



**NEW YORK  
NEW JERSEY**

**FIFA WORLD CUP 2026™**  
**NEW YORK NEW JERSEY HOST COMMITTEE**  
**COMMUNITY ENGAGEMENT TOOLKIT**

UPDATED POST-DRAW



# Welcome to Your **FIFA World Cup 2026™** Toolkit: A Quick-Start Guide to Getting Involved, Making an Impact, and Celebrating Our Communities

**FIFA World Cup 2026™** is coming to New York New Jersey from June 11 - July 19, 2026. We expect more than 1.2 million fans to travel to the **New York New Jersey region throughout the tournament**, with **MetLife Stadium (New York New Jersey Stadium) set to host eight matches, including the Final on July 19 at 3 p.m. EDT.** As we prepare to welcome the world, it presents an exciting opportunity for local businesses, nonprofits, and community groups to get involved and be part of something unforgettable.

This toolkit was built just for you. It's filled with practical resources and ideas to help you tap into the energy of the tournament, whether you're a small business, a local organization, or a community leader ready to activate your neighborhood.

Consider it your playbook for getting involved, boosting visibility, and helping turn a global moment into a local celebration that reflects what makes our region special while supporting your business or mission.



# What's Inside

**1** **What's FIFA World Cup 2026™ All About?** ..... 04  
A quick overview of the tournament and what makes this one historic.

**2** **Who's Leading the Charge in NYNJ?** ..... 05  
Meet the NYNJ Host Committee and learn how we're bringing the World Cup to life locally.

**3** **Key Tournament Dates to Know** ..... 07  
A quick overview of the tournament and what makes this one historic.

**4** **Milestone Moments on the Road to 2026** ..... 10  
Celebrations and events leading up to the tournament.  
– Celebrations.  
– NYNJ Host Committee-Led Events.

**5** **How You Can Get Involved** ..... 15  
Simple ways to plug in, participate, and be part of the excitement.  
📄 **Submitting Your World Cup-Inspired Event**  
📄 **Procurement Opportunities**

**6** **Creative Ways to Celebrate Locally** ..... 16  
Fun ideas for businesses, community groups, and neighborhoods.  
📄 **Applying for a Public Viewing License**

**7** **Using Logos & Branding - What to Know** ..... 22  
A quick guide to what's allowed (and what's not) when promoting your events.  
📄 **Welcome World Brand Guidelines**

**8** **Want to Connect with Us?** ..... 23  
How to reach out, share your plans, and stay in the loop.

# 1. WHAT'S FIFA WORLD CUP 2026™ ALL ABOUT?

## Why This World Cup Is a Game-Changer - and Why It Matters for You

**FIFA World Cup 2026™** isn't just any tournament - **it's a historic first**. For the **first time ever**, the World Cup will be hosted **across three countries: the United States, Canada, and Mexico**. It's also the **biggest tournament yet**, with 48 national teams and over 6 million fans expected to attend matches in the U.S. alone.

And right at the center of it all? Our region.

We aren't just hosting matches, we're hosting the match: **the Final**. Our region will host **eight matches** at MetLife Stadium (including the Final) and welcome more than 1.2 million visiting fans throughout the tournament. Even before kickoff, we now know the global reach taking shape here. During the Group Stage alone, NYNJ will welcome fans supporting **Brazil, Ecuador, England, France, Germany, Morocco, Norway, Panama, and Senegal**. This World Cup is being built to deliver unforgettable experiences whether fans are in the stands, at a Fan Festival, or tuning in from around the world.

This means billions in economic impact, millions of visitors, and endless chances for local businesses, nonprofits, artists, and community leaders to get involved in meaningful, visible ways.

The countdown is on. Let's make this World Cup unforgettable - and make sure the world feels the energy of NYNJ every step of the way.



## 2. WHO'S LEADING THE CHARGE IN NYNJ?

### **The FIFA World Cup 2026™ New York New Jersey Host Committee - Leading the Way Locally**

The FIFA World Cup 2026™ New York New Jersey Host Committee is the official local organizing committee working alongside FIFA to deliver an unforgettable FIFA World Cup 2026™ experience in one of the world's most iconic and diverse regions. We exist because New York and New Jersey came together through a united bid to secure the World Cup for the region (hence our NYNJ name!), recognizing that the scale of this global event demanded a truly shared effort. We were formed through a dynamic partnership of civic leaders, public agencies, sports organizations, and community voices from both states.

Working closely with FIFA, city leaders, and state partners, we oversee everything from stadium operations to regional fan experiences. As an independent nonprofit supporting both New York City and the State of New Jersey and State of New York, our mission is simple and ambitious: to deliver a world-class tournament that reflects the combined energy, pride, and hospitality of our entire region on the global stage.



**follow us on**  
[www.nynjfwc26.com](http://www.nynjfwc26.com)



# Our Objectives - What We're All About

We're here to deliver on four strategic pillars - security, transportation, economic impact and fan engagement.

**We want the world to experience the energy, creativity, and hospitality of New York New Jersey,** from iconic venues and great fan experiences to local events that showcase our region.

**This isn't just a big event, it's a big opportunity** to bring visitors, create jobs, and support local and diverse businesses, with benefits that last well beyond the final whistle.

