



FIFA World Cup 2026™ Toronto

Community Activation Toolkit

Version 2.0 | February 2026





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Contents

1.	A Letter From Our Executive Director	3
2.	Introduction To This Guide	4
3.	Why & How To Get Involved	5
4.	About The FIFA World Cup 2026™	6
5.	FIFA Fan Festival™ Toronto	8
6.	Getting Around	9
7.	The FIFA World Cup 2026™ Toronto Brand	10
8.	FIFA Brand Usage & Engagement Guidelines	13
9.	Hosting Public Viewing Events	18
10.	Ideas To Inspire Your Local Celebration	22
11.	Community Celebration Support Fund	25
12.	Key Terms & Definitions	26
13.	Resources	27
14.	Legal Disclaimer	28

1. A LETTER FROM OUR EXECUTIVE DIRECTOR

When the FIFA World Cup 2026™ comes to Toronto, our city will come alive like never before. Streets, parks, and public spaces will buzz with energy as fans from around the globe come together to celebrate the world's biggest sporting event – and the beautiful game that unites us all. This is a once-in-a-generation opportunity for Toronto to step into the global spotlight and showcase the vibrancy, diversity and cultural richness that defines us.

Local businesses and community groups have an important role to play in making the celebrations unforgettable. I invite you to harness your creativity and community pride to be part of this historic moment for Toronto. Whether you host a neighbourhood watch party, create a soccer-themed art installation or plan a cultural event, your ideas can bring the tournament's spirit into every corner of the city.

We're excited to share Version 2.0 of the toolkit, with new and updated information from Version 1.0 that we issued in August 2025. Once again, the toolkit is filled with tips, resources and brand guidelines so you can plan your event with confidence.

So gather your teams, rally your community and dream big. Let's turn Toronto into a city-wide celebration that reflects our pride, passion and global spirit. This is more than a game – it's our chance to welcome the world and create a legacy that will last long after the final whistle.

Let's show why Toronto is truly "The World in a City."

Sincerely,



Sharon Bollenbach
Executive Director
FIFA World Cup 2026™ Toronto Secretariat
City of Toronto



2. INTRODUCTION TO THIS GUIDE

This is the second edition of the Toronto FIFA World Cup 2026™ Community Activation Toolkit. It has been developed to support businesses, organizations and residents in understanding how to safely and creatively engage with the tournament, while respecting FIFA's brand protection guidelines.

As planning continues and more details about FIFA World Cup 2026™ become available, **updated editions of this toolkit will be released** to reflect new information, expanded opportunities and additional guidance.

We encourage you to check back regularly and stay connected. Visit the [City of Toronto's FIFA World Cup 2026™ website](#) for the latest tools, resources and updates.

What You'll Find in this Toolkit

SECTION	CONTENTS
Why & How to Get involved	The importance of community participation and how to get started
About the FIFA World Cup 2026™	Key match dates, Toronto's hosting role, and FIFA Fan Festival™ highlights
FIFA Fan Festival™ Toronto	What to expect at FIFA Fan Festival™ Toronto, including location and programming highlights
Getting Around	How to get around Toronto during the tournament, including transit and travel considerations
FIFA Brand Usage & Engagement Guidelines	What you can and can't do when referencing FIFA or the tournament
Hosting Public Viewing Events	Hosting and how to get a public viewing license
Ideas to Inspire Your Local Celebration	Creative examples for events, programming, and engagement
Community Celebration Support Fund	Overview of funded community celebrations, event types, and where to find recipients
Key Terminology & Definitions	Key terms and definitions to help you navigate this guide
Resources	Key links, contacts, and support information

3. WHY & HOW TO GET INVOLVED

Businesses, organizations and communities are invited to celebrate the excitement of FIFA World Cup 2026™. This is more than a tournament – it's an opportunity to showcase Toronto's unique cultural identity, creativity and community pride on the global stage.

