

FIFA WORLD CUP 26™
JUNE 11 — JULY 19



WELCOMING THE WORLD

Sound Cities Association
Wednesday, March 4

April Putney
Chief Strategy Officer
SeattleFWC26

NO IMAGES MAY BE USED FOR COMMERCIAL PURPOSES.

FIFA WORLD CUP 26™

AT A GLANCE



TOURNAMENT

SEATTLE



June 11 - July 19, 2026

39-day tournament w/ 5 rest days



6 matches

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



16 host cities

1st time ever in three countries



103 days

Until FWC26 kickoff in Seattle



48 teams & 104 matches

Largest sporting event ever held



US team will play here

Plus Australia, Belgium, Egypt, Iran, Qatar, and a TBD European team



3 billion

Projected viewers of *just* the final



2 billion

Global viewers of 6 local matches

FIFA WORLD CUP SEATTLE™ LOCAL MATCHES



GROUP STAGE

BELGIUM  V  EGYPT

JUNE 15 • 12:00 PM PT

USA  V  AUSTRALIA

JUNE 19 • 12:00 PM PT

ITA/NIR/WAL/BIH  V  QATAR

JUNE 24 • 12:00 PM PT

EGYPT  V  IR IRAN

JUNE 26 • 8:00 PM PT

ROUND OF 32

1G  V  3AEHIJ

JULY 1 • 1:00 PM PT

ROUND OF 16

W81  V  W82

JULY 6 • 5:00 PM PT

Full
match
schedule



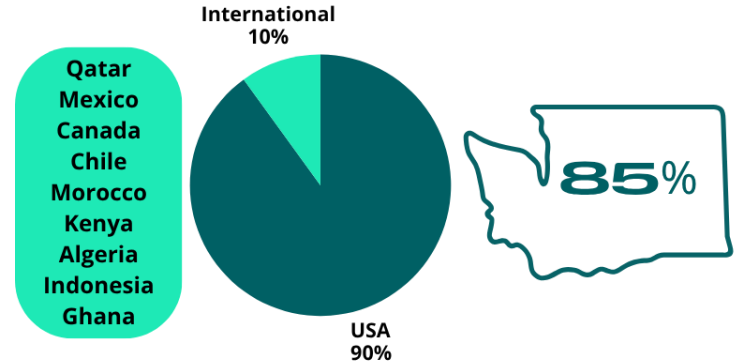
FIFA WORLD CUP 26™

GLOBAL INTEREST AT A GLANCE



30,000+

Applications for 2,700 volunteers needed locally



Canada, United Kingdom, Germany, Mexico, Australia

Top home nations for buyers of Seattle match tickets (as of January 30)



FAN ZONE
official viewing party in 9 cities

BASE CAMP
team's home between matches

PRACTICE FIELD
where teams practice the day before match at Lumen Field





ANTICIPATED TRAVEL INTENSITY

JUNE						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
Seattle U Commencement (Tent)				OPENING MATCH		UW Commencement
14	15	16	17	18	19	20
	BEL v EGY 12:00 PM PT			Last Day SPS	USA v AUS 12:00 PM PT	
21	22	23	24	25	26	27
			PLAYOFF A v QAT 12:00 PM PT		EGY v IRN 8:00 PM PT	Pride
28	29	30				
Pride						

JULY						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
			1 st G v 3 rd AEIJH 1:00 PM PT			Seafair Summer Fourth
5	6	7	8	9	10	11
	W81 ² v W82 ³ 5:00 PM PT			QUARTERFINAL	QUARTERFINAL	QUARTERFINAL (X2)
12	13	14	15	16	17	18
		SEMIFINAL	SEMIFINAL			BRONZE FINAL
19	20	21	22	23	24	25
FINAL MATCH						
26	27	28	29	30	31	

SEATTLE MATCHES

NOTABLE NON-SEATTLE MATCHES

Holiday/Observed Holiday

- Seattle Fan Celebration Active
- Number of Matches Per Day
- Match in Vancouver
- Seattle Mariners Home Game
- Revive 1-5 Work

- Number of Cruise Ship Sailings
- AAA Local Events
- Expected Intensity Level***
 - Baseline
 - Moderate
 - High
 - Highest

Match Notes

¹ Winner of UEFA Path A: ITA / NIR / WAL / BIH

² Match 81: 1st Group D v 3rd Groups B/E/F/I/J

³ Match 82: 1st Group G v 3rd Groups A/E/H/I/J

■ Dual Event Day

OFFICIAL EVENTS

SEATTLE FAN CELEBRATIONS

Distributed model showcases more of Seattle, better serving residents, businesses, & visiting fans

- Free & open to public
- Most open for majority of matches
- Capacity varies depending on day, highest capacity for Seattle matches, remains 15,000+ people/time

STAY IN THE LOOP



More locations & more operational details will be added throughout the Spring



HOSTING UNOFFICIAL FAN EVENTS GETTING WA READY FOR 2026



Most public parties will be **required to have a viewing license** from FIFA. This is in addition to any permit your city may require.

FIFA has opened its **online portal to submit requests**. The cost of the license will depend on crowd size you are planning, ranging between \$1,000 - \$14,000.



WATCH PARTY PLAYBOOK

Get more info including tips & best practices!

Let the LOC know if you're planning a party – FIFA will be checking with us as they review & consider requests.

Scan to view!