**We're committed to delivering a safe, secure, and accessible World Cup experience,** working with partners across the region to ensure smooth transportation and operations.

**Soccer unites people,** and we want everyone to feel part of the action through youth programs, community events, volunteering, and cultural celebrations that build connections, local pride, and lasting memories.



# 3. KEY TOURNAMENT DATES TO KNOW

The matches are set, and our region will welcome **Brazil, Ecuador, England, France, Germany, Morocco, Norway, Panama** and **Senegal** during the Group Stage. **The full FIFA World Cup 2026™** match schedule - including all games across the United States, Mexico, and Canada - is available [here](#).

**FIFA WORLD CUP 2026  
MATCH SCHEDULE**

**GROUP STAGE**

- BRAZIL V MOROCCO  
JUNE 13 - 6:00 PM ET
- FRANCE V SENEGAL  
JUNE 16 - 3:00 PM ET
- NORWAY V SENEGAL  
JUNE 22 - 8:00 PM ET
- ECUADOR V GERMANY  
JUNE 25 - 4:00 PM ET
- PANAMA V ENGLAND  
JUNE 27 - 5:00 PM ET

**ROUND OF 32**

- 11 V 3CDFGH  
JUNE 30 - 5:00 PM ET

**ROUND OF 16**

- W76 V W78  
JULY 5 - 4:00 PM ET

**FINAL**

- V   
JULY 19 - 3:00 PM ET

- ✓ **Total Matches:** 104
- ✓ **Tournament Duration:** June 11 - July 19, 2026
- ✓ **NYNJ Venue:** NYNJ Stadium (MetLife Stadium), East Rutherford, NJ

There will be a total of **104** matches played throughout **16** host cities across the **United States, Canada, and Mexico**. We have eight of those, including the coveted Final. The Tournament is from **June 11 - July 19, 2026** and our venue is **MetLife Stadium (New York New Jersey Stadium, come tournament time)** in East Rutherford, New Jersey.

# What You Can Do Right Now:

Mark your calendars. If you haven't already, it's time to start thinking about:

**Operations & Staffing:**

Prepare for higher volumes in foot traffic, transit, dining, lodging, and public spaces. Consider extending hours, hiring seasonal staff, or adjusting transportation schedules.

**Events & Activations:**

Host watch parties, street fairs, or cultural celebrations around match days. Use this time to bring your community together and give visitors a reason to stay and explore. Refer to section about Watch Parties for more!

**Marketing & Promotions:**

Think about special offers, themed products, or experiences that tie into the tournament. Highlight what makes your town, business, or district unique to fans from around the world.

**Beautification & Wayfinding:**

Spruce up storefronts, districts, and public spaces. Clear signage, clean streets, and welcoming visuals will go a long way in creating a great impression. Refer to "Welcome World" branding for this!

**Partnerships:**

Connect with local businesses, tourism offices, chambers of commerce, and community groups to create a unified plan that benefits everyone.



## Travel Guidance: What to Expect and How to Prepare

With more than a million fans expected to visit for the FIFA World Cup 2026™, roads, public transit, and pedestrian traffic will be much busier than usual. This creates challenges but also real opportunity for local businesses. Preparing early is key.

- **Plan ahead to limit disruptions.** Consider how increased travel and crowd activity may affect staff, customers, and daily operations.
- **Keep everyone informed.** Communicate clearly with employees, customers, suppliers, and delivery partners to keep things running smoothly.
- **Expect peak congestion on matchdays.** Travel will be heaviest before and after matches. Flexible work hours may help ease the impact.
- **Rethink transportation options.** Some routes and transit lines will be crowded. For short trips, walking or biking may be the fastest choice.
- **Prepare for heavy activity near key venues.** Areas around NYNJ Stadium and Liberty State Park will see the most congestion. Plan alternate routes for staff and deliveries.
- **Follow official updates.** Stay tuned to official local and tournament channels for real-time travel guidance. Our team is here to help you plan with confidence.



# 4. MILESTONE MOMENTS ON THE ROAD TO 2026

Building on what's already happened and what's still to come, these key moments offer opportunities to activate your space, engage your audience, and create shared experiences that connect your community to this global event.

## 4.1 Celebrations

- ~~Summer 2025: Skyline to Shoreline Road Tour™ Through Labor Day~~
  - ~~July 19, 2025: One Year to the Final Match~~
  - ~~3rd Quarter 2025: FIFA World Cup 26™ General Admission Tickets On Sale~~
  - ~~4th Quarter 2025: FIFA World Cup 26™ Official Ball Launch~~
  - ~~November 23, 2025: 200 Days to Go until the FIFA World Cup 26™~~
  - ~~December 5, 2025: The FIFA World Cup 26™ Draw (Qualified nations are assigned into Groups. We'll know which teams will play in NYNJ during the Group Stages.)~~
  - ~~December 11, 2025: Random Selection Draw opens on FIFA.com/tickets through January 13, 2026.~~
  - ~~January 3, 2026 - June 8, 2026: FIFA World Cup Trophy Tour~~
  - ~~January 11, 2026: 5 Months to Go until the FIFA World Cup 26™~~
  - ~~1st Quarter 2026: FIFA World Cup™ Trophy Tour~~
  - ~~March 3, 2026: 100 Days to Go until the FIFA World Cup 26™~~
  - ~~May 11, 2026 - July 19, 2026: Skyline to Shoreline Road Tour™~~
  - ~~May 25, 2026: World Football Day~~
  - **June 13, 2026:** First FIFA World Cup 26™ Match in NYNJ
  - **June 11, 2026 - July 19, 2026:** FIFA Fan Festival™ NYNJ
  - **June 17, 2026 - June 28, 2026:** NYNJ World Cup 26 Fan Zone Queens
  - **July 4, 2026 - July 19, 2026:** NYNJ World Cup 26 & Telemundo Fan Village Rockefeller Center
  - **July 19, 2026:** FIFA World Cup 26™ Final in NYNJ
- Additional Fan Zones TBA*