This Community Activation Toolkit offers practical ideas and resources to help you plan your participation.

Who This Toolkit Supports:

- Community leaders and organizations
- BIAs and local businesses
- Hospitality and tourism sector
- Arts and culture groups
- Youth and sport organizations
- Schools
- General Public/Non-Commercial Entities

Why Get Involved:

- Strengthen local pride
- Boost economic and cultural activity
- Community connection
- Employee & team engagement

How to Start:

- Familiarize yourself with the FIFA World Cup 2026™ tournament (key dates, format, match schedule, etc.) and the City of Toronto's role as a Host City by carefully reading this document and bookmarking and visiting www.torontofwc26.ca, Toronto's home for all the latest FIFA World Cup™ news.
- Review FIFA's Brand Usage Guidelines and Public Viewing license information found within this guide. [Learn more about FIFA's Intellectual Property Usage Guidelines here.](#)
- Connect with your local community leaders, businesses, Councillors, and/or BIAs to find out what's happening or being planned in your area.

4. ABOUT THE FIFA WORLD CUP 2026™

The world’s premier international soccer competition returns this summer, with its biggest and most inclusive edition ever as it is co-hosted across three countries and features 48 teams.

- Tournament dates: June 11- July 19, 2026
- Host Cities: 16 (Canada: 2; Mexico: 3; USA: 11)
- Teams: 48 (Expanded from previous 32)

Competition Format

The FIFA World Cup 2026™ features an expanded format with 48 teams, creating 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.

Toronto Venues



Venue	Location
Toronto Stadium	Located at Exhibition Place, will host six matches.
FIFA Fan Festival™ Toronto	Fort York National Historic Site and The Bentway are the official venues for FIFA Fan Festival™ Toronto, a family-friendly destination for live match viewings, music, food, art, and more.







Toronto's Match Schedule



Toronto will host six FIFA World Cup 2026™ matches:



Group Stage

 Canada	Fri, June 12, 2026 3 p.m. ET Match 3 • Group B	 UEFA Playoff A winner
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 Ghana	Wed, June 17, 2026 7 p.m. ET Match 21 • Group L	 Panama
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 Germany	Sat, June 20, 2026 4 p.m. ET Match 33 • Group E	 Cote d'Ivoire
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 Croatia	Tue, June 23, 2026 7 p.m. ET Match 46 • Group L	 Panama
--	--	---

 Senegal	Fri, June 26, 2026 3 p.m. ET Match 62 • Group I	 FIFA Playoff 2 winner
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Round of 32

 TBD	Thu, July 2, 2026 7 p.m. ET Match 83 • Group K vs. L	 TBD
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For the full FIFA World Cup 2026™ match schedule, please visit [FIFA's website](#).

5. FIFA FAN FESTIVAL™ TORONTO

At FIFA Fan Festival™ Toronto, fans can enjoy the excitement of the beautiful game in a unique urban setting, close to downtown, transit and Toronto Stadium, where history meets culture and creativity. The event features live match screenings, a range of culinary experiences, and local art, music and cultural programming that reflect Toronto’s global appeal and **“The World in a City”** theme.