PROVIDED BY



SCAN TO
READ FIFA
PUBLIC
VIEWING
REGULATIONS



publicviewing.fifa.org

AMPLIFYING YOUR EVENTS GETTING WA READY FOR 2026



Community Calendar
to amplify local events
across region & state

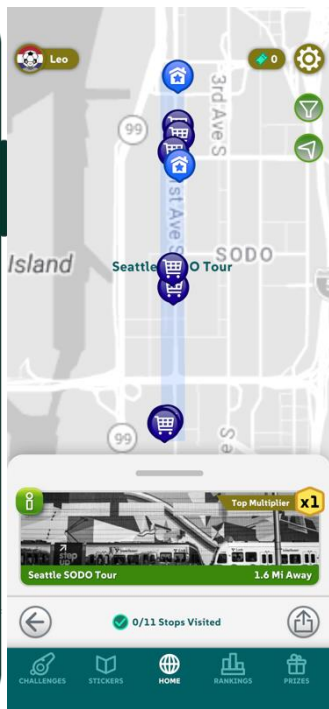
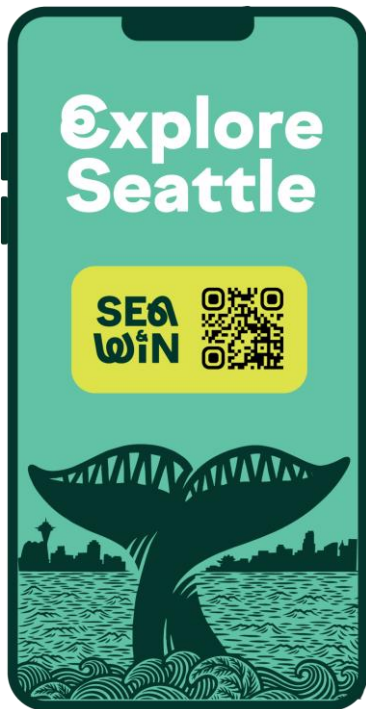
Will be linked to the
FIFA App's Seattle
page

**All types of events
can be posted:** Watch
parties, conferences,
exhibits, sporting
events, related
specials, etc

The screenshot shows a website page for the Pacific Bonsai Museum. At the top, there is a navigation bar with links for LEGACY, DESTINATION, RESOURCES, ABOUT, NEWS, and a GET INVOLVED button. Below the navigation, there is a header for 'COMMUNITY BUILDING OTHER' and a small FIFA Seattle logo. The main heading is 'PACIFIC BONSAI MUSEUM'. Below this, the dates 'MAY 1 - NOV 1' and the time '10:00 AM - 4:00 PM' are listed, along with the address '2515 S 320TH STREET, FEDERAL WAY, WA'. There are also tags for 'ACCESSIBLE', 'FAMILY-FRIENDLY', and 'INDOOR'. The description reads: 'A Global Living Art Exhibition | Celebrate the universal language of art at Pacific Bonsai Museum's "Bonsai United" exhibition, inspired by FIFA World Cup 26™. This special exhibition showcases how bonsai—like soccer—transcends borders and unites cultures through shared passion and practice. Discover how artists from around the world express their unique cultural perspectives through this living art form, creating a peaceful celebration of global creativity that mirrors the tournament's spirit of international unity.' A 'VISIT WEBSITE' button is at the bottom left. On the right, there is a large image of a bonsai tree with a stylized white trunk and branches, and the text 'Bonsai United' and 'PACIFIC bonsai MUSEUM'.

The graphic is a teal square with rounded corners. At the top, it says 'COMMUNITY CALENDAR' in white. Below that, in a dark teal rounded rectangle, it says 'SCAN TO SUBMIT YOUR WORLD CUP EVENT' in white. To the right of this text is a QR code. At the bottom left is a small globe icon, and at the bottom right is the URL 'seattlefwc26.org/event-calendar' in white.

SHOWCASING OUR COMMUNITY GETTING WA READY FOR 2026



COMMUNITY PLAYBOOKS & TRAININGS

GETTING WA READY FOR 2026



Community Playbooks

- **Community Branding** (Visit Seattle)
- **Inclusion Playbook** (GSBA)
- **Preventing trafficking** (BEST: Businesses Ending Slavery & Trafficking)
- **Public Viewing** (Seattle Sports Commission)
- **Small business megaevents** (Seattle Metropolitan Chamber of Commerce)

Trainings still available

- **Preventing trafficking** (BEST) ****2500 training slots available**
- **Inclusion workshops** (GSBA) ****last workshop April 4th**
- **Hospitality & trafficking prevention** (MLK Labor)
- **Certified Tourism Ambassador** (Visit Seattle)

Get all
Community
Playbooks
& Training
Materials



FIFA WORLD CUP 26 SEATTLE™

REMAINING INFORMATION GAPS



- 1. UPDATED (TICKETED) FAN PROFILE:** expect prelim this week, more complete info available in mid-March
- 2. FINAL GROUP STAGE TEAM:** European Playoff A winner TBD on 3/31 between Italy, Northern Ireland, Wales, and Bosnia & Herzegovina
- 3. WHICH TEAM(S) MAY STAY IN WA:** expect to announce by end of March
- 4. DIGNITARY/VVIP ATTENDANCE:** particularly those receiving police escorts (closer to match days)

KEY DATES

3/3 - 100 days to go

3/7 - 100 days to go for Seattle

3/12 - SEA & WIN App launch

3/12 - Matchday Planning Workshop

3/31 - Learn final team playing in Group Stage here (Euro Playoffs completed)

4/1 - Volunteer training begins

4/5-4/7 - Trophy Tour

4/14 - USWNT v Japan @ Lumen Field

4/26 - Get in the Loop contest

5/16 - SSC Unity Loop 5k

5/17 - FIFA Exclusive Use Period begins

5/23-24 - USABA Blind Soccer Friendly

5/26 - Get in the Loop contest

ROADMAP to 2026

Refine &
Practice
Operational
Plans

Region Gets
Ready &
Know Before
You Go

FIFA World
Cup 26
Seattle

January -
April

May

June -
July

