

# COMMUNITY ACTIVATION PLAYBOOK

FOR THE FIFA WORLD CUP 2026™ IN VANCOUVER



We acknowledge this land is situated on the unceded traditional territories of the x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam Indian Band), Sk̓wx̓wú7mesh Úxwumixw (Squamish Nation), and səlilwətał (Tsleil-Waututh Nation).

***This is Version 2.0*** - The FIFA World Cup 2026™ Vancouver Host Committee will update this Community Activation Playbook to answer new questions from the community and to include new information and evolving requirements as they become available. This version includes updates and additions to:

- Match schedules, including dates and times
- Alignment with FIFA's Public Viewing Guidance
- Updated information on event and activation permitting
- Additional planning considerations for community events
- An expanded section further outlining important dates in the Controlled Area

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# 1. INTRODUCTION TO THIS PLAYBOOK

FIFA World Cup 2026™ is coming to Vancouver, and everyone across Vancouver and British Columbia can share in the excitement.

Vancouver is proud to be one of the 16 Host Cities, welcoming the world for seven matches at BC Place Vancouver Stadium. As a Host City, Vancouver has a once-in-a-generation opportunity to showcase our diverse communities, create lasting legacies, and deliver a world-class experience for everyone. To do this, we look forward to working together to celebrate the tournament.



**Together, we have the chance to create something special.**

Celebrations that reflect who we are as a province: vibrant, welcoming, and proud. From the stadium to small towns and city streets, we want the vibe across BC to be electric, filled with pride, colour, and connection.

The FIFA World Cup 2026™ Vancouver Host Committee, which is part of the City of Vancouver, has been tasked with fulfilling the City's Host City obligations and developed this *Community Activation Playbook* to help residents, businesses, and organizations celebrate creatively and responsibly.

Together, let's ensure our celebrations reflect our pride, diversity, and hospitality while protecting the integrity of this global event.

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## Why read this playbook?

### 1. If you're a member of the community

This Playbook offers tips and ideas for how to show your excitement. Whether you want to decorate your home or host a gathering, we can help you celebrate in a way that reflects the pride and spirit of Vancouver and BC?

### 2. If you're a business or community organization

This Playbook outlines how to engage residents and visitors, promote your business or organization, host events, and celebrate creatively—while staying within FIFA's brand guidelines. If you're a business based in Vancouver, especially near BC Place Vancouver Stadium or the FIFA Fan Festival™ Vancouver, you'll find important information about permits, signage, and brand considerations in section 5.

## Key takeaways:



**Celebrate creatively** and welcome the world by decorating with country flags and soccer themes.



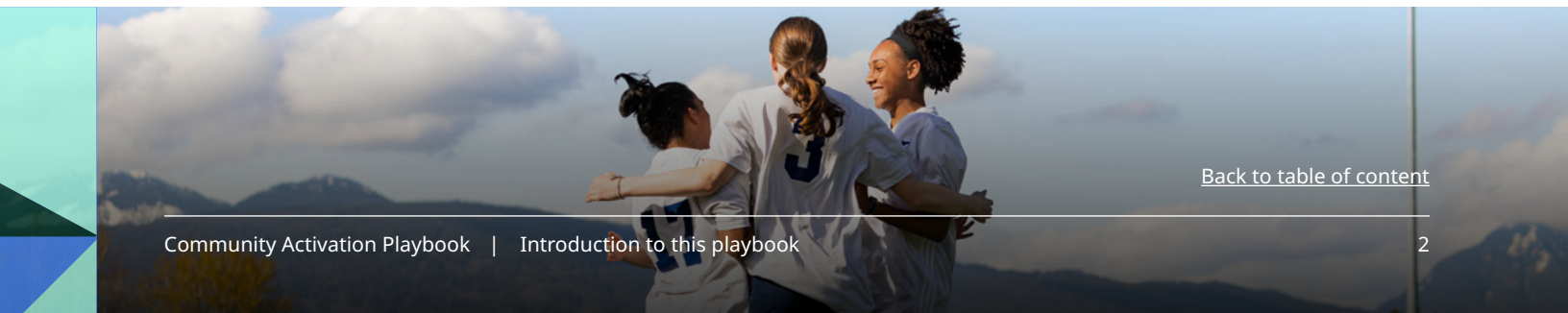
**Events and Activations are encouraged** during FIFA World Cup 26™. If you are an organizer in Vancouver, you should follow the City of Vancouver's standard permitting processes, plan early, and be aware that all events will be reviewed for safety, feasibility and brand protection requirements. Outside of Vancouver, organizers should contact their local municipality for permits as necessary.



**Hosting a FIFA World Cup™ public viewing is a great way to bring the community together!** Refer to the Public Viewing Events section to determine whether a FIFA license is needed and what guidelines as an organizer you should follow.



**Only use FIFA marks or suggest official status** if you are officially licensed. This includes logos, wordmarks, slogans, or any branding that implies a formal partnership.



## 2. A LETTER FROM JESSIE ADCOCK

### FIFA WORLD CUP 2026™ VANCOUVER HOST COMMITTEE LEAD

The world is coming to Vancouver and BC for the most-watched sporting event on the planet, and what we create together will be remembered long after the final whistle. Building on our legacy of hosting world-class events, **we are on track to successfully host FIFA World Cup 2026 and proudly showcase Vancouver, British Columbia, and Canada on the global stage.**

**Success means delivering the best possible experience for *everyone*.** That includes residents, visitors, businesses, community organizations, and the many partners working together to make this tournament feel unmistakably Vancouver, while meeting our responsibilities as a Host City.

This Playbook is designed to help residents, businesses, and community organizations take part in the celebration and bring the atmosphere to life. Whether you're a small business or a local restaurant preparing for match days, a community association, or a neighbourhood group planning to decorate your block, this is your playbook to get involved and help create something memorable across the province.

**While the tournament is on for almost five weeks, the impact is long lasting. We're making a strategic investment that will deliver immediate economic benefits, sustained long-term economic growth, and lasting legacies** for our communities. The opportunity is significant, and how we show up together will shape the experience people take home with them, and the impact here long after the tournament.

The goal is simple: to create a celebration that reflects Vancouver's pride and hospitality and showcases British Columbia as a global destination to visit and do business. **Celebrating the beautiful game belongs to everyone, so plan to be part of it and create lifelong memories.**



With excitement and gratitude,

**Jessie Adcock**

*Lead, FIFA World Cup 2026 Vancouver Host Committee*

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# 3. ABOUT FIFA WORLD CUP 2026™

FIFA World Cup 2026™ is the largest tournament in soccer history, uniting millions of fans in Canada, Mexico, and the United States for an unforgettable celebration of the beautiful game. For more information, visit [www.vancouverfwc26.ca](http://www.vancouverfwc26.ca), or follow our Instagram, Facebook and X accounts @fwc26vancouver.

## What is soccer/football?

Soccer/football is the world's most popular sport, played by two teams of eleven who move the ball down the field and aim to score in the opposing net. Its simplicity, speed, and global reach make it a unifying force across countries and cultures. While most of the world calls it football, the term soccer is more common in Canada. For consistency, we'll refer to it as **soccer** throughout this playbook.

## FIFA World Cup 2026™ Competition format

The FIFA World Cup 2026™ features an expanded format with 48 teams (up from 32 in previous tournaments), making it the largest FIFA World Cup™ in history. In the Group Stage, teams will be divided into 12 groups of four teams each, with each team playing three matches, one each against the other teams in their group. The top two teams from each group will automatically advance to the knockout stage, along with the eight best third-place teams, creating a Round of 32.

From there, the tournament follows a single-elimination format through the Round of 16, Quarter-finals, Semi-finals, and ultimately the Final. Teams that reach the Final will play a total of eight matches (one more than in previous tournaments).

As host nations, Canada, Mexico and the United States automatically qualify for the tournament.

This new format significantly increases the number of matches (from 64 to 104) and provides more nations with the opportunity to participate in the world's most prestigious soccer tournament. To see a list of qualified nations, [click here](#).



