19, 2026	POST-TOURNEMENT / REPORTING & LEGACY	



# 500 DAYS TO GO

## MILESTONE EVENT

Collaboration with FIFA26 CAN to create awareness and excitement for 500 Days to Go through a release of Host City montage video and a community engagement activities including:

- A scarf giveaway & social content
- Engaging local attractions & businesses
- Surprise visit from FIFA Legend Dwayne De Rosario and York United CPL players at a local soccer clinic.

100K+ impressions on social

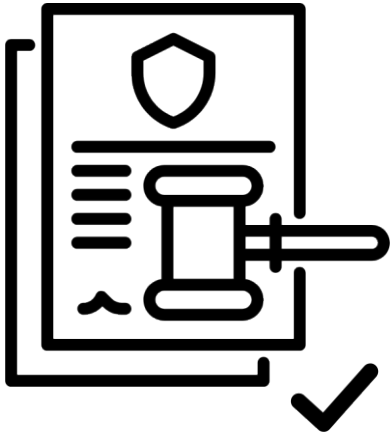
900 post shares

6.5% increase of social followers

160K+ views of HC Montage

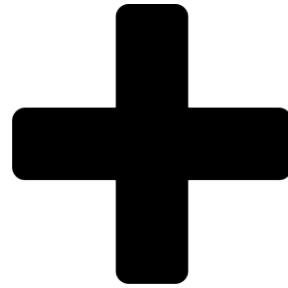
#WeAreToronto used 151 times by 24 authors

# PUBLIC VIEWING : KEY DOCUMENTS



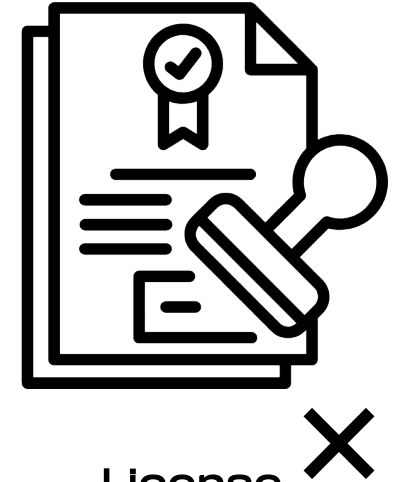
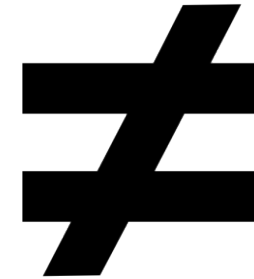
Regulations

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



Guidelines

- Guidelines with detailed information tailored specifically for the HCs, including commercial activations, official designations, and more.



License

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

## Additional Criteria:

Location, quantity, capacity, extra elements

# PUBLIC VIEWING: CATEGORIES



## Non-Commercial

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

No License  
No Fee

## Special Non-Commercial

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

FIFA & Media Partner  
Review (Commercial  
Protections)

License  
Fee  
Technical Cost

## Commercial

- Commercial Gain
  - Sponsored
  - Ticketed / Admission Fee

FIFA & Media Partner  
Review (Commercial  
Protections)

