



# FIFA World Cup 26™ Toronto

TABIA Information Session | February 2, 2026





**FIFA WORLD CUP 26<sup>TM</sup> TORONTO**  
**OVERVIEW**

# FIFA WORLD CUP 26™

JUNE 11-JULY 19, 2026

16 stadiums across  
Canada, Mexico & USA

FIFA World Cup 26™ will be the biggest sporting event ever, with **3 Host Countries, 16 Host Cities, 48 teams** and **104 matches** uniting an entire continent to showcase a momentous new tournament format.

With more countries, cities, teams and matches, FWC26 will be the most inclusive tournament ever, engaging millions of fans across 16 unique stadiums and billions worldwide.



# FIFA World Cup 2026™

## Toronto

Toronto will host **six matches** at **Toronto Stadium** at Exhibition Place, kicking off with the **Men's Canadian National Team's opening match on June 12, 2026.**

This is a **once-in-a-generation opportunity** for Toronto to shine on the global stage — showcasing our city's vibrancy, passion, and the incredible strength found in our diversity.

The **"World in a City"** will be a rallying cry for community to gather, to welcome the world and cheer loudly for those on the soccer pitch.



# Toronto's Match Schedule



Canada



Ghana



Panama



Germany



Croatia



Senegal



Cote d'Ivoire

Date	Time (ET)	Match
Friday, June 12	3:00 PM	Canada vs UEFA Playoff A winner (Italy / Northern Ireland / Wales / Bosnia & Herzegovina)
Wednesday, June 17	7:00 PM	Ghana vs Panama
Saturday, June 20	4:00 PM	Germany vs Côte d'Ivoire
Tuesday, June 23	7:00 PM	Panama vs Croatia
Friday, June 26	3:00 PM	Senegal vs Winner of FIFA Playoff 2 (Iraq / Bolivia / Suriname)
Thursday, July 2	7:00 PM	Round of 32 Game: Group K runner-up vs Group L runner-up

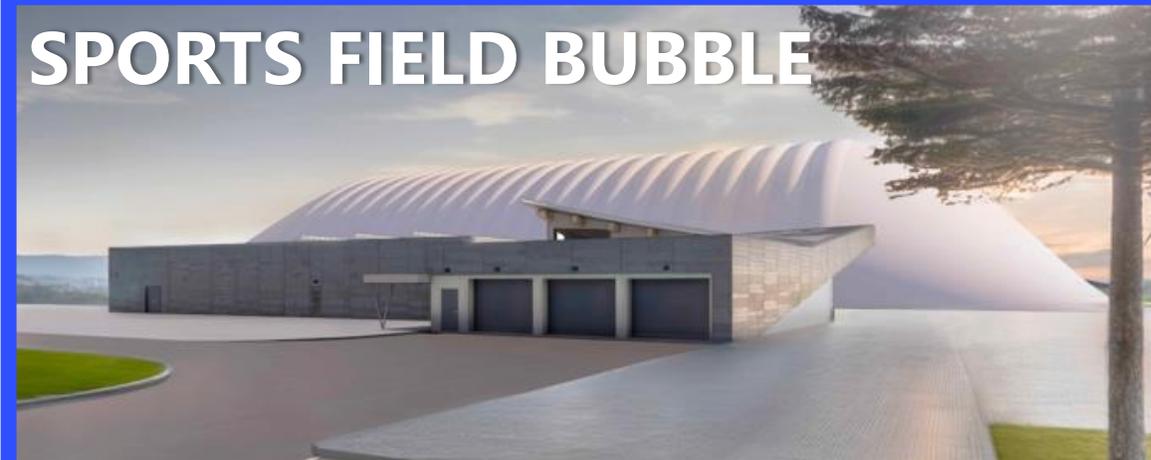
# Toronto Stadium

- Canada's first **soccer-specific stadium**
- Renovations to this City owned venue include:
  - Temporary Seating for up to 45,000
  - Venue Technology Investment including IT Upgrades, Videoboards, Audio system, lighting system
  - Broadcast requirements
  - Replacement of field of play (turf)



## Centennial Park

- Official Training Site
- Capital work features a new pitch and fieldhouse that will serve as a legacy and community hub for soccer in this vast urban park.
- Post tournament legacy and part of the 10-year Master Plan for the park

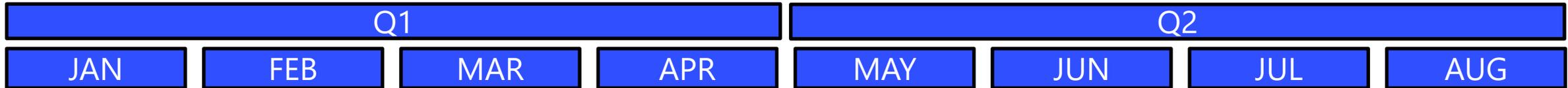


# Roadmap & Key Milestones

FIFA World Cup 26™ Toronto



2026



100 DAYS TO GO (MARCH 3)

COCA-COLA TROPHY TOUR (MAY 25 & 26)