## 4.2 FIFA World Cup 26™ NYNJ Host Committee-Led Events

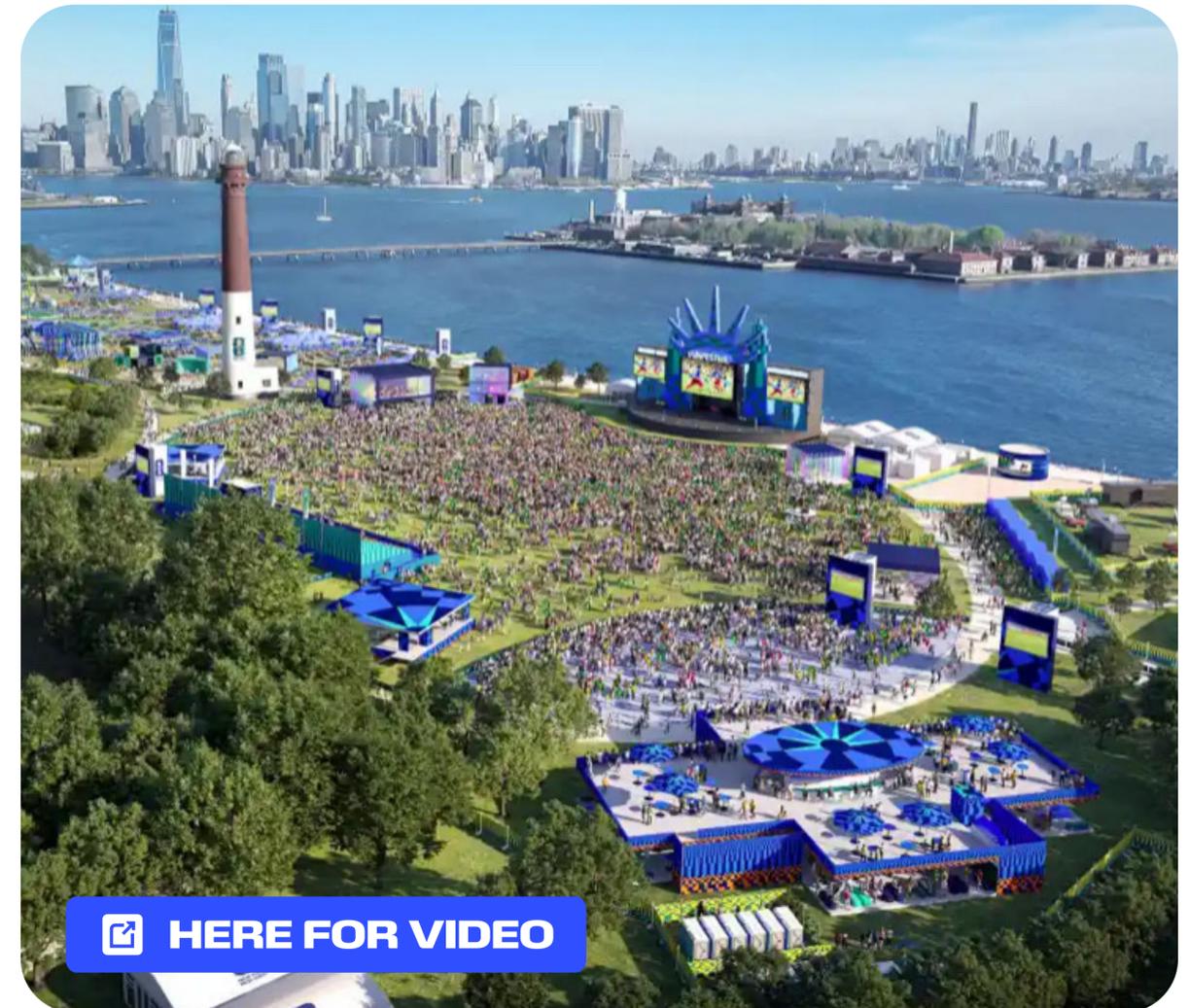
### FIFA Fan Festival™ NYNJ:

- **Location:** Liberty State Park, Jersey City, NJ
- **Dates:** June 11 - July 19, 2026

The **FIFA Fan Festival™** is the central fan destination of the **FIFA World Cup 26™** for local communities as well as for fans from around the globe. It is the best place outside of the Stadiums to watch FIFA World Cup™. With the iconic Manhattan skyline, Ellis Island, and the Statue of Liberty as its backdrop, Liberty State Park in Jersey City, NJ will serve as the official home of the **FIFA Fan Festival™** New York New Jersey—the largest and most visible fan experience of the entire tournament.