Location

250 Fort York Blvd, Toronto, ON M5V 3K9

Hours of Operation

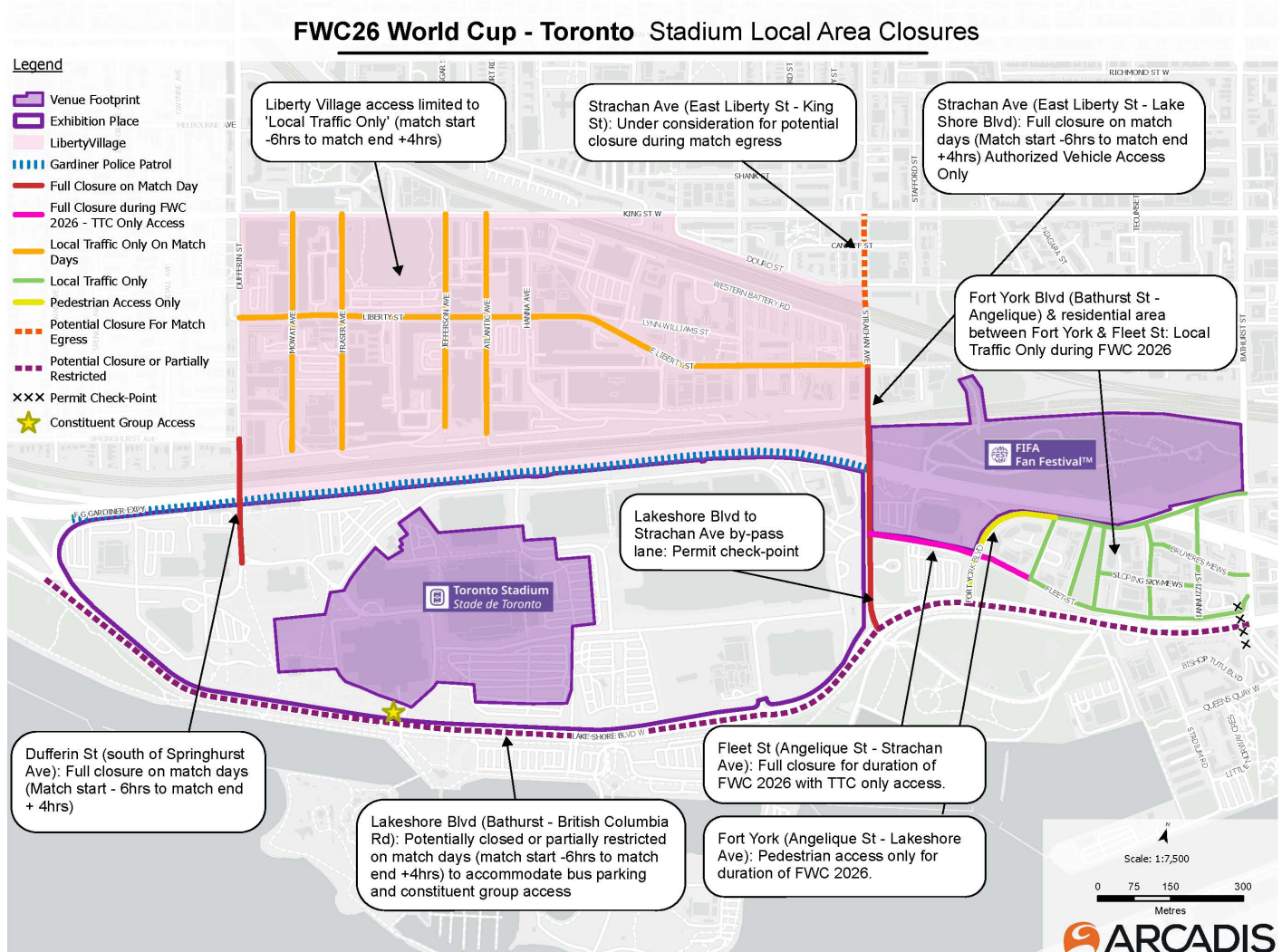
Operating days and hours will be announced soon. Please stay tuned to Toronto’s official FIFA World Cup 2026™ channels for the latest updates as details become available.



6. GETTING AROUND

Toronto offers excellent transit options, making it easy to reach Toronto Stadium and FIFA Fan Festival™ Toronto. TTC subway, streetcars, and buses connect city neighbourhoods together, while GO Transit provides fast regional service to Exhibition Place and Union Station. Cycling and walking are encouraged and are also great ways to move around the city and explore nearby waterfront trails and attractions.

There will be street closures in the vicinity of Toronto Stadium and FIFA Fan Festival™ during the tournament. Driving is strongly discouraged.



