

2026 FIFA World Cup™ INDUSTRY BRIEFING

JULY 28, 2025 (online event)





We would like to acknowledge that Toronto is on the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit. Today, this meeting place is still home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.

Toronto is a word that originates from the Mohawk word “Tkaronto,” meaning “the place in the water where the trees are standing, the place where the fish weirs are.”

AGENDA

Monday July 28, 2025
10:00-11:00 AM

Welcome & Opening Remarks

Event Overview & DT's Role

City of Toronto Update
Community & Business
Opportunities

Next Steps & Collaboration








Photo © BABAK www.babak.ca



EVENT

OVERVIEW

3	COUNTRIES
16	HOST CITIES
48	PARTICIPATING NATIONS
104	MATCHES

 Tournament Dates: June 11 – July 19, 2026

 6 matches at Toronto Stadium (BMO Field)



MATCH SCHEDULE



GROUP STAGE

Fri, June 12, 2026
Match 3 • Group B

Wed, June 17, 2026
Match 21 • Group L

Sat, June 20, 2026
Match 33 • Group E

Tue, June 23, 2026
Match 46 • Group L

Fri, June 26, 2026
Match 62 • Group I

ROUND OF 32

Thu, July 2, 2026
Match 83 • Group K vs. L

TEAM DRAW: TBC DECEMBER 2025

PARTNERSHIP MODEL

	<ul style="list-style-type: none">• FWC 26 Secretariat• Strategic Public & Employee Communications (SPEC)• All division and agency partners
	<ul style="list-style-type: none">• International media and tourism engagement• Digital strategy: website/ social media channels (with SPEC)• Operations (direct to FIFA): hotel blocks and site visits
	<ul style="list-style-type: none">• Commercial sales partner & project management support• Toronto Stadium capital project and venue operations• Access to BMO Field advertising and in-game activation opportunities
	<ul style="list-style-type: none">• FIFA Zurich/ FIFA Miami/ FIFA Canada• Set overall tournament marketing and communications strategy• Oversee Canada's host nation and Toronto's host city responsibilities/ requirements• Approve marketing plans and creative, ensuring efforts align with brand guidelines

DESTINATION TORONTO'S ROLE & RESPONSIBILITIES



Maximize visitation & spending



Elevate Toronto brand awareness



Leverage the moment for future business



Be the local champion, source and connector





MAXIMIZE VISITATION & SPENDING

- Create and deliver **destination information** and stories to drive visitation
- Inspire visitors to **explore more** through strategic content and digital amplification
- Work with **trade partners** to drive bookings and convert interest to visits
- Coordinate **hotel blocks** and contracting to ensure inventory and readiness
- Proactively market the **entire summer** to mitigate destination avoidance





The Game

The City

The Legacy

The News

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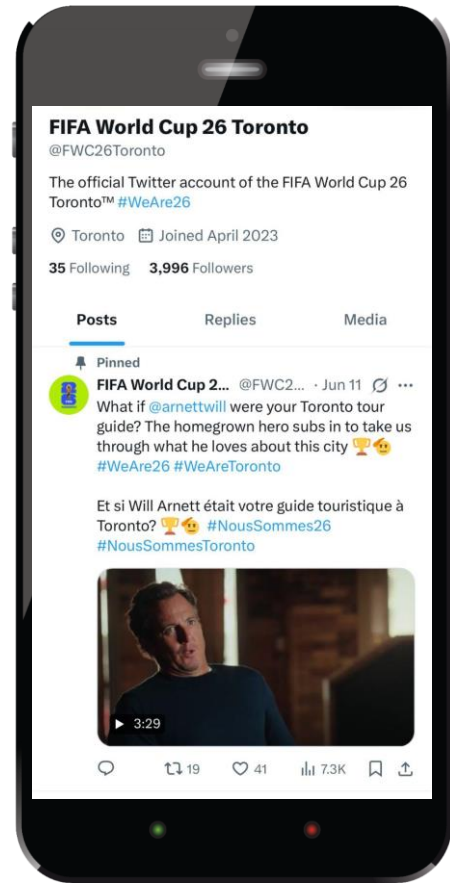
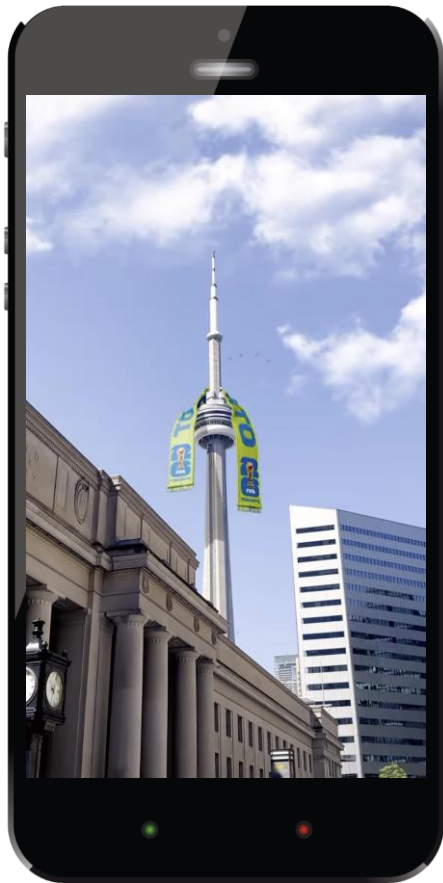
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TORONTO





@fwc26toronto



ELEVATE TORONTO BRAND AWARENESS

- Align with FIFA's **global narrative** while telling Toronto's own story
- Share **compelling content** that highlights our people, neighbourhoods, experiences
- Drive **earned media** in key markets through targeted storytelling and strategic placement
- Collaborate with **rights-holding broadcasters** to spotlight Toronto beyond the pitch





LEVERAGE THE MOMENT FOR FUTURE BUSINESS

- Host **key clients** and media to drive future event opportunities
- Support **legacy initiatives** that strengthen Toronto's capacity to host major events
- Foster a citywide culture of excitement and **readiness for global events**
- Capture **learnings and assets** to fuel future bids and business development





BE THE LOCAL CHAMPION & CONNECTOR

- Participate in **central planning** to align messaging and execution
- Coordinate with **peer cities** to share insights and elevate best practices
- Equip tourism businesses with timely **information and tools** to help them connect with the WC26 opportunity





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FIFA WORLD CUP 2026



HOW TO ENGAGE

Hosting a soccer-inspired event in summer 2026? Share it with us and we'll help spread the word!

Send details to: media@destinationtoronto.com

STAY INFORMED



Sign up to receive Destination Toronto's bi-weekly industry e-news (*Terminal 2*)



Toolkits & resources available on
DestinationToronto.com
Beginning August 2025



Destination Toronto Industry Briefing
January 2026