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## FIFA World Cup 2026™

Vancouver will host seven FIFA World Cup 2026™ matches:

### GROUP STAGE

**AUSTRALIA**  **V**  **TÜRKIYE**

JUNE 13 - 9:00 PM PT

**CANADA**  **V**  **QATAR**

JUNE 18 - 3:00 PM PT

**NEW ZEALAND**  **V**  **EGYPT**

JUNE 21 - 6:00 PM PT

**SWITZERLAND**  **V**  **CANADA**

JUNE 24 - 12:00 PM PT

**NEW ZEALAND**  **V**  **BELGIUM**

JUNE 26 - 8:00 PM PT

### ROUND OF 32

**1B**  **V**  **3EFGIJ**

JULY 2 - 8:00 PM PT

### ROUND OF 16

**W85**  **V**  **W87**

JULY 7 - 1:00 PM PT

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## Other FIFA World Cup 2026™ matches of note

### ✔ Opening Match | Mexico v South Africa **Mexico City, Mexico**

**June 11, 2026** (Thursday): Match 1 – 9:00 PST/12:00 EST *This iconic stadium will host the first game of the tournament, making Mexico the first country to host a FIFA World Cup opening match three times.*

### ✔ Canada's First Match Canada v Bosnia and Herzegovina/Italy/Northern Ireland/Wales **Toronto, Canada**

**June 12, 2026** (Friday): Match 3 – Group B – 9:00 PST/12:00 EST *Canada kicks off its tournament campaign at home in Toronto.*

### ✔ Semi-Finals

**July 14, 2026** (Tuesday): Match 101 - Semi-Final #1 – 9:00 PST /12:00 EST **Dallas, USA**

**July 15, 2026** (Wednesday): Match 102 - Semi-Final #2 – 9:00 PST /12:00 EST **Atlanta, USA**

### ✔ Finals **New Jersey/New York, USA**

**July 19, 2026** (Sunday): Match 104 – Final – 9:00 PST /12:00 EST *The 82,500-seat venue will host the championship game.*



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## Vancouver public venues

Location	Details
<b>BC Place Vancouver Stadium</b>	Located at 777 Pacific Blvd, Vancouver. Will host 7 FIFA World Cup 2026™ matches.
<b>FIFA Fan Festival Vancouver™</b>	<b>PNE (Pacific National Exhibition) at Hastings Park</b> – Will host the Official FIFA Fan Festival™ Vancouver over 28 days, a family-friendly destination for live match viewings, music, food, art, and more.

## World Cup legacy

- Since the first FIFA World Cup in 1930, the tournament has become the pinnacle of international soccer, showcasing unforgettable moments and legendary players.
- The FIFA Women's World Cup began in 1991 and has grown into a global sporting phenomenon, celebrating the best in women's soccer and inspiring millions. It has featured icons such as British Columbia's own, Christine Sinclair, Canada's all-time leading goal scorer and one of the most celebrated players in the world.
- The 2022 FIFA World Cup in Qatar reached more than 5 billion people worldwide, making it the most-watched sporting event on the planet.
- Canada has participated in the FIFA World Cup in 1986 and 2022 and now takes the field again as a host nation.
- Vancouver and British Columbia have a strong history of hosting major sporting events, including the FIFA Women's World Cup in 2015 — where the final drew a record crowd at BC Place Vancouver Stadium and captivated millions around the world.



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# 4. THE FIFA WORLD CUP 2026™ VANCOUVER BRAND

The FIFA World Cup 2026™ brand is bold, energetic, and designed to unite Host Cities under a shared global identity while celebrating what makes each city unique. In Vancouver, our unique Host City brand reflects our natural beauty, vibrant communities, and creative spirit.



Our official slogan *'We are a Force of Nature'* brings that identity to life. It captures the power, pride, and personality of British Columbia, and sets the tone for how we'll welcome the world.

During the lead up to and during the tournament, you'll see the brand woven into the fabric of the city. Banners and wayfinding, the FIFA Fan Festival™ Vancouver, the Last Mile and other fan experiences will feature vibrant colours, dynamic patterns, and strong visual storytelling that connects Vancouver to the global event while staying true to our local character.

Whether you're walking through downtown, attending a match, or visiting the FIFA Fan Festival™ Vancouver, the brand will help shape the experience and show the world what makes this place so special.



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## 5. CELEBRATING AS A RESIDENT OR VISITOR

Residents and visitors are members of the public celebrating the FIFA World Cup 2026™ in non-commercial ways. Here's how to share in the excitement:

### Share on social media

Help us share Vancouver's excitement as a proud Host City for FIFA World Cup 2026™:

- Follow @fwc26Vancouver and @FIFAWorldCup
- Use hashtags like #FIFAWorldCup and #WeAreVancouver
- Avoid anything that could suggest that your account, page, or business is affiliated with FIFA

### Buy official merchandise and tickets

Always buy from licensed sources to ensure authenticity

- **Merchandise** | For Official Merchandise, visit the official [FIFA Store](#) or [Peace Collective FIFA Collection](#) (for Peace Collective products, shipping from Canada).
- **Merchandise can also be found locally at retailers such as** Walmart Canada, 7-Eleven, Adidas Canada, Canadian Tire, Fanatics.ca, Amazon.ca, Lids Canada, Costco, YVR Airport, Winners and Real Canadian Superstore
- **Tickets** | Visit the [official FIFA ticketing portal](#).

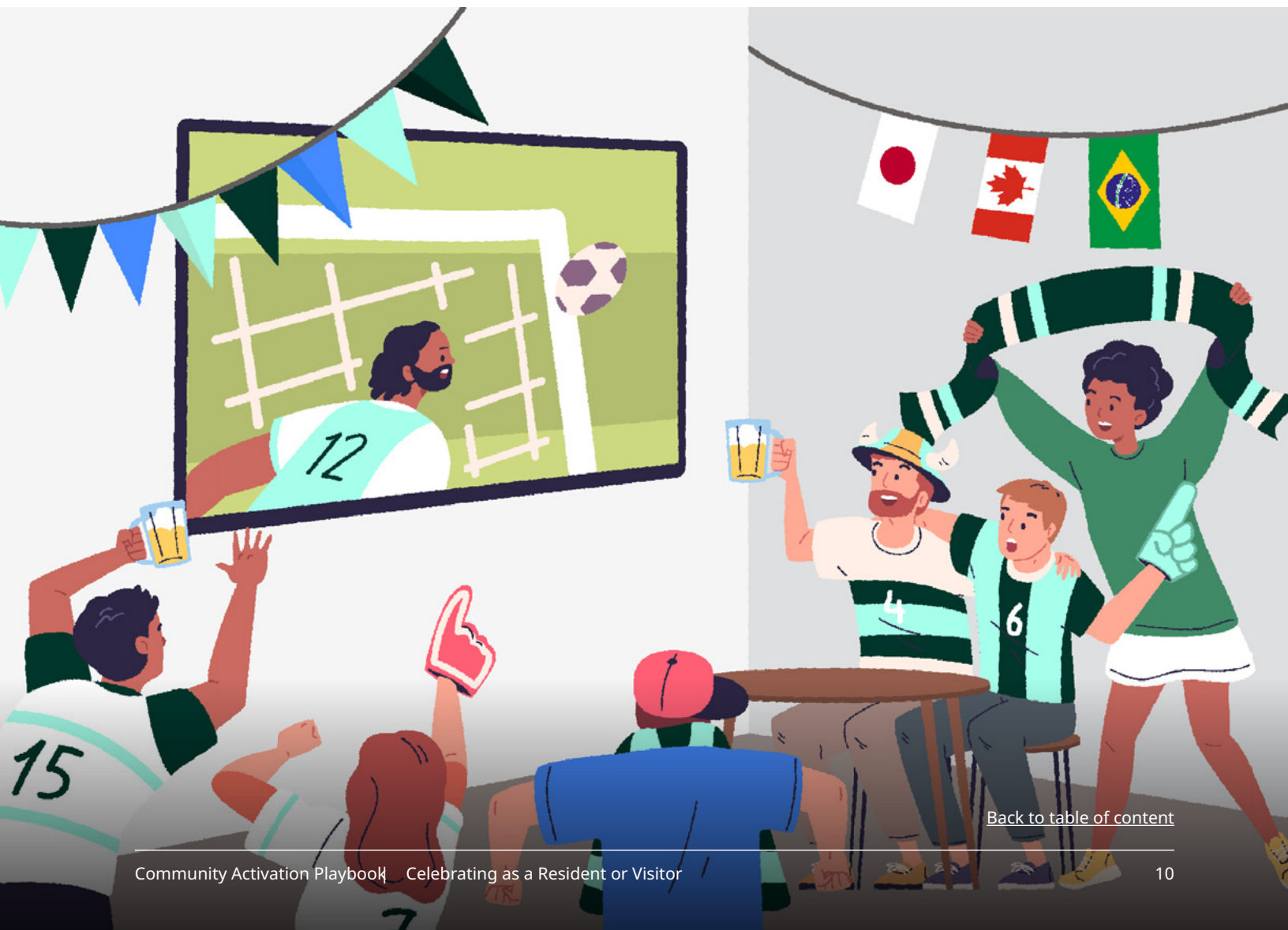


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## Celebrate creatively

Looking for fun ways to show your excitement for FIFA World Cup 2026™? Here are a few ways to join the celebration as a fan:

- Decorate your home, yard, or balcony with soccer-themed décor or country flags.
- Organize a country-themed potluck with friends to watch a match at home.
- Host a friendly backyard soccer game or skills challenge with neighbors.
- Create chalk art or window paintings to cheer on your favourite team.
- Wear your favourite team's colours or create DIY fan gear to show your spirit.
- Share your excitement on social media using hashtags #FIFAWorldCup and #WeAreVancouver.
- Learn and share fun facts about participating countries with your family or school.
- Display team flags or messages of welcome in your windows.
- Curate a playlist of global soccer anthems to play during matches or gatherings.
- Plant flowers in Host City colours or the colours of your favourite team.



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## 6. CELEBRATING AS A BUSINESS OR COMMUNITY ORGANIZATION

This section applies to any business or organization celebrating FIFA World Cup 2026™ beyond personal or private activities, including:

- ✓ Local shops, cafés, restaurants, and bars
- ✓ Tourism and hospitality businesses
- ✓ Community groups or nonprofits
- ✓ Influencers, creators, and media producing branded or sponsored content
- ✓ Libraries, recreation centres and neighbourhood houses

Official FIFA licensees and rights holders have the exclusive rights to use FIFA's protected marks for commercial purposes. This includes tournament logos, wordmarks, mascots, and other protected Intellectual Property (IP). Businesses, organizations, and individuals must not use these assets, including on merchandise, signage, ads, or promotions, unless they have received explicit authorization from FIFA.

### A. Why protecting the FIFA World Cup 2026™ brand matters and our approach

Protecting the FIFA World Cup 2026™ brand ensures the integrity of the tournament, safeguards Commercial Partner investments, and preserves the unique experience for fans worldwide. Importantly, protecting the brand is a critical commitment we made in being awarded the opportunity to be a Host City and clear brand protection guidance helps to prevent unauthorized uses that can undermine the event's success.



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## Delivering on Vancouver's Host City responsibilities

Vancouver has a unique opportunity to welcome the world and celebrate this global event while showcasing our city's diversity and hospitality. To succeed and honor commitments we made in being named a host city, we must protect the integrity of the event, including its brand and Commercial Partners who make it possible.

Under its Host City Agreement, the City of Vancouver is required to support FIFA's global brand protection program. What does this mean?



### **Protecting sponsors**

FIFA World Cup 2026™ is funded in part by sponsors who pay for exclusive rights. Their support helps bring the tournament to life. The Host Committee will help FIFA protect those rights by preventing unaffiliated commercial parties from associating with the event.



### **Vancouver's role as a Host City**

Organizers of major global events regularly face the challenge of unaffiliated commercial parties attempting to associate themselves with the event or its participants for profit. Consequently, under the Host City Agreement, FIFA requires the City of Vancouver to support FIFA's global brand protection program. This includes educating the public, preventing unauthorized commercial activity, and helping to ensure that sponsors receive value in exchange for their investment. By participating in the brand protection program, we demonstrate leadership, uphold our commitments to FIFA, and strengthen our event-hosting reputation worldwide.



### **Active but fair enforcement**

FIFA, the City of Vancouver, and the Vancouver Host Committee team will monitor branding use across the city, both online and in person. While our approach will prioritize education and cooperation, we may take enforcement measures where necessary to protect the integrity of the FIFA brand and its commercial partners. In serious or repeated cases, FIFA or law enforcement may take legal action.

## Our approach:

- Include community at large in staging a vibrant, world class atmosphere.
- Engage local businesses and groups to help welcome the world and celebrate this incredible moment for our city and province.
- Provide clear guidance to help prevent misuse of FIFA intellectual property or the development of unauthorized associations.

## B. Official Commercial Partners and rights holders

Only FIFA Partners, FIFA World Cup Sponsors and FIFA World Cup Tournament Supporters, and official licensees may associate their brands and businesses with the FIFA World Cup 2026™. The up-to-date list of Commercial Partners and licensees is available at [this page](#) (scroll to the bottom).

Separately, the City of Vancouver will have official Host City Supporters who will help bring the FIFA World Cup 2026™ to life locally by supporting community events, branding, and fan experiences like the FIFA Fan Festival™ Vancouver, all in coordination with FIFA to ensure compliance with official guidelines and memorable event experiences. For Host City hospitality and partnership opportunities contact: [fwc@bc pavco.com](mailto:fwc@bc pavco.com)



*Credit: Destination Vancouver/  
Coast Mountain Photography*

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### C. What is FIFA Intellectual Property (IP) and who can use it?

FIFA's Intellectual Property (IP) includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans, and more.

Protected examples:

#### FIFA World Cup 2026™ logo and wordmarks



#### Mascot, slogans, and official posters



#### Tournament-specific branding (e.g., Host City marks)



FIFA's IP is reserved exclusively for FIFA rights holders and Commercial Affiliates. This includes:

- FIFA Partners, FIFA World Cup Sponsors and FIFA World Cup Tournament Supporters
- FIFA World Cup 2026™ Host City Supporters and Delivery Partners
- FIFA World Cup 2026™ Host City Government Funding Partners

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## D. How to celebrate without creating an unauthorized association

✔ <b>Businesses can</b>	❌ <b>Businesses cannot:</b>
<p>Decorate storefronts with country flags and national colours to welcome visitors and create themed food and drink menus inspired by participating countries.</p> <p>Team names (e.g., USA vs. Canada) can be shown in plain text for editorial purposes, but not with official logos or trademarks.</p>	<p>Use <a href="#">FIFA marks</a> to imply affiliation or advertise products or services including:</p> <ul style="list-style-type: none"> <li>• Wordmarks e.g. “FIFA”, “World Cup”, “FIFA World Cup 2026™” in the branding or promotion of your event</li> <li>• Logos e.g. Official tournament logo, Host City Logo</li> <li>• Visuals e.g. Trophy, Mascot, Match Ball, Official designs</li> <li>• Slogans e.g. “We Are 26”, “We Are Vancouver” “We are a Force of Nature”</li> <li>• Event names e.g. “FIFA Fan Fest™”, “Trophy Tour”</li> </ul> <p>Suggest an official partnership or endorsement (unless licensed to do so) e.g. “Proud Supporter of the FIFA World Cup 2026™”</p>
<p>Use generic soccer imagery (e.g. soccer balls, nets, jerseys)</p>	<p>Use images or designs that feature specific player likenesses, national team jerseys, or other imagery that suggests an official association with FIFA or national teams</p>
<p>Sell merchandise featuring country flags, and general soccer imagery, without using FIFA World Cup 2026™ or FIFA IP</p>	<p>Sell, gift or contest merchandise featuring FIFA World Cup 2026™ logos or branding without approval</p>
<p>Show matches on existing screens as part of normal service or apply for a FIFA public viewing license (see 7b below)</p> <p>Ensure all screens, whether existing or newly installed, are positioned so they are visible only to the intended audience within the permitted area.</p>	<p>Place screens where sightlines draw crowds, creating unplanned gatherings or safety and traffic impacts.</p>

**Useful Resource:** The [Destination Vancouver Home Turf Toolkit](#). A visual identity system including creative guidelines and templates to support creating cohesive design and impactful marketing that celebrates the World Cup in Vancouver while respecting tournament brand requirements.