Live Nation, the world's leading live entertainment company, in partnership with renowned event producer DPS, will produce the 39-day event. The energy and creativity of NYNJ will come to life with performances, talent, cultural showcases, diverse culinary offerings, immersive activities and of course, viewing of the **FIFA World Cup 2026™** matches. Attendees can expect:

- **Live match broadcasts on massive screens**
- **Concerts presented by Live Nation on non-match "Rest Days"**
- **Interactive games and activations**
- **Local food vendors and official merchandise**
- **Sponsor experiences and special performances**



[HERE FOR VIDEO](#)

\*For illustrative purposes

**Additional Host Committee NYNJ Fan Zones™ across the NYNJ region will be announced soon.**

More **FIFA Fan Festival™ NYNJ** info coming soon on our website, including maps, ways to get involved, and information for daily access.

To learn about Food & Beverage Procurement Opportunities for the FIFA Fan Festival™ NYNJ, please complete our Interest Form, [HERE](#).

## 4.3 FIFA World Cup 26™ NYNJ Host Committee-Led Events

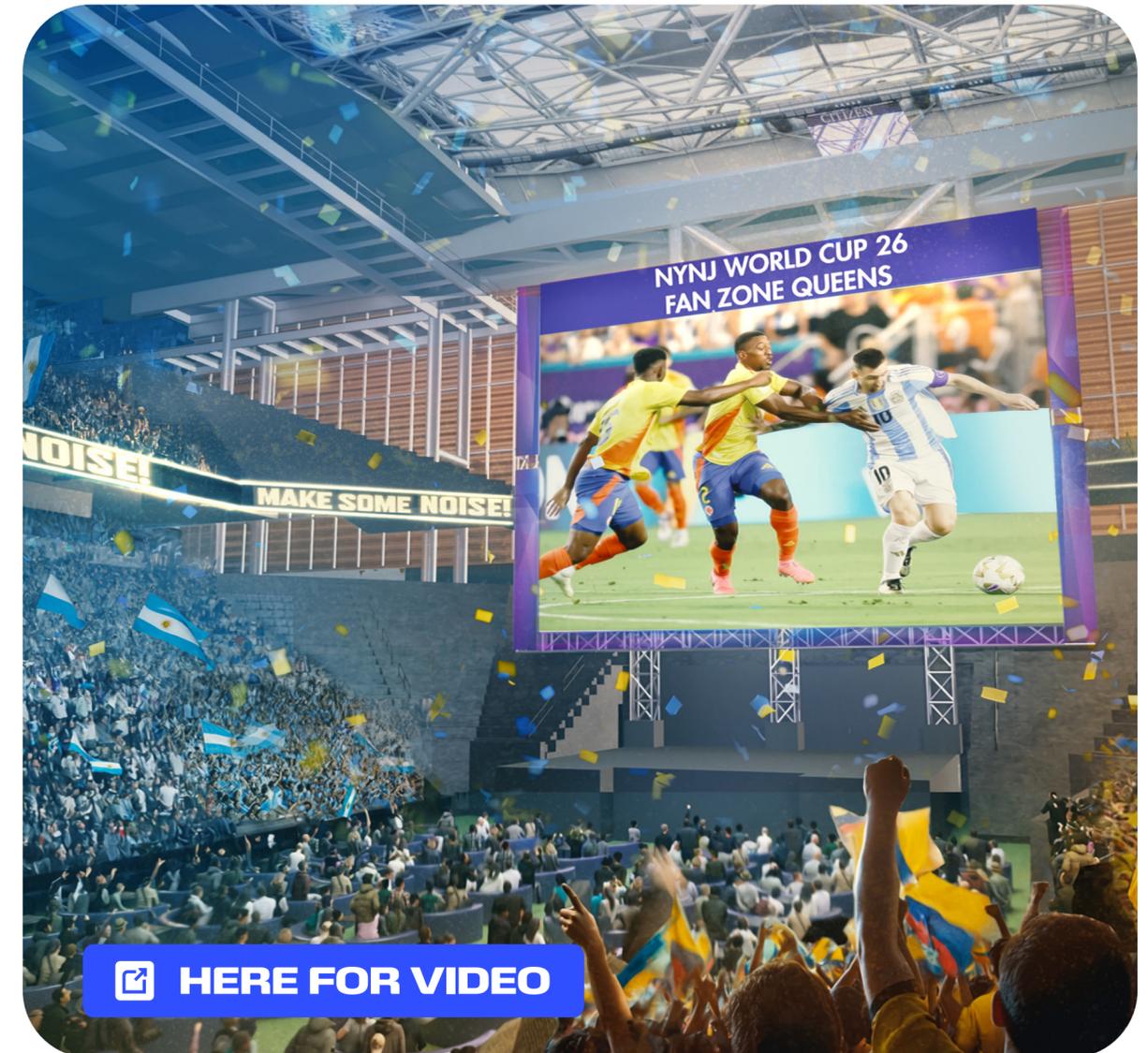
### NYNJ World Cup 26 Fan Zone Queens

- **Location:** USTA Billie Jean King National Tennis Center, Queens, NY
- **Dates:** June 17 - June 28, 2026

Set against the backdrop of one of the nation's most diverse communities, the **NYNJ World Cup 26 Fan Zone Queens** will serve as a flagship fan destination for the NYNJ region, offering local families, diverse communities, and entrenched soccer fans an immersive celebration of the world's game.