7. THE FIFA WORLD CUP 2026™ TORONTO 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 Toronto, our Host City brand is rooted in inclusivity, vibrancy, and unity.

Toronto's official slogan **"The World in a City"** brings that identity to life. What does that mean? Toronto is one of the most diverse cities in the world – we don't just embrace our diversity, we celebrate it. From passionate soccer fans representing nations across the globe to the rich mosaic of neighbourhoods and communities that make up our city, Toronto is truly ready to welcome the world.

We invite you to use Toronto's theme, **"The World in a City"** as inspiration when planning your community events and activations.

In the lead-up to and throughout the tournament, the FIFA World Cup 2026™ Toronto brand will come to life across Toronto. From street banners and wayfinding signage to the FIFA Fan Festival™ and local fan experiences, you'll see bold visuals, dynamic patterns and vibrant storytelling that connect our city to the global stage – while reflecting the unique spirit of Toronto.

Whether you're exploring neighbourhoods across the city, catching a match, or soaking in the energy at the FIFA Fan Festival™, the brand will shape the atmosphere and spotlight what makes Toronto truly **"The World in a City"**.



FIFA World Cup 2026™ Host City Official Licensed Products and Poster

Celebrate Toronto's role as a Host City with FIFA World Cup 2026™ Official Licensed Products.

A selection of FIFA World Cup 2026™ Official Licensed Products - including hats, t-shirts, and hoodies - is available through the [FIFA Store](#).



Other retailers that are selling FIFA World Cup 2026™ Official Licensed Product include:

Peace Collective, Walmart Canada, 7-Eleven, Adidas Canada, Sport Chek, Canadian Tire, Fanatics.ca, Amazon.ca, Lids Canada, Costco, Pearson Airport, Winners, Joe Fresh and Real Canadian Superstore.

Toronto's official FIFA World Cup 2026™ Host City poster, illustrated by Toronto-based artist **Dave Murray**, is also [available for purchase](#).



Important Guidelines for Community Use

To avoid commercial or licensing conflicts, please note the following:

Permitted Use

Merchandise and posters may be purchased and displayed at community-led, non-commercial events (e.g. public viewing events, cultural celebrations, fan gatherings).

Posters may be displayed as décor or signage within event spaces.

Individuals may wear official merchandise at events.

Not Permitted

Merchandise or posters cannot be sold, resold, raffled, auctioned, or used as giveaways.

Merchandise or poster imagery cannot be used for promotional, marketing, or advertising purposes, including on event posters, digital marketing, social media promotions, or websites.

Merchandise or poster imagery cannot be altered, reproduced, co-branded, or incorporated into new designs.

Merchandise or posters cannot be used to promote sponsors, partners, or commercial activities.

Use of merchandise or poster imagery does not grant permission to use FIFA World Cup 2026™ marks, logos, or branding in any other context.



8. FIFA BRAND USAGE & ENGAGEMENT GUIDELINES

Toronto is proud to be a Host City for the FIFA World Cup 2026™. With six matches at Toronto Stadium, on the grounds of Exhibition Place, and programming across the city, the tournament will bring unprecedented global attention and economic benefits to Toronto, including an influx of international visitors, major global media exposure, and opportunities for local engagement. These benefits are made possible in part through the support of FIFA's official Commercial Partners. The up-to-date list of Commercial Partners and licensees is available at the bottom of [FIFA's website](#).

To protect the integrity of the tournament and the rights of FIFA's Commercial Partners, special brand usage and intellectual property (IP) guidelines will be enforced. These measures are designed to prevent unauthorized commercial activity and ensure a safe, celebratory, and coordinated visitor experience across the city.

What is FIFA Intellectual Property?

FIFA's intellectual property (IP) includes its logos, official marks (including phrases "FIFA World Cup™" or "FWC26™"), mascot, slogans, emblems, and branded designs. These assets are legally protected around the world and are critical to maintaining the integrity, value, and global identity of the FIFA World Cup™.