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## Creative celebration ideas

Here are some creative and compliant ways to show support and bring soccer energy to your space. These examples follow brand protection guidelines and are designed to inspire activations that feel festive and welcoming, without using FIFA trademarks or suggesting an official association.

**1** Decorate in a respectful way with flags and country colours to welcome the world.

**2** Use generic soccer ball imagery

**3** Sell merchandise with country flags and general football imagery, without using FIFA World Cup 2026™ or FIFA IP

**4** Continue regular operations by showing matches on existing screens, as you normally would or host viewing parties with a FIFA public viewing license (see application process in 8b below).

**5** Host a soccer tournament representing different countries and create a DIY trophy for the winners (with no FIFA branding)

**6** Organize a soccer themed community potluck and BBQ with country themed food

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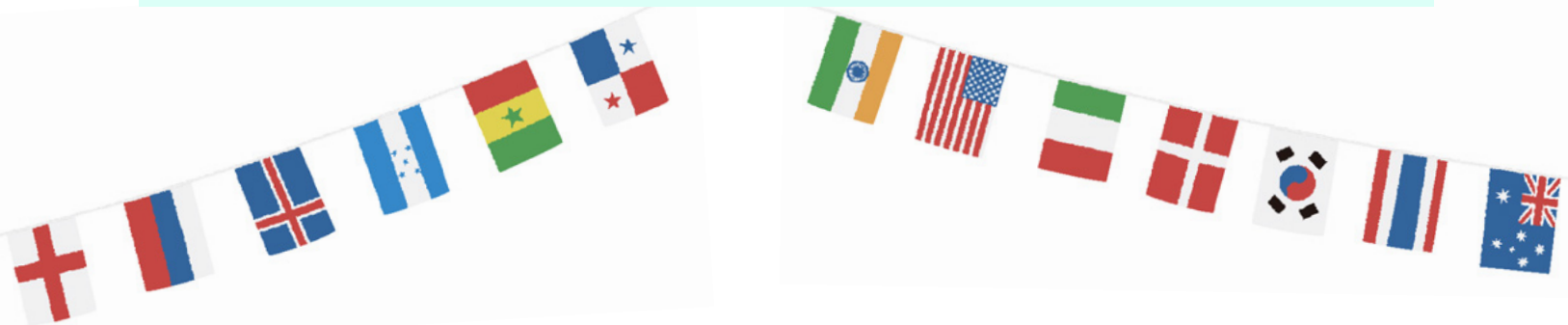


## More ideas to celebrate creatively...

- Host themed entertainment or music nights that highlight the cultures of teams playing that day (e.g. a live band from a participating country or a DJ spinning international playlists).
- Organize friendly soccer trivia competitions to engage customers and guests.
- Set up a fan selfie zone with soccer-themed backdrops such as mini goals, soccer balls, and country flags (no FIFA logos or marks).
- Offer “country of the day” promotions or specials linked to match schedules (e.g. discounts on themed dishes or drinks when certain countries play).
- Run community soccer skills challenges in safe outdoor spaces, like juggling contests practicing shots on goal (as long as no FIFA branding is used).

[Learn more about FIFA's Intellectual Property Usage Guidelines.](#)

***\*Remember:** Refer to **Section 7 Events and Activations During FIFA World Cup 2026™** below for further information on event permitting, planning considerations and Public Viewing Events.*



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# 7. EVENTS AND ACTIVATIONS DURING FIFA WORLD CUP 2026™

The FIFA World Cup 2026™ presents an exciting opportunity to showcase the city on a global stage. Whether you are a long-time event organizer or planning something new, this is a time to come together, activate our public spaces, and create memorable experiences for residents and visitors.

## A. Annual Events in Vancouver

Annual events are a valued part of the Vancouver’s cultural landscape, and the City of Vancouver (“the City”) is committed to enabling them to thrive throughout the tournament period, where feasible.

Most annual events are expected to continue throughout the tournament period, with the City proactively working with organizers to align plans and navigate this exciting time. This coordinated approach allows Vancouver to embrace the global spotlight while continuing to highlight the community-driven events that make the city special.

To achieve this, the City has developed a **Parallel Event Strategy** that aims to:

- **Collaborate with event organizers** to align their plans within the broader FWC2026 context.
- **Review each event** with attention to public safety, mobility, and operational considerations.
- **Enhance the city experience** by ensuring a wide range of events and activities will be available throughout the tournament period for residents and visitors to enjoy.
- **Encouraging citywide celebrations** to bring the energy of the tournament into communities across Vancouver.

## B. Planning a New Event? Start Here

FIFA World Cup 2026™ is a moment of celebration for the entire city, and a great opportunity for individuals, businesses, and community groups to host new events or activations to align with the excitement, add to the vibrancy in the city and create welcoming spaces for everyone to enjoy.

To help you plan a successful event during the tournament period (May 1-July 19), use the questions below to identify which sections apply to your event.

Question	Relevant Section	What You’ll Find
<b>Will the event require a special event permit?</b>	<b>Section 7c:</b> Permitting and Planning	Permitting pathways (within the city of Vancouver) and core planning considerations that apply to all events
<b>Will the event take place in a Controlled Area in Vancouver?</b>	<b>Section 7d:</b> Operating near BC Place Vancouver Stadium or FIFA Fan Festival™ Vancouver	Sponsorship guidance and match day considerations
<b>Will the event broadcast FIFA World Cup 2026™ matches?</b>	<b>Section 7e:</b> Public Viewing Events Licensing	Licensing requirements, event categories, and public viewing-specific planning considerations

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## C. Permitting and Planning

Event organizers should contact their local municipality for permits as necessary. New events requiring permits in the City of Vancouver will go through the well-established permitting process, which remains consistent and familiar to many organizers. Permitting requirements are based on the event’s location and are coordinated through the appropriate City department.

Event Location	Permitting Department
Streets, sidewalks, and public plazas	<a href="#">Engineering Services</a>
Parks and on the seawall	<a href="#">Board of Parks and Recreation</a>
Private property	<a href="#">Development, Buildings, and Licensing</a>

For a full permitting process overview, visit [LinkCity of Vancouver | Organize a special event](#) and review the Link [Special Event Permitting Handbook](#).

✦ **Application Timeline:** Start planning early and remain flexible with timing, location, and scale. **Submit event applications by early 2026** at the latest to allow sufficient time for review and approvals.




Credit: Destination Vancouver/  
Vision Event Photography Inc.

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## Core Planning Considerations for Events

When planning your event, keep these key points in mind:

- **Match Days** – The tournament period will bring significant activity and excitement across Vancouver and the broader region. Match Days, in particular, will generate significant pressure on transportation networks, public spaces, public safety operations, and overall resource availability. As a result, the City's capacity to support additional new events will be extremely limited throughout the tournament period, with the greatest constraints occurring on and around Match Days. Due to these limitations, the City will be unable to permit additional special events or outdoor public viewing parties on Match Days and the day prior, especially in the Controlled Area. Organizers are encouraged to consider alternate dates or locations where feasible. For further information and guidance, please review **Section 7d Operating near BC Place Vancouver Stadium or FIFA Fan Festival™ Vancouver** and **Section 7e Public Viewing Events Licensing**.
- **Permits and Approvals** – Special events require early and thorough logistical planning to allow enough time for a full feasibility review, especially given the increased resource demands during the tournament period. All required municipal and provincial permits should be secured as early as possible. Events taking place in Vancouver during the tournament period will undergo an additional feasibility review that evaluates safety, mobility, and operational impacts in coordination with public safety agencies to ensure alignment with citywide planning
- **Liquor Sales and Service** – Apply early for new permissions or licence amendments through the [Liquor and Cannabis Regulation Branch](#) to avoid delays. Ensure responsible service, capacity controls, and staffing are integrated into the event plan.
- **Brand Protection** – Avoid any association with FIFA unless officially licensed. Avoid all protected trademarks, logos, or branding in marketing or promotion.
- **Public Safety** – Hire licensed security personnel early, maintain emergency access, and prepare first aid and evacuation procedures suited to event size and risk. Plan for weather, medical incidents, and other emergencies. Early coordination with police, fire, and emergency services is necessary, as major events place significant demands on public safety resources.
- **Event Infrastructure** – Confirm necessary rental equipment (e.g. fencing, tents, barriers, etc.) along with any required permits are secured in advance, considering peak season demand.
- **Crowd Management** – Establish maximum occupancy, monitor attendance, and implement strategies for entry control, circulation, queuing, and post-event dispersal. Ensure emergency access and consider impacts on surrounding areas.
- **Sustainable Transportation** – Promote walking, cycling, rolling, and transit to reduce congestion, particularly on Match Days.
- **Zero Waste Practices** – Incorporate waste reduction, recycling, and composting measures aligned with your municipality or with the [City of Vancouver's Green Event Planning Guide](#).
- **Accessibility and Inclusivity** – Ensure the event is welcoming to all by providing barrier-free access and accommodations such as accessible seating, restrooms, and clear signage. Consider social and cultural accessibility by designing programming that caters to the global audience the tournament will attract.
- **Public Viewing Event** – If your event includes live broadcast FIFA World Cup 2026™ matches, please refer to the guidance in Section 7e Public Viewing Events Licensing.