**FIFA World Cup 2026™ NYNJ Host Committee** will transform the iconic **USTA Billie Jean King National Tennis Center** into an immersive fan experience featuring partner activations, interactive games, local food vendors, official merchandise, VIP hospitality opportunities and more. Attendees can expect:

- **Group Stage viewings**
- **Interactive games**
- **Local food vendors**
- **Official merchandise**
- **Partner activations**
- **More fan engagement experiences to be announced**



[HERE FOR VIDEO](#)

\*For illustrative purposes

**Additional Host Committee NYNJ Fan Zones™ across the NYNJ region will be announced soon.**

More **NYNJ World Cup 26 Fan Zone Queens** info coming soon on our website [HERE](#).

## 4.4 FIFA World Cup 26™ NYNJ Host Committee-Led Events

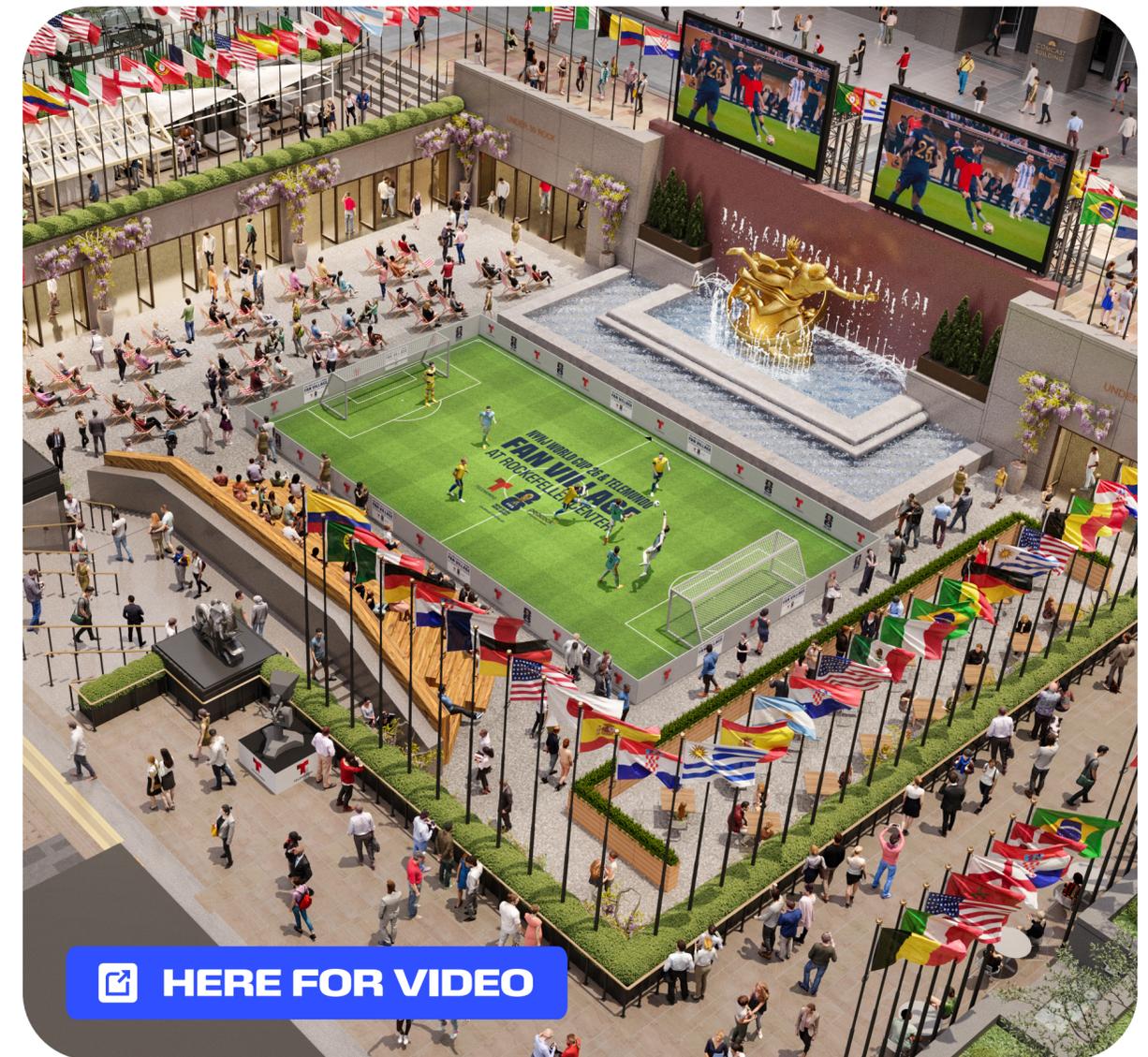
### NYNJ World Cup 26 & Telemundo Fan Village at Rockefeller Center

- **Location:** Rockefeller Center, New York, NY
- **Dates:** July 4 - July 19, 2026

Set against the iconic backdrop of one of the city's most celebrated landmarks, the **New York New Jersey World Cup 26 & Telemundo Fan Village at Rockefeller Center** will serve as the NYNJ Host Committee's flagship Manhattan fan experience, transforming the heart of New York City into the ultimate watch party for fans from around the globe.