Who Can Use It?

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

- FIFA Partners, Affiliates, FIFA World Cup Sponsors and FIFA World Cup™ Tournament Supporters
- FIFA World Cup 2026™ Host City Supporters and Promotional Affiliates
- FIFA World Cup 2026™ Host City Government Stakeholders

Operating Near Toronto Stadium or FIFA Fan Festival™ during FIFA World Cup 2026™

During the tournament period, Toronto will transform into a hub of celebration, as fans from around the world gather in and around Toronto Stadium and the FIFA Fan Festival™. To ensure safe, accessible, and enjoyable experience for everyone, the City will establish a designated "Controlled Area" throughout the tournament period. As part of Toronto's Host City Agreement with FIFA, the City is committed to supporting public safety, mobility and protecting the rights of FIFA World Cup™ Commercial Partners within this area throughout the tournament period.

The “Controlled Area” includes:

- **Toronto Stadium at Exhibition Place:** A 2-kilometre radius on each Match Day and the day before.
- **FIFA Fan Festival™ at Fort York National Historic Site and The Bentway:** A 100-metre radius around the official activation site.



ACTIVITY	RESTRICTED DATES: MAY 13 – JULY 19, 2026
Unauthorized sale or promotion of FIFA goods	✗ Not permitted
Unauthorized use of FIFA branding, logos, mascot, slogans	✗ Not permitted
Signage/advertising that implies affiliation with FIFA	✗ Not permitted

Note: Existing business operations are allowed (e.g. existing signage, branding or storefront displays), so long as they do not imply FIFA affiliation. Simply adding terms like “unofficial” or “not affiliated” does not override these restrictions.

Use of FIFA IP: What’s Protected and What’s Off Limits

Only official FIFA licensees and rights holders may use protected marks for commercial purposes. Businesses and organizations must not use, display or distribute materials with tournament logos, wordmarks, mascots or other protected IP on merchandise, signage, ads, or promotions unless they are legally permitted to do so.

The below chart includes protected marks that should **never be used without authorization from FIFA**. When in doubt, speak with your legal counsel or visit the [FIFA Brand Protection Guidelines website](#).

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

Activation Tips: Celebrate Responsibly!

You're encouraged to celebrate this once-in-a-generation opportunity of the FIFA World Cup 2026™ being in our city! There are many exciting and creative ways to engage with and celebrate the tournament while respecting intellectual property rights.

Here are examples of compliant activities and messaging to help you plan successful and responsible activations:

✓ ALLOWED	✗ AVOID
Host soccer-themed or culturally inclusive events	Calling your event "official," "sponsored by FIFA," "Fan Festival"
Decorate with generic (unbranded) soccer themes (e.g. balls, nets, fans, etc.)	Implying a formal connection to FIFA or the tournament without authorization
Use local/neighbourhood or non-FIFA city branding	Accepting money/sponsorships to promote or advertise using FIFA IP or unauthorized branding
Position your initiatives as community-driven celebrations	Using FIFA logos, the official Host City poster, mascot, trophy imagery or slogans without authorization
Offer welcome services to fans (e.g., multilingual menus, special hours)	Creating "lookalike" branding or marketing materials that mimic FIFA style or suggest affiliation
Celebrate participating nations and their cultures respectfully	Market "exclusive", "official" or "FIFA-endorsed" packages or experiences.
Share the excitement on social media using approved hashtags (e.g. #FWC26, #WeAreToronto)	Retweeting, reposting, or sharing official FIFA content for commercial use. Only FIFA and Toronto's official partners are allowed to share or repost FIFA's content for business and commercial purposes.

Examples of Approved Messaging:

- ✓ "Celebrate soccer's biggest event in vibrant Toronto!"
- ✓ "Experience global football excitement this summer in Toronto"
- ✓ "Planning to visit Toronto for the tournament? Extend your stay and explore the city!"
- ✓ Use generic soccer visuals (e.g., balls, fields, cheering fans)
- ✓ Share Toronto's match schedule for information purposes only
- ✓ "Visit our restaurant near Toronto Stadium during the tournament"
- ✓ "Toronto's soccer community welcomes the world!"