 **Celebration Tip** - Consider smaller or indoor activations to bring people together to celebrate the spirit of the World Cup! They're easier to organize and can create vibrant, memorable experiences.

## D. Operating near BC Place Vancouver Stadium or FIFA Fan Festival™ Vancouver

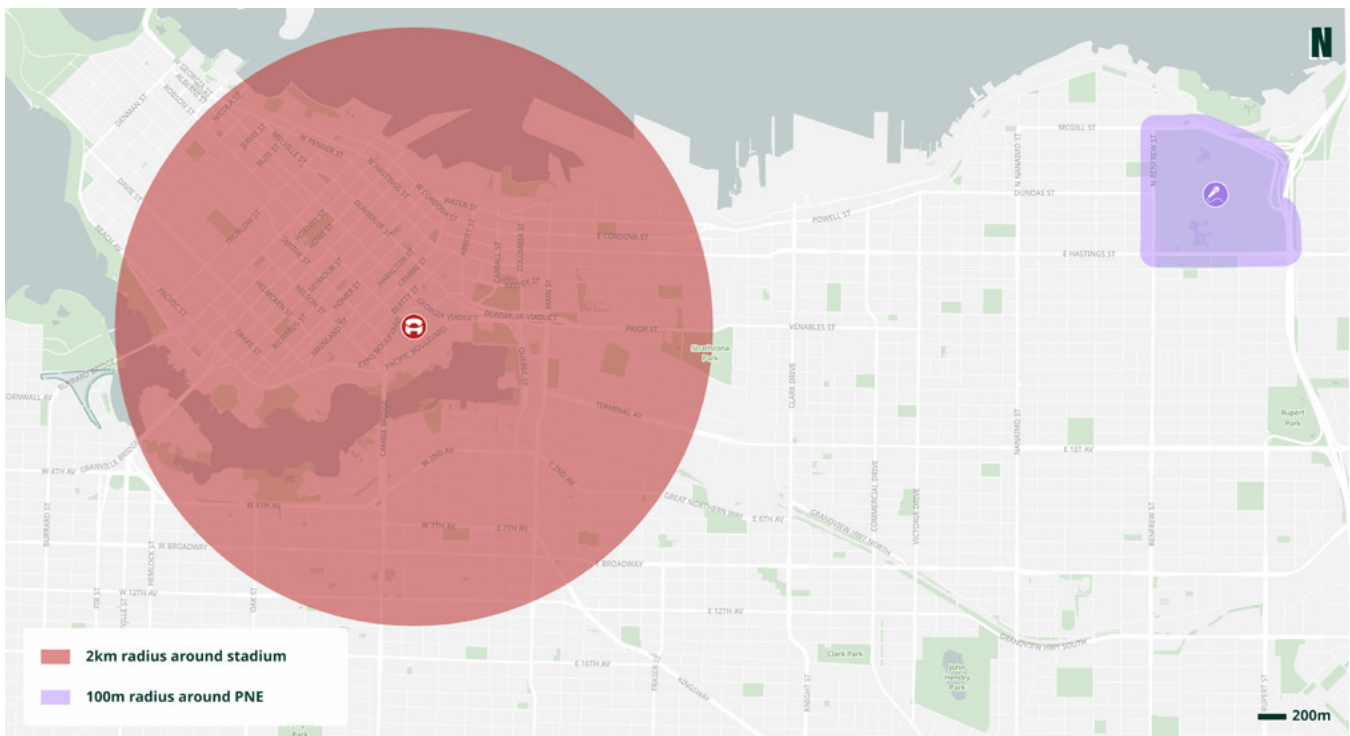
On Vancouver Match Days, thousands of fans will gather in and around **BC Place Vancouver** and **FIFA Fan Festival™ Vancouver** to experience the energy of the tournament. To support a safe, accessible, and enjoyable experience, FIFA requires the City of Vancouver to establish a designated **Controlled Area** around these key locations. The City is responsible for maintaining clear access for emergency services, teams, officials, volunteers, and fans throughout the tournament period. This approach is standard for major international events and helps manage public safety and the overall fan experience.

As part of Vancouver’s Host City Agreement with FIFA, the City is committed to upholding the rights of FIFA World Cup™ Commercial Partners within the Controlled Area.

**Note:** Businesses, bars, cafes, and restaurants within Controlled Areas are not required to close and are encouraged to remain open and welcoming during this exciting time.

The “Controlled Area” includes:

- **BC Place Vancouver Stadium:** A 2-kilometre radius on each Vancouver Match Day and the day before (June 12–13, 17–18, 20–21, 23–24, 24–25, 25–26, and July 1–2, 6–7)
- **FIFA Fan Festival™ Vancouver at Hastings Park:** A 100-metre perimeter around the official activation site during days of operation (up to date information can be found at <https://vancouverfwc26.ca/fifa-fan-festival>)




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## Events In the Controlled Area

Most annual events are expected to proceed within the Controlled Area and remain a valued part of Vancouver's vibrant cultural fabric. The Controlled Area will be heavily programmed and subject to operational restrictions due to increased crowd volumes and FIFA-related activities, requiring significant coordination to ensure public safety, mobility, and emergency access.

Due to these limitations, the City will be unable to permit additional special events or outdoor public viewing parties within the Controlled Area on Match Days and the day prior. Organizers are encouraged to consider alternate dates or locations where feasible.

Organizers are encouraged to consider indoor venues for high impact events within the Controlled Area. Outdoor events will require careful logistical planning and early application to allow sufficient time for feasibility review, in recognition of the resource pressures expected during the tournament period.

 **Celebration Tip** - Indoor activations and creative community experiences are a great way to join the excitement without conflicting with Controlled Area restrictions.

## Brand & Sponsorship Guidelines

The following event guidelines apply to branding, sponsorship, and signage within Controlled Areas during the tournament period on the dates specified above.

**Event Sponsors:** Public display of event sponsorship materials (such as signage, giveaways, and other promotional assets) in categories that compete with FIFA Commercial Partners are not permitted. Check the current list of FIFA Commercial Partners and licensees at the bottom of this [webpage](#).

- **Non-Commercial Branding** - Independent, non-commercial branding is allowed and encouraged to showcase your event or organization's identity.
- **Indoor Signage** - Indoor sponsorship signage for events is generally acceptable, as long as it is not visible from public spaces such as streets, parks, or plazas.
- **New Signage** - Any new signage installations on private property may require a permit. Apply early through LinkCity of Vancouver | Sign permit to ensure compliance and avoid delays.
- **Brand Protection** - Use of FIFA trademarks, logos, mascots, or branding that suggests World Cup association is prohibited unless officially authorized. Unauthorized vending, marketing, or signage implying affiliation is also not permitted.

**! Important Disclaimer** - These guidelines are for general information only and **do not constitute legal advice**. If you require guidance on brand protection, sponsorship reviews, or believe your plans may intersect with FIFA's rights, **seek independent legal advice**. Compliance with FIFA's regulations is the responsibility of the event organizer.