TOURNAMENT PERIOD (JUNE 11 – JULY 19)  
**NOTE: JUNE 12 IS SOCCER DAY IN TORONTO**

SWEEPSTAKES

WE ARE TORONTO - THE WORLD IN A CITY / WELCOME TO TORONTO

KNOW BEFORE YOU GO - MOBILITY & GETTING AROUND

KNOW BEFORE YOU GO - FIFA FAN FESTIVAL

WAY FINDING, CITY DRESSING & EVENT PAGEANTRY



# Fan Experience

# FIFA Fan Festival™ Toronto

## Venues:

- Fort York National Historic Site
- The Bentway

## Operating Dates:

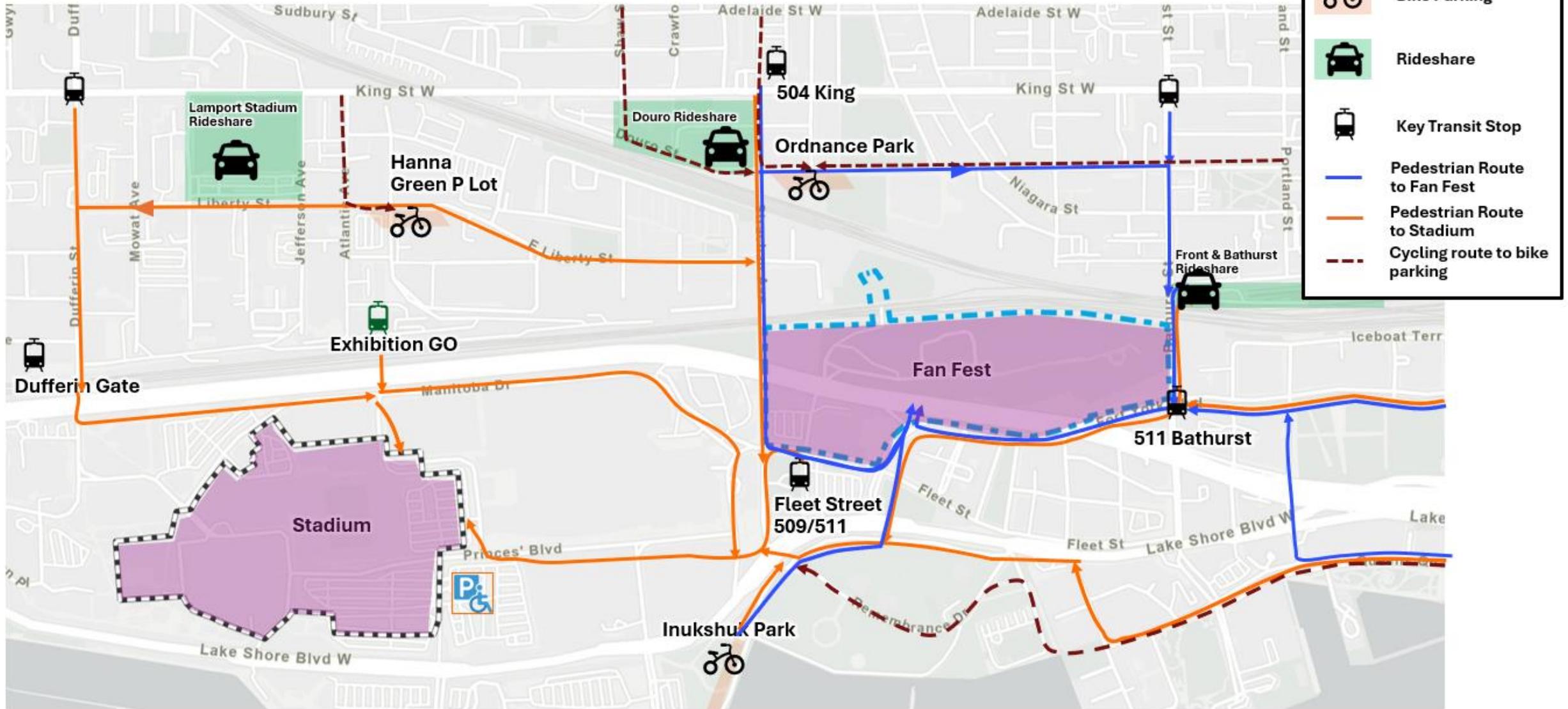
- During tournament period (exact dates TBC)

## What to Expect:

- Live broadcasts of FIFA World Cup 26™ matches
- Cultural performances, live music & interactive art
- Local food vendors & family-friendly activities
- A vibrant, inclusive space to gather and celebrate the world's game and our multicultural identity



# The "Last Mile"



# INFOTOGO: Mobile Tourism Info Program



- Personalized service support for locals & tourists
- Returning in 2026 with new technology and a modern experience
- Two mobile trailers in high-traffic locations during tournament period
- Staffed by knowledgeable Toronto experts





# **Industry & Community Participation**

Community Activation Toolkit 2.0

## Purpose of the Toolkit

The **Community Activation Toolkit** has been developed to support businesses, organizations, schools 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 celebration.