Examples to Avoid Without Authorization

- ✗ "Proud official sponsor of FIFA World Cup 2026™"
- ✗ "Watch the FIFA matches here with special FIFA offers"
- ✗ "Join our FIFA Fan Fest viewing party" or "Join our FIFA viewing party"
- ✗ "World Cup 2026™ accommodation package"
- ✗ "The closest restaurant to the FIFA World Cup 2026™ stadium"

Pro Tip: When in doubt, celebrate the event in spirit - not by using protected FIFA imagery or language - and not as a commercial benefit for your business or organization.

How are these Restrictions Enforced?

City of Toronto By-Law Officers will be enforcing the City's by-laws, including illegal vending and operating without a required business license. While our approach will prioritize education and cooperation, where non-compliance with City by-laws, licences or permits is observed, the City may take enforcement measures including issuing fines, laying charges or initiating other legal proceedings. City staff may also notify affected third parties if counterfeit sales or other improper use activity is suspected.

We encourage you to be part of the celebration - cheer on the teams, welcome the world to our city, and take pride in Toronto's global moment - while keeping these important guidelines in mind.

9. HOSTING PUBLIC VIEWING EVENTS

What is a Public Viewing event?

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, taking place in locations such as bars, restaurants, cinemas, stadiums, parks, offices, schools, or community centers—anywhere fans can come together to watch—bringing people together to share the biggest football moments and creating an atmosphere of connection and excitement far beyond the stadiums themselves.

These events may include:

- Live match viewing on large screens
- Cultural programming
- Food, games, and music
- Community activations

If your community activation is, or can be interpreted as, a “public viewing” party of FIFA World Cup 2026™ matches, you must seek approval from FIFA for a public viewing licence through the **FIFA Public Viewing Platform**. There are a number of obligations to be aware of, which are managed by FIFA and their official Media Rights Licensee in Canada, Bell Media, and not the City of Toronto.

The FIFA Public Viewing Platform is now available. This platform outlines the process for requesting public viewing licenses for the FIFA World Cup 2026™.

In the meantime, if you have any questions or need assistance with your public viewing license requests, contact publicviewing@fifa.org.



Public Viewing License Categories

FIFA has established three categories of public viewing with different requirements.

This table provides a simplified explanation of the FIFA Public Viewing License categories to help distinguish between non-commercial and commercial events.

CATEGORY	WHAT IT COVERS	LICENSE REQUIRED?
Non-Commercial	<ul style="list-style-type: none"> Regular business operations (e.g. bars, restaurants, hotels) showing matches as part of usual service, and; Small community events (under 1,000 people), free to attend, no sponsors 	No
Special Non-Commercial	<ul style="list-style-type: none"> Larger free community events (over 1,000 people), and; Hosted by public institutions (e.g., universities, churches, municipalities), and; No sponsors, no ticket sales 	Yes (License & fee apply)
Commercial	<ul style="list-style-type: none"> Events involving ticket sales, sponsorships, or commercial intent, and; Includes paid entry, branded activations, or anything driving business revenue 	Yes (License & higher restrictions)

For full category definitions, please refer to the [FIFA Public Viewing Regulations](#).

Planning a Commercial Public Viewing Event

Sponsorship

- Allowed only for commercial public viewing events, as outlined above.
- 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 for more information.
- All sponsorships must be approved by FIFA before you confirm them as a sponsor.

Admission

- Charging entry is possible for certain public viewing categories.
- Must be declared in your application and reflected in your license.

Concessions

- Sale of food, beverages, and goods is allowed.
- 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 if you require more clarity.

Branding & Promotion Guidelines applicable to all Viewing Events

- 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.