## E. Public Viewing Events Licensing

### What is a Public Viewing?

- A Public Viewing Event (PVE) is any organized gathering where FIFA World Cup 2026™ matches are shown to an audience outside of a private home.
- Could take place in a bar, restaurant, cinema, stadium, park, office, school, or community center - anywhere fans can come together to watch.
- Bring people together to share the biggest football moments, creating an atmosphere and connection far beyond the stadiums.

### Why Some Public Viewings Require a License

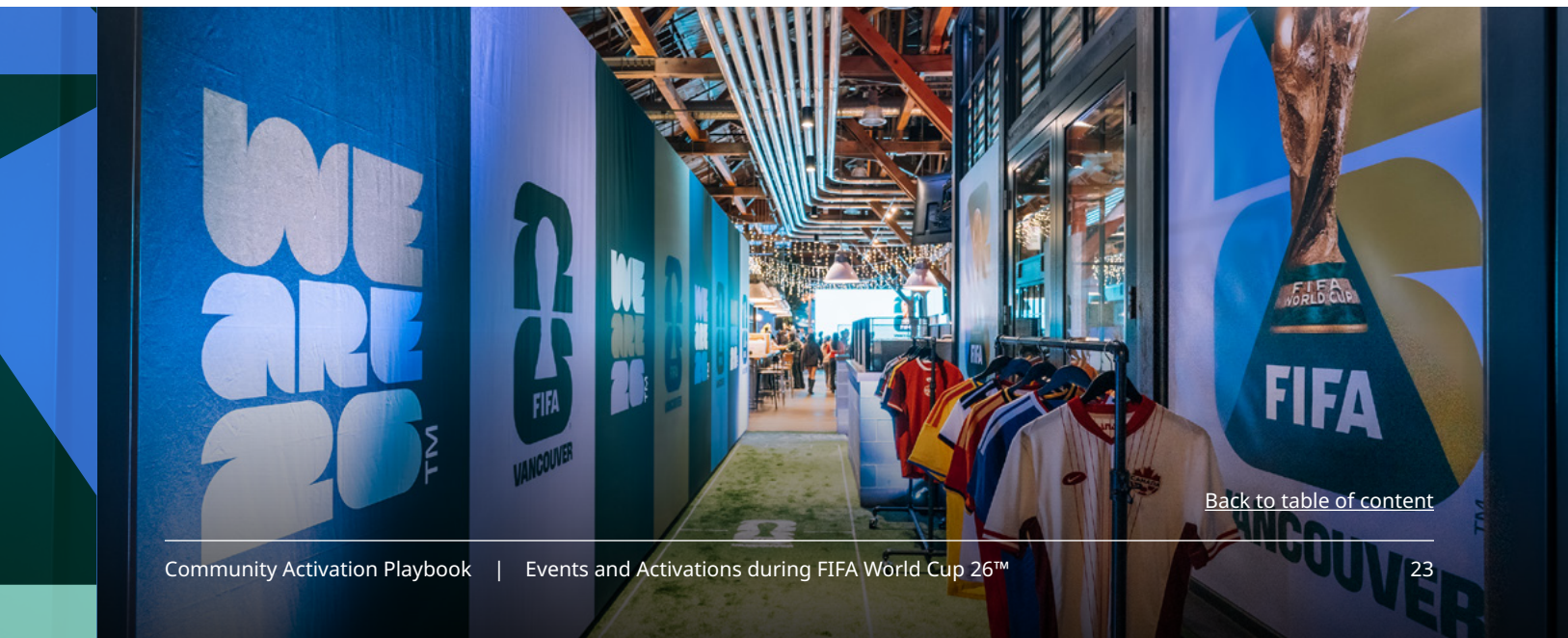
- The broadcast feed belongs to FIFA's Official Media Partner(s) in your territory.
- A public viewing license gives permission to show their product to a public audience.
- Protects the value of the tournament and maintains a consistent, high-quality experience for fans.
- The FIFA Public Viewing Portal will confirm your category, tell you if you need a license, and guide you on the next steps.

### Public Viewing Categories

Public Viewings can vary in size and purpose:

- Commercial – Designed to generate income (e.g., charging entry, having sponsors, or gaining other commercial benefits).
- Non-Commercial – Organized purely for enjoyment, with no commercial activity linked to it.
- Special Non-Commercial – A large non-commercial event with more than 1,000 attendees.

Your category determines if you need a license and what activities are permitted. For full definitions, please refer to the FIFA Public Viewing Regulations or email [publicviewing@fifa.org](mailto:publicviewing@fifa.org) and apply directly through the Link [FIFA Public Viewing Portal](#).



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**Important!** Confirm event classification early to avoid changes later in the planning process.

Category	What It Covers	Audience Size	FIFA License Required?
<b>Non-Commercial</b>	<ul style="list-style-type: none"> <li>Matches shown as part of normal business operations (e.g. bars, restaurants, hotels using existing equipment), with no event-specific entry fees, fewer than 1,000 people at any one time, and during regular business hours.</li> <li>Small free community events organized purely for enjoyment</li> </ul> <p><b>Note:</b> To remain non-commercial, events must not include any admission ticket fees, sponsorships, branded activations, advertising, or commercial activity; and must comply with FIFA regulations.</p>	Under 1000	No (No fee)
<b>Special Non-Commercial</b>	<ul style="list-style-type: none"> <li>Larger free events</li> <li>Hosted by public institutions (e.g., churches, universities, municipalities)</li> <li>No ticket sales, sponsors, or commercial activity</li> </ul>	Over 1000	Yes (License & possible technical fees)
<b>Commercial</b>	<ul style="list-style-type: none"> <li>Events with ticket sales, sponsorship, or commercial promotion</li> <li>Includes paid entry, branded activations, or any activity designed for commercial gain or to generate income</li> </ul>	Any Size	Yes (License, fees, and restrictions)



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## Planning Your Event

In addition to the [Core Planning Considerations in Section 7c](#), here are some additional planning considerations to support the safe and successful delivery of public viewing events.

### Sponsorship

- Allowed only for commercial public viewing events.
- FIFA Commercial Partners can sponsor your event.
- Local businesses that do not compete with FIFA Commercial Partners may be eligible to sponsor your event. Please contact [publicviewing@fifa.org](mailto:publicviewing@fifa.org) for more information.
- All sponsorships must be approved before confirmation.

### Admission

- Charging entry is possible for certain public viewing categories.
- Must be declared in your application and reflected in your license.
- Non-commercial events must not charge admission fees, but organizers are encouraged to use a pre-registration system or another structured access method that helps manage entry and attendance.

### Concessions

- Sale of food, beverages, and goods is allowed, but cannot be made mandatory for non-commercial viewing category.
- Working with FIFA partners is recommended.
- If working with a non-FIFA Partner as a vendor:
  - Food & beverages must be served in unbranded packaging.
  - Menu boards must be free of branding.
  - No implication of sponsorship or association with FIFA or the Competition.
- Contact [publicviewing@fifa.org](mailto:publicviewing@fifa.org) if you require more clarity.

### Branding & Promotion

- All rights to the Competition Marks (emblem, title, logos, mascot, and trophy) belong to FIFA and may not be used in the branding or promotion of your event.
- You may use the term “FIFA World Cup 2026™” only in plain text for editorial purposes, without implying any official association. E.g. “Join us for a public screening of the
- FIFA World Cup 2026™ match between Country A and Country B at Central Park on June 15.”
- Avoid using “FIFA” or “World Cup 2026™” in your event name or marketing materials.
- Use general terms like “soccer” or “tournament” instead.
- Team names (e.g., USA vs. Canada) can be shown in plain text for editorial purposes, but not with official logos or trademarks.

## Branding Do's & Don'ts

✔ Do's	✘ Don't
<ul style="list-style-type: none"><li>• Use neutral event names: "Football in the Park," "Summer Soccer Celebration".</li><li>• Show country names in text only.</li><li>• Use your own branding, colors, and style.</li></ul>	<ul style="list-style-type: none"><li>• Use FIFA marks, logos, or trophy images.</li><li>• Include "FIFA" or "World Cup" in your event name.</li><li>• Use team logos.</li></ul>

## Broadcast Rules

- Live only: No delays or replays.
- No broadcast modifications: No edits, overlays, or replacements.