In partnership with the **FIFA World Cup 2026™ NYNJ Host Committee** and **Telemundo**, the exclusive Spanish-language home of the FIFA World Cup 26 in the United States, **Rockefeller Center** will transform into an immersive fan village with an interactive soccer pitch, live match viewing, musical performances, soccer legend appearances and more. Attendees can expect:

- **Interactive soccer pitch**
- **Live match viewing**
- **Musical performances**
- **Tribute to eight nations that have lifted the FIFA World Cup trophy**
- **Soccer legend appearances**
- **More fan engagement experiences, hospitality and entertainment to be announced**



[HERE FOR VIDEO](#)

\*For illustrative purposes

**Additional Host Committee NYNJ Fan Zones™ across the NYNJ region will be announced soon.**

More NYNJ World Cup 26 & Telemundo Fan Village at Rockefeller Center info coming soon on our website [HERE](#).

## Skyline to Shoreline Road Tour™:

The **Skyline to Shoreline Road Tour™**, is a mobile fan engagement experience is traveling across New York and New Jersey, bringing the anticipation and magic of the tournament directly to communities, from city streets to boardwalks. The tour features interactive soccer elements, music, giveaways, local storytelling, and pop-ups at summer festivals, public parks, and neighborhood events.

**This Road Tour will return in 2026 and will run through the end of the Tournament.**

2025 Dates	Location / Events
June 11	Year Out Press Conference, Liberty State Park, NJ
June 14	Unity Cup, Sofive Soccer, Brooklyn
June 15	Touch a Truck, Liberty Science Center, NJ Seaside Sand Soccer Storm, Seaside Heights, NJ
June 20	Swedish Midsummer Festival, Rockefeller Park, NY
June 28	NV Red Bulls vs Minnesota FC Match Sports Illustrated Stadium, NJ
June 28	NYCFC Consulate Cup, Al Oerter Recreation Center, NY
July 04	NV Mets Block Party, Citi Field, NY 4th of July Celebration, City of Elizabeth, NJ
July 05	NV Mets Block Party Citi Field, NY
July 12	2025 Chopped Cheese Classic, Williamsburg, NY
July 15-16	Visit AC Airshow Atlantic City, NJ
July 19	More Beach Blast Tournament, Wildwood, NJ NV Red Bulls v. Inter Miami Match, Sports Illustrated Stadium, NJ
July 26	Summer Streets, Staten Island, NY
August 02 - 03	Alianza de Futbol, Randall's Island, NY
August 09	Summer Streets, Foley Square, Manhattan
August 16	NV Giants v. NY Jets Preseason Game, MetLife Stadium, NJ
August 17	NJ/NY Gotham FC v. Houston Dash, Sports Illustrated Stadium, NJ
August 23	Summer Streets, Bronx, NY



Reach out to us to learn more about how your community can be part of these incredible experiences. Let's make the World Cup truly felt across every corner of NYNJ!

# 5. HOW YOU CAN GET INVOLVED

## Be Part of Official Celebrations Through These Following Actions:

### Submit Your World Cup-Inspired Event:

Planning a tournament-themed festival, watch party, art show, or community gathering? Let us know! Your event may be featured on our official NYNJ Host Committee website and promoted through our social media, PR, and marketing channels.



### Display the “Welcome World” Badge:

Show your support by using the “Welcome World” logo at your business, on your website, or in your storefront. It’s a simple way to say: We’re part of this!

[Read more on usage and guidelines !\[\]\(09a4f46fd00963d10017c74e09f87500\_img.jpg\) here](#)



### Procurement/Work With Us:

We’re gathering information from potential suppliers to support our planning efforts. Our short, AI-powered form will guide you through a few key questions to help us better understand your business. To be considered for future opportunities, please complete the interest [form here](#).

### Create Soccer-Inspired Art:

Murals, sidewalk chalk, sculptures—get creative! We’d love to feature local art that brings the spirit of the game to life. Share your creations with us for a chance to be part of our beautification stories and social content.

### Partner on Local Storytelling:

We’re looking to highlight real voices and local perspectives. If you’ve got a great story to tell — about your business, your team, or your community’s passion for the game — we want to help amplify it.

### Join Our Community Partner List:

Stay in the loop with insider updates, engagement opportunities, and resources from the NYNJ Host Committee. Subscribe to our newsletter via our website.

Let’s make this celebration local, loud, and unforgettable. Visit our website at [www.nynjfwc26.com](http://www.nynjfwc26.com) via the contact us form if you have any questions or to share your plans above. Let’s show the world what NYNJ is all about.

# 6. CREATIVE WAYS TO CELEBRATE LOCALLY

## Ready to Bring the World Cup to Your Community? Let's Get Creative.

To help you get started, we've put together some fun, creative ideas - no formal or big budgets required. These are simple ways to tap into the global energy of the tournament, rally your community, and show your local pride while the world is watching.