License  
Fee  
Technical Costs

# THIRD PARTY PUBLIC VIEWING EVENTS



**Sales allowed but no competitor branding  
(clear/unbranded packaging/menus).**



**Local sponsors only, no FIFA competitors.**



**No unauthorized/competing branding near the  
screen.**

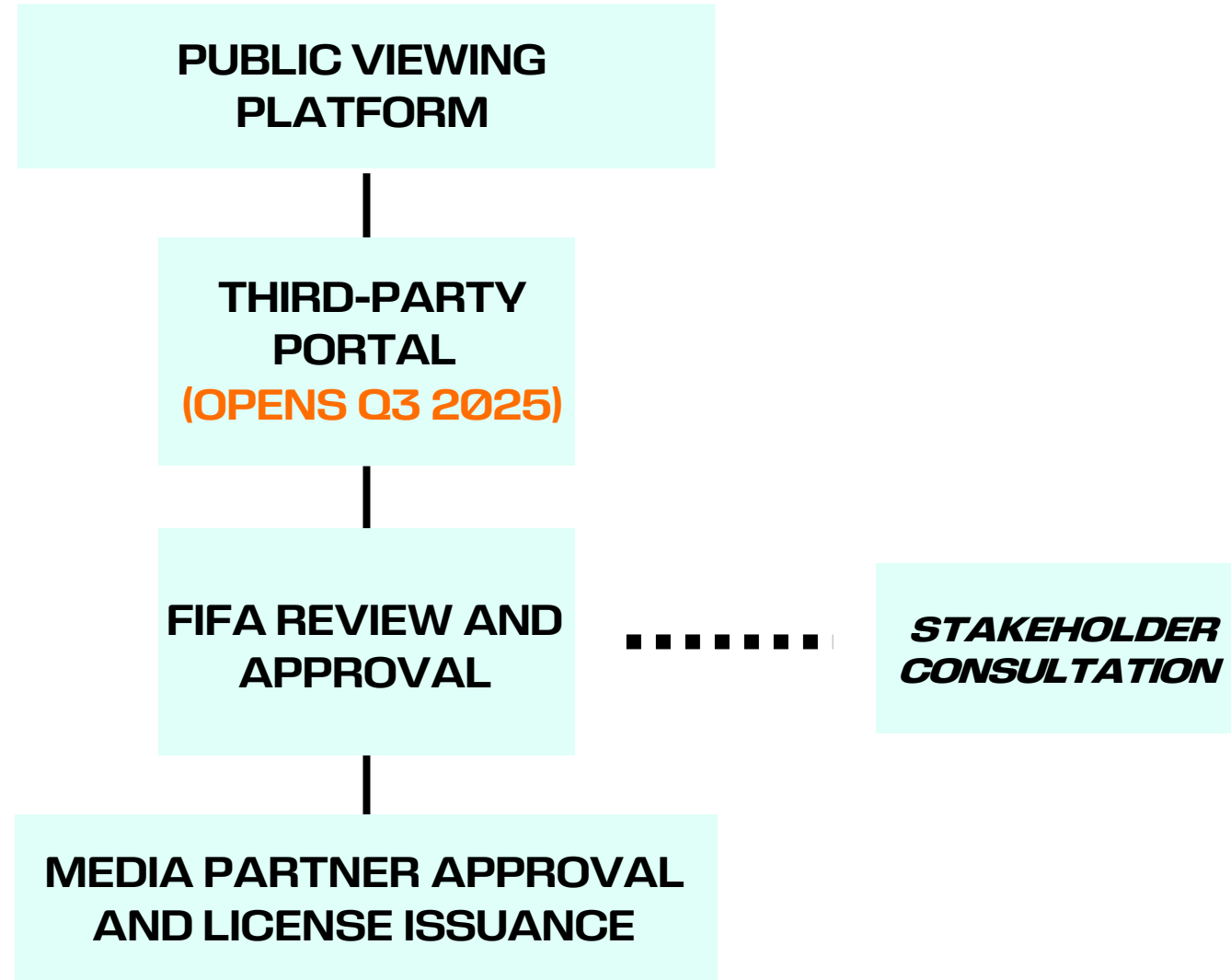


**Avoid implying official FIFA association; editorial use  
permitted.  
e.g. Soccer Watch Party**

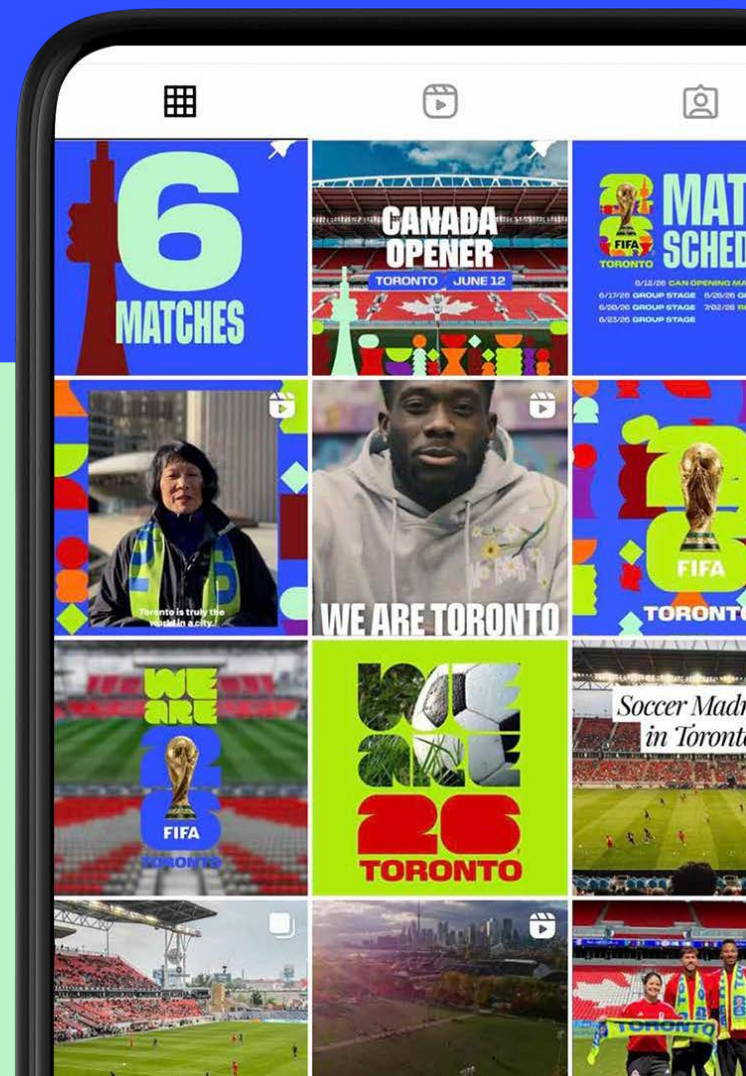
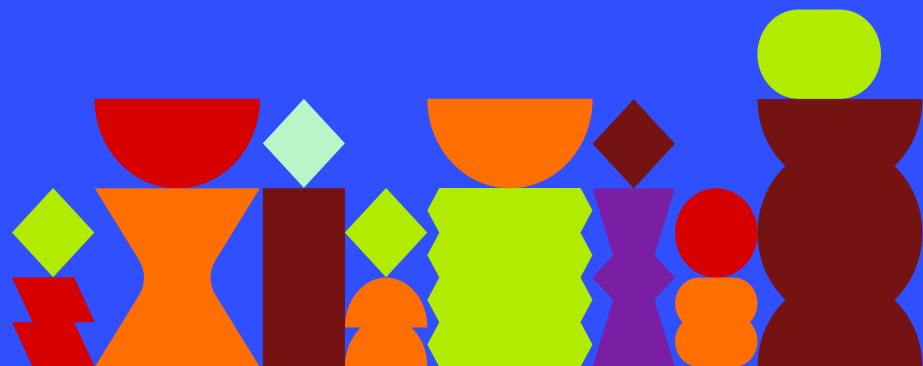
**IMPORTANT: Third-party events remain separate from  
Host City-organized events to protect FIFA rights.**



# PUBLIC VIEWING : PROCESS



# WEARETORONTO  
# WEARE26  
@FWC26TORONTO





**FIFA**

TM

**THANK YOU!**