## Coverage Windows

- Opening/Closing Matches – Start 20 min before kick-off, ends at least 10 min after.
- All Other Matches – Start 10 min before kick-off, ends at least 10 min after.

## Political Association

- Do not link the event or broadcast to any political party, candidate, or campaign.

## Exhibitor Responsibilities

- Arrange any local permits, insurance, and safety measures.
- Ensure accessibility and manage capacity.
- Coordinate with local authorities for crowd management if needed.
- Coordinate with FIFA Media Partner on signal acquisition and quality assurance.
- All Public Viewing Exhibitors must adhere to FIFA's Public Viewing Regulations.

## Screen Placement

- Ensure screens, whether existing or newly installed, are positioned so they are only visible to the intended audience within the permitted area.
- Avoid sightlines that could attract unintended crowds, which could result in safety or traffic impacts.

## Creative Enhancements

- Community focused enhancements are encouraged to help set the vibe.
- Options include country flags, team colours, curated music, trivia, giveaways, emcee-led moments and themed food and beverages.
- All elements must remain noncommercial, if that is the applicable licensing type.

## How to Apply for a FIFA License

Public Viewing Events may require **multiple approvals** to proceed:

- **FIFA Public Viewing License** – Familiarize yourself with the [FIFA Public Viewing Regulations](#). Apply directly within the [FIFA Public Viewing Platform](#) for a license at least 60 days in advance or sooner. The portal will confirm your category and license requirements. Email [publicviewing@fifa.org](mailto:publicviewing@fifa.org) with questions.
  - **Special Event Permit** – Apply for required permits with your local municipality for all events in spaces that typically require municipal approval. For events in [Vancouver](#), refer to *Section A: Event Permitting and Planning for details*.
  - **Provincial Liquor Licensing** – In British Columbia, a Special Event Permit (SEP) is required to sell or serve liquor at an event. Organizers or hosts must apply through the [Liquor and Cannabis Regulation Branch](#).
- ✦ **Plan ahead** – Organizers should apply for necessary approvals in parallel to avoid delays. Municipal and Provincial timelines may vary, so early coordination is essential as processing times may vary. To support a successful application, ensure your submissions are complete and provide all required details.

### Where to Find More Information

Public Viewing Website – [https://publicviewing.fifa.org/public\\_viewing](https://publicviewing.fifa.org/public_viewing)

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



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## F. FIFA Fan Festival™ Vancouver

FIFA Fan Festival™ Vancouver is an official event held in each Host City during FIFA World Cup 2026™. Designed for all fans, these **large-scale, family-friendly events bring people together to celebrate the tournament through live match broadcasts, music, culture, food, and entertainment.**

In Vancouver, FIFA Fan Festival™ Vancouver will be held at the **Pacific National Exhibition (PNE) at Hastings Park** and is a unique opportunity to showcase the very best of our city, province, and country on the world stage. **The Host City Campus** within FIFA Fan Festival™ Vancouver is being developed in partnership with the Host City team, the City of Vancouver, the Province of British Columbia, Destination BC, Destination Vancouver, Indigenous Tourism BC, and local First Nations: Musqueam, Squamish, and Tsleil-Waututh.

Vancouver and BC are known for our diverse communities, exceptional culinary and beverage scene, and rich arts and entertainment offerings. Planning for FIFA Fan Festival™ Vancouver includes **thoughtfully curated programming, visual design, and dining experiences that reflect the spirit of the tournament and the vibrancy of our region.**

FIFA Fan Festival™ Vancouver will be the place to celebrate and **watch televised matches** in 2026. With programming, concerts, activations and more – the Fan Festival will be the best place to feel the energy of the tournament outside of BC Place Vancouver stadium.

By creating **inclusive opportunities for local businesses, performers, and producers**, FIFA Fan Festival™ Vancouver will offer meaningful ways for the community to be part of the energy and hospitality of FIFA World Cup 2026™. **We look forward to welcoming the world to Vancouver, more detail and announcements coming soon on our website at <https://vancouverfwc26.ca/fifa-fan-festival/>!**



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## 8. RESOURCES

### A. Official websites and social media channels

Stay connected and informed:

- [vancouverfwc26.ca](http://vancouverfwc26.ca) – Vancouver’s official Host City website for event updates, resources, and celebration opportunities outside of the stadium.
- Newsletter – Sign up for our newsletter to get exclusive updates at <https://vancouverfwc26.ca/newsletter>
- [fifa.com](http://fifa.com) – Official FIFA site with global tournament info, ticketing, and other opportunities e.g. volunteering.
- **Follow:** @fwc26Vancouver (Instagram, X/Twitter) | @FIFAWorldCup | @FIFA

### B. City of Vancouver and City of Vancouver Park Board permits for organizing specials events

Planning a special event in Vancouver? Here’s what’s involved, whether it takes place on a street, in a park, or on private property:

Vancouver has three event permitting departments:

- [Engineering Services](#) – Events on streets, sidewalks, and public plazas.
- [Board of Parks and Recreation](#) – Events in parks and on the seawall.
- [Development, Buildings, and Licensing](#) – Events on private property.

For a full overview of the process, including event permits and support, visit:

[City of Vancouver | Organize a special event](#)



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## C. Tourism partner resources

- [Destination BC – FIFA World Cup 2026™ Playbook](#): Provides inspiration, messaging guidance, and ideas to align local tourism messaging with the tournament while avoiding use of FIFA IP.
- [Destination Vancouver — Home Turf Toolkit](#): A visual identity system including creative guidelines, visual identity, templates and more to support creating cohesive design and impactful marketing that celebrates the World Cup in Vancouver while respecting tournament brand requirements.

## D. City of Vancouver and Province of BC grant programs

The City of Vancouver and the Province of British Columbia both offer a range of grant programs that may support community events, festivals, and sport-related initiatives.

Businesses, community groups, and sport organizations can explore these opportunities here:

- For City of Vancouver grant opportunities, visit: [vancouver.ca/grants-and-awards](http://vancouver.ca/grants-and-awards).
- Events on City streets, plazas and sidewalks are eligible for up to \$75k in kind support from the City of Vancouver for City services necessary to produce an event. The amount of money eligible is dependent on a number of factors, and more is available to events that are free and open to the public. For more information please refer to the City's [Special Event Policy](#).
- For Provincial opportunities, visit: <https://www2.gov.bc.ca/gov/content/sports-culture/events-hosting/event-funding>

## E. Province of BC Resources for Businesses

Get Game-Ready: Tools, Resources & Events for B.C. Businesses



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## 9. WRAP-UP: LET'S CELEBRATE TOGETHER

2026 is here, and Vancouver and British Columbia have a rare opportunity to show the world who we are through the way we welcome, celebrate, and come together to show those planning to come that friends await them here. The FIFA World Cup 2026™ will bring seven matches to BC Place Vancouver Stadium, and the tournament's energy will extend far beyond the stadium footprint, across neighbourhoods, communities, through cities and small towns throughout the province.

This Playbook is here to help you be part of it all with confidence. Whether you are decorating your home, hosting a gathering, planning an event, or activating your business, the goal is the same: together, let's all create a vibrant, inclusive, and unforgettable atmosphere, all while honouring our commitment to the FIFA brand guidelines. Thank you for being part of what Vancouver and BC will deliver, for helping create memories for a lifetime.

Let's make it welcoming, creative, and unmistakably ours.



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# 10. KEY TERMS

## **FIFA IP (Intellectual Property)**

Official FIFA-owned trademarks and branding, including the FIFA World Cup 2026™ logo, wordmarks, slogans, mascots, emblems, and other protected visual elements. These assets are strictly controlled and may only be used with FIFA's written authorization.

## **FIFA World Cup 2026™**

The upcoming FIFA tournament hosted across Canada, Mexico, and the United States in 2026 from June 11 to July 19. Vancouver is one of 16 Host Cities and will host seven official matches at BC Place Vancouver Stadium between June 13 and July 7, 2026.