Whether you're a business owner, community leader, artist, or just a passionate fan, there's something here for everyone. Let's turn this global moment into something unforgettable at the local level.



DON'T FORGET TO SPREAD THE WORD! WHEN YOU'RE SHARING YOUR WORLD CUP EVENTS OR CELEBRATIONS, TAG US @FWC26NYNJ AND USE THESE HASHTAGS:  
**#FIFAWORLDCUP, #WEARE26, #SOMOS26, #WEARENYNJ, #SOMOSNYNJ, #NYNJWELCOMEWORLD**

# Want to Throw a Watch Party?

- **A Public Viewing Event (PVE)** is any organized gathering where **FIFA World Cup 26™** 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.
  - Brings people together to share the biggest football moments, creating atmosphere and connection far beyond the stadiums.

Your category determines if you need a license and what activities are permitted. For full definitions and to submit your request for a license to FIFA, please refer to the [FIFA Public Viewing website](#) and [Public Viewing Community Communications](#).

## Public Viewing Categories

- ✓ **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.

## How to Apply

- ✓ **Read the FIFA Public Viewing Regulations** - Familiarize yourself with the full details on categories, rights, and requirements.
- ✓ **Plan Your Event** - Choose your venue, date, and the fan experience you want to create.
- ✓ **Submit Your Application** - Go to the FIFA Public Viewing Portal to submit your application. The portal will confirm your category and license requirements.
- ✓ **Follow the Next Steps** - Arrange permits, complete your license, and prepare your event.

PLEASE CONTINUE TO REFER TO THE FIFA PUBLIC VIEWING WEBSITE AND GUIDELINES ABOVE FOR MORE INFORMATION. REACH OUT DIRECTLY TO PUBLICVIEWING@FIFA.ORG WITH SPECIFIC QUESTIONS.

## Host & Entertain Fans

- **Optimize your business hours** during key match days to welcome fans and create a festive atmosphere.
- **Run World Cup trivia nights** or fan lounges with themed drinks, décor, and giveaways.
- **Encourage your neighborhood to launch a passport program** where visitors collect stamps or stickers from local businesses for prizes or discounts.
- **Partner with local artists or DJs** for live music nights inspired by World Cup countries to bring a global vibe to your space.
- **Set up interactive photo booths** with soccer-themed props or murals for fans to capture and share their experience.
- **Create a “Fan Wall”** where visitors can leave messages, predictions, or shout-outs to their favorite teams.
- **Offer discounts or freebies** to customers who wear their team’s jersey or colors on match days.
- **Work with your community to host mini skill challenges** like juggling contests or penalty shootouts in collaboration with nearby businesses or parks.



DON'T FORGET TO SPREAD THE WORD! WHEN YOU'RE SHARING YOUR WORLD CUP EVENTS OR CELEBRATIONS, TAG US @FWC26NYNJ AND USE THESE HASHTAGS:  
**#FIFAWORLDCUP, #WEARE26, #SOMOS26, #WEARENYNJ, #SOMOSNYNJ, #NYNJWELCOMEWORLD**