# What You'll Find In The Toolkit



About the FIFA  
World Cup 26™

Why & How to  
Get involved

FIFA Brand Usage  
and Engagement  
Guidelines

Hosting Public  
Viewing Events  
**\*UPDATED\***

How We're  
Framing Toronto's  
Story

Ideas to Inspire  
Your Local  
Celebration

FIFA Fan Festival  
**\*NEW\***

Getting Around  
**\*NEW\***

Terminology &  
Definitions

Resources &  
Support

# Use of FIFA IP: What's Off Limits

- Only official FIFA licensees and rights holders may use protected marks
- Unauthorized use of logos, wordmarks, mascots, or IP is prohibited
- Restrictions apply to merchandise, signage, advertising, and promotions
- This chart shows protected marks requiring FIFA authorization

IP CATEGORY	EXAMPLES OF PROTECTED IP	
Logos / Emblems	Official tournament logo, Toronto Host City logo, trophy symbol	
Visuals	Official Host City <u>poster</u> , trophy, mascot, match ball, official designs	
Wordmarks / Phrases	"FIFA," "World Cup," "FIFA World Cup 26™", "FIFA World Cup 26™ Toronto"	<p><b>FIFA WORLD CUP 2026™</b></p> <p><b>FIFA WORLD CUP™</b></p>
Slogans / Mottos	"We Are 26™," "We Are Toronto™"	<p><b>WE ARE 2026™</b></p> <p><b>WE ARE TORONTO™</b></p>

# Activation Tips: Celebrate Responsibly!



✓ ALLOWED	✗ AVOID
Host soccer-themed or culturally inclusive events	Calling your event "official," "sponsored by FIFA," "Fan Festival"
Decorate with <i>World in a City</i> generic soccer themes (e.g. soccer balls, nets, fans, flags, etc.)	Using FIFA logos, the official Host City poster, mascot, trophy imagery or slogans without authorization
Position your initiatives as community-driven celebrations	Implying a formal connection to FIFA or the tournament without authorization
Celebrate participating nations and their cultures respectfully	Accepting money/sponsorship to promote or advertise using FIFA IP or unauthorized branding
Share the excitement on social media using approved hashtags (e.g. #FWC26 #WeAreToronto)	Market "exclusive", "official" or "FIFA-endorsed" packages or experiences.

# Activation Tips: Celebrate Responsibly!



✓ APPROVED MESSAGING	✗ MESSAGING TO AVOID
"Celebrate soccer's biggest event in vibrant Toronto!"	"Proud official sponsor of FIFA World Cup 26™"
"Experience global football excitement this summer in Toronto"	"Watch the FIFA matches here with special FIFA offers"
"Planning to visit Toronto for the tournament? Extend your stay and explore the city!"	"Join our FIFA Fan Fest viewing party" or "Join our FIFA viewing party"
"Visit our restaurant near Toronto Stadium during the tournament"	"World Cup 26™ accommodation package"
"Toronto's soccer community welcomes the world!"	"The closest restaurant to the FIFA World Cup 26™ stadium"

# Ideas to Inspire Your Local Celebration

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

# FIFA Public Viewing Portal is Now Open

**What is a Public Viewing Event?** Any screening of FIFA World Cup 26™ matches for an audience outside of a private residence.

CATEGORY	WHAT IT COVERS
<b>No License Required</b>	<ul style="list-style-type: none"> <li>Regular bars, restaurants, hotels, and cafes showing matches as part of normal service.</li> <li>Free small social screenings under 1,000 people (no sponsors, no tickets).</li> </ul>
<b>License Required</b>	<ul style="list-style-type: none"> <li>Larger free community events (over 1,000 people).</li> <li>Commercial events with ticket sales or sponsorships</li> <li>Events designed for revenue or branded activations.</li> </ul>

## KEY RESTRICTIONS & BRANDING RULES

- Do not use FIFA logos, tournament emblems, or trophy images
- Avoid event names that imply FIFA endorsement (e.g., "Official FIFA...")
- Sponsors must be approved by FIFA if tied to commercial public viewing

**IMPORTANT NOTE:** Licences are managed by **FIFA** and **Bell Media/TSN**, not the City of Toronto.

To learn more about Public Viewing, or to apply for a license, scan the QR code

Questions? Email [publicviewing@fifa.org](mailto:publicviewing@fifa.org).

