

Seattle FIFA World Cup 2026™

June 26, 2025

Association of Washington Cities

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Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)

Nothing in this deck may be re-used for commercial purposes



Our vision is to foster a lasting legacy for our region, guided by the spirit of soccer, innovation and inclusion.

FIFA WORLD CUP 26 SEATTLE™ WHAT WE KNOW



6 matches

June 15, 19, 24, & 26, July 1 & 6



2 billion

Global viewers of the six local matches



US team will play here

LA only other city guaranteed to host USA



346 days

Until FWC26 kickoff in Seattle

SCAN TO SEE FULL '26
MATCH SCHEDULE



 [fifa.com/en/tournaments/mens/worldcup](https://www.fifa.com/en/tournaments/mens/worldcup)

FIFA WORLD CUP 26 SEATTLE™ WHAT WE THINK WE KNOW



12pm – 7pm kickoff

With int'l broadcast, expect afternoon & early evening starts



Up to 750k visitors

Over the 3 weeks between local matches



\$929 million economic benefit

According to Visit Seattle's estimates



9 days

Average stay of international FWC fans in US – not necessarily in WA

SCAN TO REGISTER YOUR
INTEREST IN '26 TICKETS



 fifa.org/tickets

FIFA WORLD CUP 26

WA FOOT PRINT





GETTING INVOLVED

- **Legacy projects**
- **Security funding:** for cities hosting official venues & agencies providing mutual aid
- **Small Business Initiative**
- **Digital Fan Journey**
- **Community Playbooks**
- **Promoting your city**
- **Community Calendar**



HOSTING UNOFFICIAL FAN EVENTS



Community watch parties

- Most venues will **need FIFA approval & broadcast license** to host public viewing

Securing a license

- **FIFA Viewing Regulations** are available online
- Seattle Sports Commission will release easier to understand **Viewing Party Playbook** in July
- FIFA will open the **portal for requests** in Q4
- Costs will depend on crowd size
- **Let LOC know if you're planning viewing parties** because FIFA will be checking with us as they review & consider requests

SCAN TO READ FIFA PUBLIC VIEWING REGULATIONS



publicviewing.fifa.org

COMMUNITY PLAYBOOKS GETTING WA READY FOR 2026



WATCH PARTY PLAYBOOK

Helps community organizations navigate FIFA rules and best practices for hosting unofficial FWC26 viewing parties

PROVIDED BY



RELEASE: JULY



COMMUNITY BRANDING PLAYBOOK

Provides all organizations customizable digital marketing assets and usage guidance to promote cohesive unofficial branding across city, region and state

PROVIDED BY

VISIT
seattle

RELEASE: FALL



SMALL BUSINESS MEGAEVENT PLAYBOOK

Shares guidance, case studies, and strategies to help small businesses benefit from FWC26 activity and sustain operations for future mega-events

PROVIDED BY



**SUMMER ENGAGEMENT,
RELEASE: DECEMBER**

FOR MORE INFO, CONTACT INFO@SEA2026.ORG

FWC26 LOGOS ARE RESTRICTED



Very Limited Use
*Requires LOC approval and
non-commercial use*



Heavily Restricted
*Can only use for venue or
street dressing with LOC
approval*



Prohibited
*Do not
use!*

AVOIDING A RED CARD!