Key Takeaways:

- If your event is free, under 1,000 attendees, and part of regular operations, no license is needed. If you’re adding sponsors, selling tickets, or expect more than 1,000 people, you need a public viewing license and cannot imply any affiliation with FIFA or use its brand.
- Regular businesses like restaurants and hotels can show matches without special licensing if it’s part of normal operations, using existing equipment, with no specific entry fees, and under 1,000 people at any one time during the course of normal business hours.
- Larger events require advance application (at least 60 days recommended) through FIFA’s online portal.

- Commercial restrictions apply to all categories—no unauthorized sponsors can be associated with your public viewing event.
- Apply early at publicviewing.fifa.org - processing times increase as the tournament approaches.
- Check local/municipal/provincial permit requirements – beyond FIFA’s license – should your event require it.

Public Viewing Event Planning Checklist

- License: Apply at publicviewing.fifa.com
- Regulations: All Public Viewing exhibitors must adhere to FIFA’s Public Viewing Regulations
- Venue: Secure a safe, accessible space (e.g. community centre, park)
- Permits: [Apply for permits](#) (noise, park/facility/spaces, alcohol if served)
- Accessibility & Safety: Ensure event is accessible ([Accessibility for Ontarians with Disabilities Act](#) or “AODA”), create plans for safety and inclement weather

Note: Street closure-based events are discouraged. Prioritize accessible parks and facilities with existing infrastructure. Depending on the nature of the event, a permit may be required. [Guidance for Planning Events in Toronto – City of Toronto.](#)



10. IDEAS TO INSPIRE YOUR LOCAL CELEBRATION

This section provides inspiration for developing events and programming that connect with FIFA World Cup 2026™ while respecting the Brand Usage Guidelines in Section 8 and creating memorable experiences.

Programming

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

Activate With Purpose: Building Toronto's Host City Legacy

Consider aligning with Toronto's legacy priorities:

- **Sport, Physical Activity, Health & Wellness:** Build access to soccer and leadership for equity-deserving youth.
- **Tourism & Economic Development:** Showcase businesses and neighbourhood vitality.
- **Arts & Culture:** Reflect Toronto's creative and cultural diversity.
- **Human Rights, Diversity, Equity & Inclusion:** Support inclusive, community-centered events.
- **Community Benefits & Social Procurement:** Uplift local talent and suppliers.
- **Environmental Sustainability:** Promote low-waste, transit-friendly, and green practices.

More Activation Examples

Events & Gatherings

- Set up a storytelling pavilion with elders and youth sharing soccer memories from different cultures
- Create a series of match-day picnics in Toronto parks, complete with flag face painting, food trucks, and live DJs. Note: City of Toronto permit required
- Collaborate with libraries to run soccer-themed trivia tournaments and language exchanges inspired by the nations participating
- Book your local recreation centre for an indoor match-day experience with themed games and music
- Organize an event at your neighbourhood library event with cultural storytelling and crafts tied to participating countries

Arts & Culture

- Commission a community mural showcasing youth artists' interpretation of soccer and unity
- Host a pop-up dance or music performance reflecting different fan cultures
- Create a travelling street art installation with miniature "goal posts" themed to global nations



Youth & Sport

- Coordinate a “Many Nations Cup” tournament across local schools or community centres
- Offer free referee or coaching clinics in underrepresented neighbourhoods
- Set up soccer-themed wellness workshops, from stretching to healthy meals for youth

Business Engagement

- Partner with local businesses for window-decor challenges and team-colour displays
- Host a trivia night or soccer-themed sidewalk sale weekend at your BIA’s main strip

Share your event with us!

As Toronto prepares to welcome the world for the FIFA World Cup 2026™, [Destination Toronto’s Events Calendar](#) helps showcase events across the city that celebrate soccer, sport, and Toronto’s “The World in a City” spirit. This centralized platform makes it easy for visitors and locals to discover festivals, activations, and experiences happening during the tournament. By submitting your event to the Destination Toronto Events Calendar using the dedicated Toronto26 category, your event can gain added exposure via [DestinationToronto.com](#) and [NowToronto.com](#). Listings are free, and events must adhere to the Toronto26 category criteria, in order to be approved prior to publishing.

