



FIFA World Cup 26™ Toronto Community Activation Toolkit

Preview



Purpose of the Toolkit

The **Community Activation Toolkit** has been developed to support businesses, organizations, and residents in understanding how to safely and creatively engage with the tournament, while respecting FIFA's brand protection guidelines.

Embodying “**The World in a City**” theme, Toronto's diverse neighbourhoods and passionate soccer communities are encouraged to welcome the world and join the FIFA World Cup 26™ celebration.





THE
WORLD
IN A CITY



What You'll Find In The Toolkit



Section	Content
About the FIFA World Cup 26™	Key match dates, Toronto's hosting role, and FIFA Fan Festival highlights
Why & How to Get involved	The importance of community participation and how to get started.
FIFA Brand Usage and Engagement Guidelines	What you can and can't do when referencing FIFA or the tournament
Hosting Public Viewing Events	Hosting and how to get a public viewing license
Toronto's Story	Messaging themes and examples to inspire your outreach
Ideas to Inspire Your Local Celebration	Creative examples for events, programming, and engagement
Grant Programs	Available funding and how to apply
Terminology & Definitions	Key terms and definitions to help you navigate this guide
Resources & Support	Key links, contacts, and support information

Who the Toolkit Supports

Businesses, organizations and communities are invited to celebrate the excitement of FIFA World Cup 26™. This is more than a tournament – it's an opportunity to showcase Toronto's unique cultural identity, creativity, and community pride on the global stage.

The **Community Activation Toolkit** offers practical ideas and resources to help you plan how you can participate.

- Community leaders and organizations
- BIAs and local businesses
- Arts and culture groups
- Youth and sport organizations
- General Public/Non-Commercial Entities



Use of FIFA IP: What's Protected and What's Off Limits

Only official FIFA licensees and rights holders may use protected marks for commercial purposes. Businesses and organizations must not use, display or distribute materials with tournament logos, wordmarks, mascots or other protected IP on merchandise, signage, ads, or promotions unless they are legally permitted to do so.

IP Category	Examples	Protection level	Direction
Logos / Emblems	Official tournament logo, Toronto Host City logo, trophy symbol	Highest	Never use without authorization
Visuals	Trophy, mascot, match ball, official designs	Highest	Never use without authorization
Wordmarks / Phrases	"FIFA," "World Cup," "FIFA World Cup 26™", "FIFA World Cup 26™ Toronto"	High	Can mention factually in an editorial manner, but not for commercial purposes
Slogans / Mottos	"We Are 26™," "We Are Toronto™"	High	Only use if authorized
Event Names	"FIFA Fan Festival Toronto™"	High	Can mention factually in an editorial manner, but not claim affiliation or use such terms for commercial purposes.

Ways to Engage and Celebrate



✓ Do	✗ Avoid
Refer to the tournament factually (e.g., “FIFA World Cup 26™ in Toronto”)	Calling your event “official,” “sponsored by FIFA,” “Fan Fest”
Host soccer-themed or culturally inclusive events	Implying a formal connection to FIFA or the tournament without authorization
Decorate with generic (unbranded) soccer themes (e.g. balls, nets, fans, etc.)	Accepting money to promote or advertise using FIFA IP or unauthorized branding
Use local/neighbourhood or non-FIFA city branding	Using FIFA logos, mascots, trophy imagery or slogans without authorization
Position your initiatives as community-driven celebrations	Creating “lookalike” branding or marketing materials that mimic FIFA style or suggest affiliation
Offer welcome services to fans (e.g., multilingual menus, special hours)	Market “exclusive”, “official” or “FIFA-endorsed” packages or experiences.
Celebrate participating nations and their cultures respectfully	Use flags or national symbols in a way that implies an affiliation
Share the excitement on social media using approved hashtags (e.g. FWC26, #WeAreToronto)	Retweeting, reposting, or sharing official FIFA content for commercial use. Only FIFA and Toronto’s official partners are allowed to share or repost FIFA’s content for business and commercial purposes.

Approved Messaging ✓

- ✓ “Celebrate soccer’s biggest event in vibrant Toronto!”
- ✓ “Experience global football excitement this summer in Toronto”
- ✓ “Planning to visit Toronto for the tournament? Extend your stay and explore the city!”
- ✓ Use generic, unbranded soccer visuals (e.g., balls, fields, cheering fans)
- ✓ Share general information about Toronto’s match schedule
- ✓ “Visit our restaurant near Toronto Stadium during the tournament”
- ✓ “Toronto’s soccer community welcomes the world!”



Avoid Without Authorization ✕

- X “Proud official sponsor of FIFA World Cup 26™” (unless officially licensed)
- X “Watch the FIFA matches here with special FIFA offers”
- X “Join our FIFA Fan Fest viewing party” or “Join our FIFA viewing party” (unless authorized by FIFA and the Host City)
- X “Official World Cup 26™ accommodation package”
- X “The closest restaurant to the FIFA World Cup 26™ stadium” (avoid implying official affiliation)





Public Viewing Events



A Public Viewing event (or watch party) is a public gathering – indoors or outdoors – centered around watching a FIFA World Cup™ match that is open to the public and not hosted at a venue where televisions are part of the normal operational function of the location.

If your community activation involves a Public Viewing event, you will need to seek a Public Viewing Licence through the [FIFA Public Viewing Platform](#). There are a number of obligations to be aware of, which are managed by FIFA and their official Media Rights Licensee (in Canada which is Bell Media), and not the City of Toronto.