## **Host City**

A city selected by FIFA to stage official matches and related events. Vancouver is a Host City and is responsible for delivering safe, high-quality tournament experiences while upholding FIFA's brand, commercial, and operational standards.

## **Host City Agreement**

A binding agreement between FIFA and the City of Vancouver that outlines responsibilities related to areas such as event delivery, brand protection, and upholding FIFA's rights.

## **Controlled Area**

A designated area around BC Place with enhanced requirements around public safety, mobility, signage, advertising, and commercial activity to ensure a safe, accessible, and enjoyable experience for everyone. It is also established to comply with FIFA's brand protection program.

- **BC Place Vancouver Stadium:** 2-kilometre radius
- **FIFA Fan Festival™ Vancouver at Hastings Park:** 100-metre perimeter

## **FIFA Fan Festival™**

The only official FIFA-sanctioned event during the tournament held at Hastings Park in Vancouver, where fans can gather to celebrate the tournament, enjoy live match broadcasts, music, food, and cultural programming in an inclusive environment.

## **Public Viewing Event**

Any event that publicly broadcasts live FIFA World Cup 2026™ matches outside of a private home. These events must follow FIFA regulations and may require a license depending on size, sponsorship, and commercial elements.

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## Types of Public Viewing Events

- **Non-Commercial:**  
Events under 1,000 attendees, free to attend, with no sponsors or ticketing. Often includes bars, restaurants, or small community gatherings. *License not required.*
- **Special Non-Commercial:**  
Events over 1,000 attendees, hosted by public institutions (e.g. churches, universities, municipalities etc.). Must be free and sponsor-free. *License and FIFA/media partner review/approval required.*
- **Commercial:**  
Events involving ticket sales, brand sponsors, or any activity intended for commercial benefit. *FIFA/media partner review/approval required. License, fees, and higher restrictions apply.*

## FIFA Commercial Affiliates

Companies that have paid for global or regional rights to associate with FIFA and the FIFA World Cup 2026™. These include:

- **FIFA Partners** (e.g., adidas, Coca-Cola)
- **FIFA World Cup Sponsors**
- **FIFA World Cup Tournament Supporters**
- **Host City Supporters**

## FIFA Licensees

Businesses and vendors that have been officially licensed by FIFA to use specific brand elements on products or within certain activations. Only licensees may produce FIFA-branded merchandise or host branded experiences.

## Broadcast Rights Holders

Media organizations that have acquired rights to broadcast FIFA World Cup 2026™ matches. In Canada, this includes **TSN**, **RDS** and **CTV**. Public Viewing Events must use the official feed and cannot alter, obscure, or replace FIFA commercials or graphics.

## Official Rights Holders

An umbrella term for FIFA's authorized commercial entities, including Commercial Partners, **Licensees**, and **Broadcast Rights Holders**, all of whom hold the rights to use FIFA IP for commercial gain.

## Ambush Marketing

Any action that attempts to create an unauthorized or misleading association with FIFA, FIFA World Cup 2026™, or its official Commercial Partners. This includes unlicensed use of FIFA branding, terminology, or visuals for attention or commercial benefit.

## Brand Protection

FIFA's policies and enforcement mechanisms to ensure its brand and IP are used only by those with official authorization. These rules protect the value of sponsorships and ensure clarity around official affiliations.

## Tournament Terminology

**Group Stage** - The initial phase of the tournament where teams compete in groups to qualify for the knockout rounds.

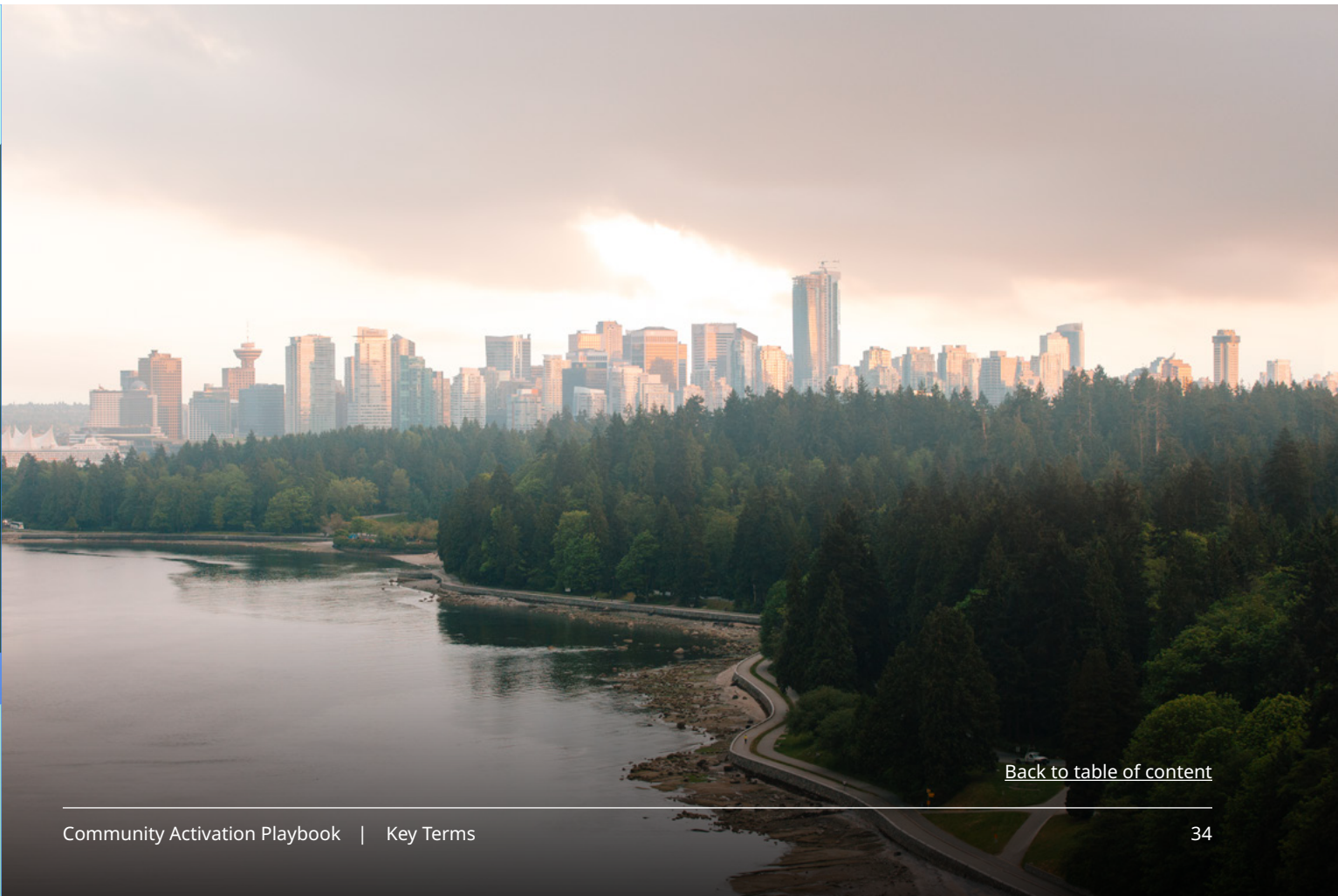
**Knockout Stage** - The elimination phase of the tournament where teams play in single-match rounds leading up to the final.

**Match Schedule** - A day when an official FIFA World Cup 2026™ match takes place in Vancouver.

**Match Day** - A day when an official FIFA World Cup 2026™ match takes place in Vancouver.

## Soccer/Football

The world's most popular sport, known as **football** in most countries and **soccer** in Canada and the United States. Both terms refer to the same game, played by two teams of eleven on a rectangular field with the goal of scoring in the opposing net. In this playbook, we use the term **soccer** for clarity and consistency with local usage.



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## 11. LEGAL DISCLAIMER

The City of Vancouver provides this Playbook for general information purposes only. It does not constitute legal advice or not limit or affect the legal rights and remedies available to FIFA, the City of Vancouver, or any other rights holder. If you are unsure whether your planned activity complies with this Playbook or the law, the City recommends seeking independent legal advice.

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