To qualify for this category, events must:

- Have thematic ties to soccer, sport, and/or Toronto’s “The World in a City” theme for FIFA World Cup 2026™.
- Take place, at least partially, between June 11 and July 19, 2026, during the FIFA World Cup 2026™ tournament dates. Events may extend before or after tournament dates.
- For public viewing events, have a FIFA Public Viewing License, (i.e. “watch parties”).
- Not use, display or distribute materials with tournament logos, wordmarks, mascots or other protected IP on merchandise, signage, ads, or promotions unless they are legally permitted to do so. This includes using the term “FIFA World Cup™” in promotional materials, unless authorized to do so.
- Abide by all existing Toronto Events Calendar submission requirements defined here

Why submit your event?

- Reach thousands of visitors and fans looking for things to do during the tournament.
- Help locals find ways to celebrate the beautiful game in their own backyard.

- The Toronto26 category places your event in a dedicated, searchable feed for visitors seeking tournament-related festivities.
- The [Destination Toronto's Events Calendar](#) is syndicated on NowToronto.com and select BIA partners, giving your event even greater visibility.

11. COMMUNITY CELEBRATION SUPPORT FUND

The Community Celebration Support Fund provided funding to over 60 free, accessible, community-driven cultural events, aligned with Toronto's "The World in a City" theme. With an investment of over \$1.7 million dollars across all city wards, these localized celebrations include festivals, concerts, food fairs, art installations, and public viewings, and will take place in the tournament period between June 11 and July 19. Applications are now closed and recipients will be posted on the City's website.



12. KEY TERMS & DEFINITIONS

Tournament Terminology

- **Group Stage:** Initial phase where teams compete in groups to qualify for knockout rounds
- **Knockout Stage:** Elimination phase leading to the final match
- **Golden Boot:** Awarded to the tournament's top goal-scorer
- **Match Schedule:** Official timeline and venue allocation for all matches

Key Organizations

- **FIFA:** Fédération Internationale de Football Association) Global governing body for football/soccer
- **FIFA World Cup 26 Inc:** Entity responsible for tournament delivery across all host countries
- **FWC26 Canada Football Ltd.:** Oversees tournament operations in Vancouver and Toronto
- **CONCACAF:** Confederation of North, Central America and Caribbean Association Football
- **City of Toronto:** Official Host City responsible for local delivery and promotion
- **Government of Ontario:** Providing funding and provincial services through the Government Recognition Program.
- **Federal Government of Canada:** Supporting through the Government Recognition Program
- **Destination Toronto:** Host City Promotional Partner for the tournament.

Official Roles:

- **Host Cities:** Responsible for local delivery including venue preparation, FIFA Fan Festivals, and city services
- **FIFA Commercial Partners:** Official sponsors with exclusive rights to FIFA marks and promotional opportunities

13. RESOURCES

Stay informed and connected!

FIFA World Cup 2026™ Official Website:
fifa.com/tournaments/mens/worldcup/canadamexicousa2026

Toronto Host City Website:
torontofwc26.ca

FIFA World Cup 2026™ App:
Available to download in the App Store

Toronto Host City Instagram:
[@fwc26toronto](https://www.instagram.com/fwc26toronto)

City of Toronto Official Website:
toronto.ca

For specific questions about FIFA World Cup 2026™ in Toronto,
please direct inquiries to the FWC26 Toronto Secretariat:
fwc2026toronto@toronto.ca



14. LEGAL DISCLAIMER

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

LET'S MAKE HISTORY, TOGETHER.
Bring the energy. Build the legacy.

**From unforgettable match moments
to lasting community impact—we're here to cheer!**