The Platform is expected to be available in Q4 2025 and will outline the process for requesting public viewing licenses for the FIFA World Cup 26™. FIFA has established three categories of public viewing with different requirements:

Category	What It Covers	License Required?
Non-Commercial	<ul style="list-style-type: none">• Regular business operations (e.g., bars, restaurants, hotels) showing matches as part of usual service• Small community events (under 1,000 people), free to attend, no sponsors	No - if normal course of business, and no commercial activity is attached (ie. Admission fee, sponsors).
Special Non-Commercial	<ul style="list-style-type: none">• Larger free community events (over 1,000 people)• Hosted by public institutions (e.g., universities, churches, municipalities)• No sponsors, no ticket sales	Yes (License & fee apply)
Commercial	<ul style="list-style-type: none">• Events involving ticket sales, sponsorships, or commercial intent• Includes paid entry, branded activations, or anything driving business revenue	Yes (License & higher restrictions)

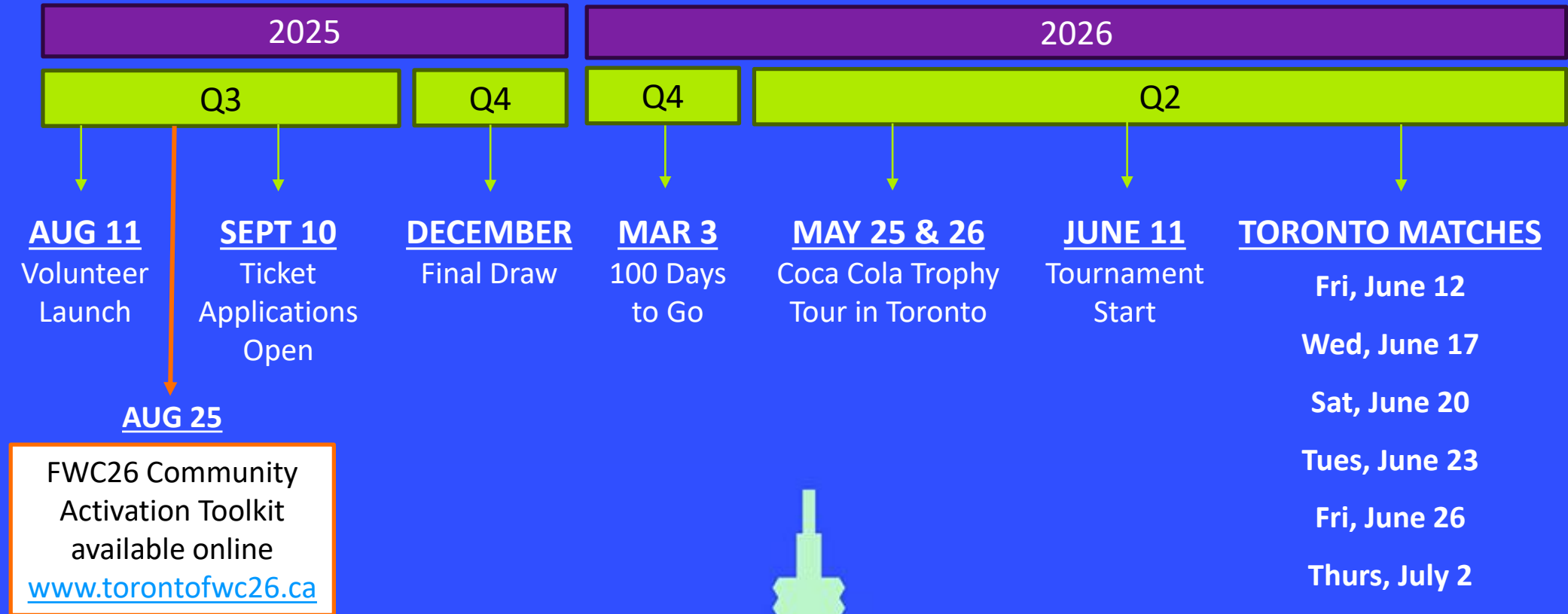
In the meantime, if you have any questions or need assistance on license requests, contact publicviewing@fifa.org.

Ideas to Inspire your Local Celebration

Type	Details	Examples
Themed Celebrations	Activities that capture soccer excitement while respecting FIFA Brand Guidelines.	<ul style="list-style-type: none">• Soccer skills demonstrations• International cultural showcases• Community gatherings (with Public Viewing licenses if showing matches)
Special Promotions	Limited-time offerings aligned with the tournament period	<ul style="list-style-type: none">• International menu features• Soccer-themed packages• Tournament-length special offerings* (not marketed as exclusive or official in relation to FIFA – as noted above)
Educational Programming	Activities that build knowledge and appreciation	<ul style="list-style-type: none">• Soccer history or skill workshops• Cultural exchange programs• International cooking demonstrations
Wellness and Recreation	Active programming with athletic themes	<ul style="list-style-type: none">• Soccer-inspired fitness activities• Family-friendly outdoor games• Team-building experiences
Arts and Culture	Creative expressions inspired by global themes	<ul style="list-style-type: none">• Sport-themed art installations• International music performances• Community creative projects

The Road to 26

FIFA World Cup 26™ Key Milestones



Get involved, today!

SOCIAL



Follow & Share!

Follow @FWC26Toronto on social media and share our content on your channels!

SONIC ID



Stream it!

Toronto's Sonic ID

POSTER



Buy it!

Toronto Host City Poster on sale now!

MERCHANDISE



Wear it!

Toronto Host City Merchandise on sale now!

VOLUNTEER



Register your interest!

Volunteer applications open on August 11.

TICKETS



Register your interest!

Apply for the chance to buy tickets starting September 10.

THANK YOU!

REMINDER

The FIFA World Cup 26™ Toronto Community Activation Toolkit will be available online starting **August 25** at www.torontofwc26.ca.

QUESTIONS?

We're here to help! Reach out anytime at FWC2026Toronto@toronto.ca