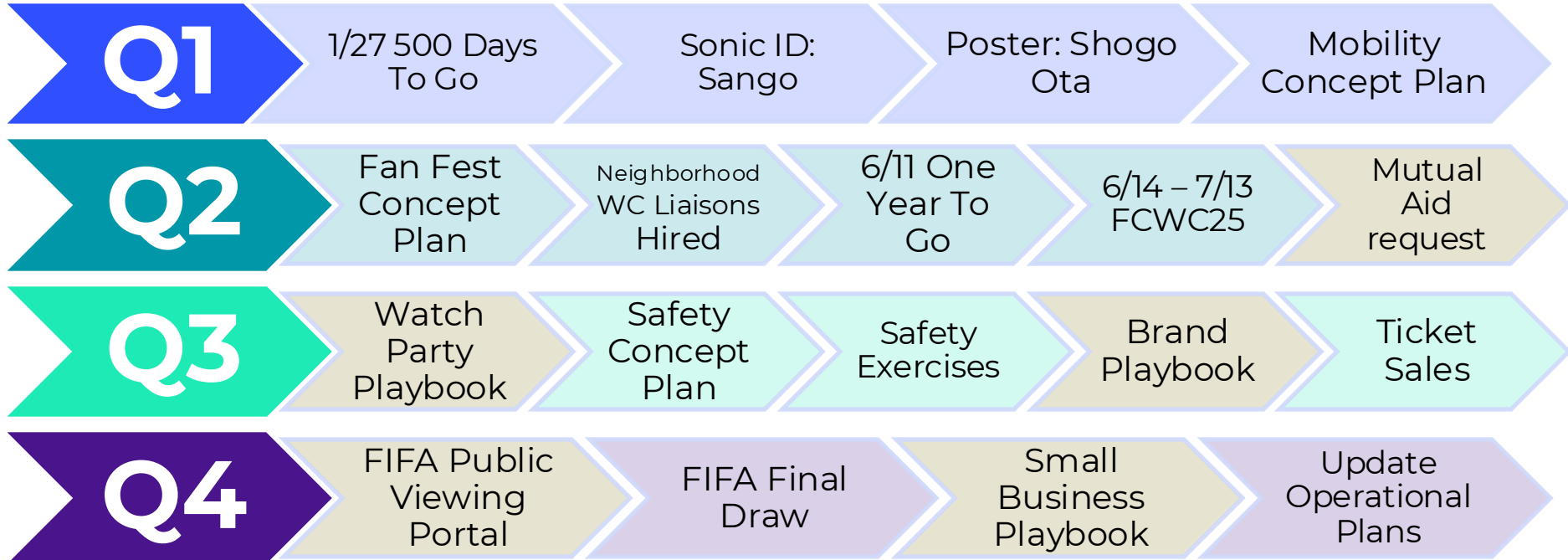
These can only be used editorially/as descriptive use – ie not reoccurring use or used in headlines, URLs, marketing, ads, hashtags, or anything commercial:

FIFA World Cup 26™	FIFA®
FIFA World Cup™	
FIFA World Cup 26 Seattle™	
Seattle FIFA World Cup 26™	
World Cup™	World Cup 26™
We Are Seattle™	We Are 26™
U.S. Soccer™	USMNT™
Team USA™	#WeAre26
#FIFAWorldCup	#FWC26

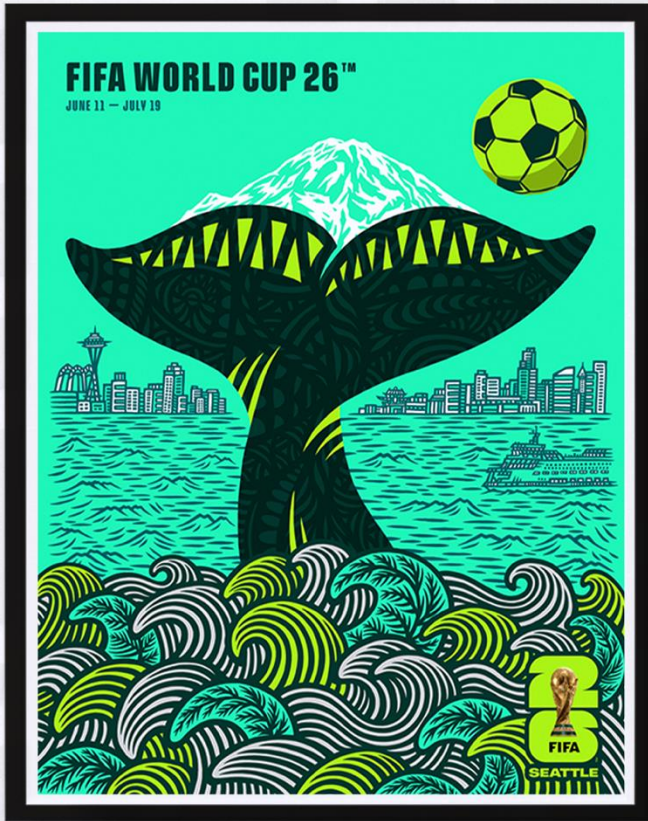
Instead, use generic related terms:

Soccer's biggest stage
Summer of Soccer
International Football Fever
The Beautiful Game
Welcoming The World
Road to 2026
2026 Pitch Party
World's Game
Soccer World Championship
Cheer on [nation]
#Seattle26
#WeAreSeattle

2025 KEY MILESTONES



Thank you!



SEATTLE
OFFICIAL HOST CITY POSTER ARTIST
SHOGO OTA

SCAN TO SIGN UP FOR
THE LOC'S NEWSLETTER



 seattlefwc26.org/get-involved

FOLLOW THE LOC ON
SOCIAL MEDIA

@fwc26seattle



#WeAreSeattle
#Seattle26



info@sea2026.org