## Celebrate Through Food & Retail

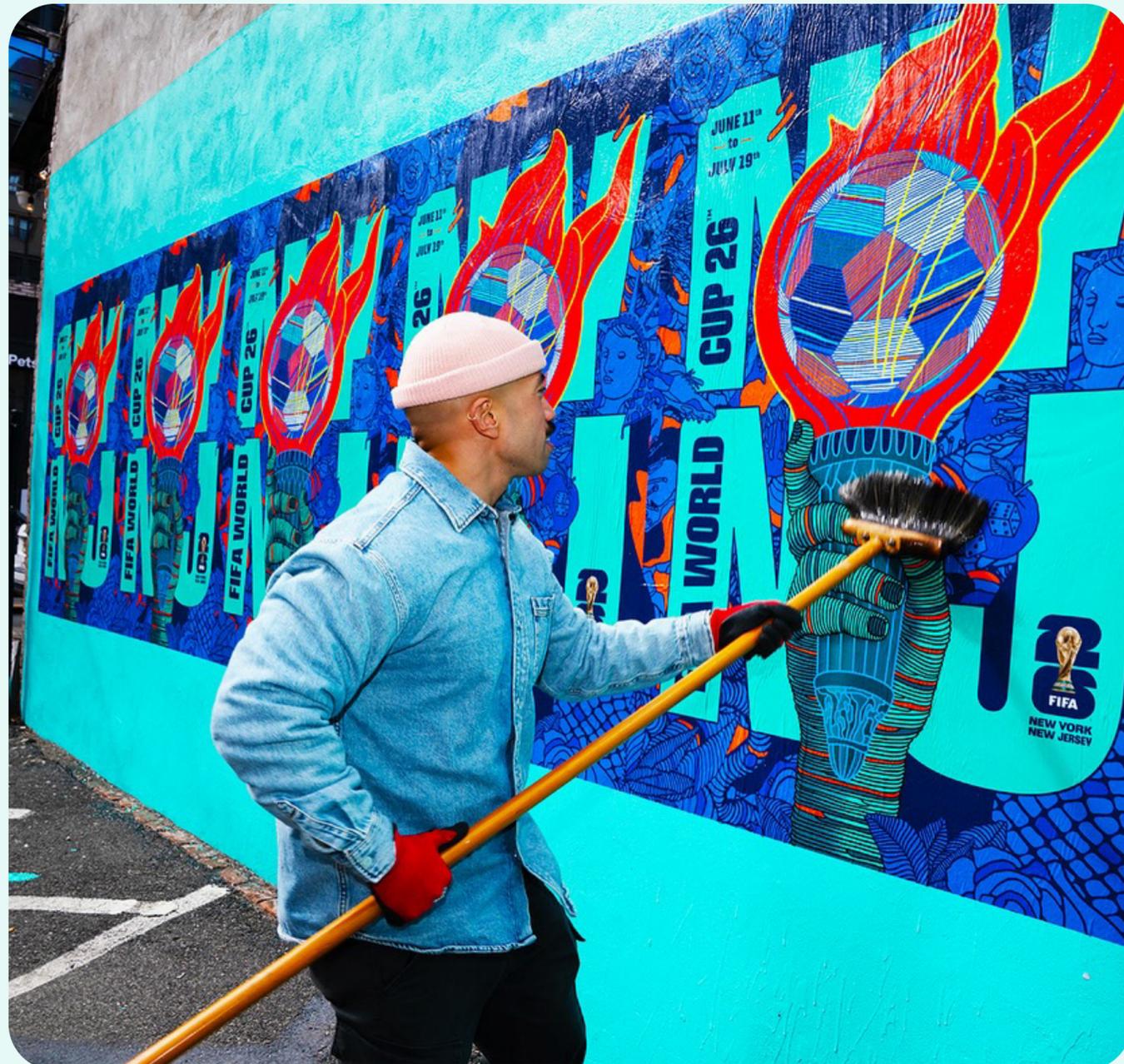
- **Launch a soccer-themed menu** or feature dishes inspired by the 48 qualified countries.
- Collaborate with other local businesses to **create a “World Cup Market”** weekend featuring global foods, crafts and pop-ups.
- **Start a World Cup Loyalty Card program** to reward shoppers and diners.
- **Host cooking demos or tastings** spotlighting cuisine from participating countries with local chefs or home cooks.
- **Create DIY fan gear kits for kids** and families to decorate scarves, hats, or face paint.
- **Offer “World Cup Combo Deals”** pairing themed food, drinks, or merchandise.
- **Offer promos that highlight your services** like country-flag manicures or nail art tied to matchdays or team-themed cookies and cupcakes or fresh haircuts for kickoff ahead of big matches.
- **Create score-based promos - discounts or freebies** if a certain result happens.
- **Promote matchday specials** named after teams playing on a certain day now that we know the schedule.



DON'T FORGET TO SPREAD THE WORD! WHEN YOU'RE SHARING YOUR WORLD CUP EVENTS OR CELEBRATIONS, TAG US @FWC26NYNJ AND USE THESE HASHTAGS:  
**#FIFAWORLDCUP, #WEARE26, #SOMOS26, #WEARENYNJ, #SOMOSNYNJ, #NYNJWELCOMEWORLD**

## Celebrate Community & Culture

- **Host cultural celebrations** tied to countries playing - with music, dance, art, or interactive activities.
- **Mark national and global soccer holidays** like World Football Day (May 25, 2026) and Independence Days of qualified nations with special programming.
- **Decorate storefronts or blocks** with flags, soccer balls, and national colors to bring the tournament spirit to your neighborhood.
- **Paint the town** by adding colorful World Cup-inspired flags or banners on lamp posts and public spaces.
- **Organize storytelling or film nights** featuring soccer documentaries, player stories, or cultural shorts from participating countries.
- **Launch community mural projects** that celebrate soccer, diversity, and unity.
- **Spotlight local “World Cup Heroes”** - youth players, coaches, volunteers, and community leaders involved in soccer or neighborhood efforts.
- **Host language and culture exchange meetups** inspired by the countries competing to celebrate diversity and connection.



DON'T FORGET TO SPREAD THE WORD! WHEN YOU'RE SHARING YOUR WORLD CUP EVENTS OR CELEBRATIONS, TAG US @FWC26NYNJ AND USE THESE HASHTAGS:  
**#FIFAWORLDCUP, #WEARE26, #SOMOS26, #WEARENYNJ, #SOMOSNYNJ, #NYNJWELCOMEWORLD**

## Activate through Sports & Wellness

- **Organize youth mini-pitches, clinics, or pick-up games** in local parks, parking lots, or school fields.
- **Offer wellness activations** like cool-down lounges for fans after matches or community yoga/stretching sessions.
- **Create walking or running routes** with World Cup-themed checkpoints or trivia stops to encourage active exploration of your neighborhood.
- **Provide “Game Day Recovery Kits”** with healthy snacks, hydration, or self-care products for fans post-match.
- **Host inclusive “Soccer for All” events** with adaptive clinics or games welcoming people of all abilities.

Don't forget to spread the word! When you're sharing your World Cup events or celebrations, tag us @fwc26nynj and use these hashtags:

**#WeAreNYNJ, #SomosNYNJ, #WeAre26 #Somos26  
#NYNJWelcomeWorld, and #FIFAWorldCup.**

That way, we can see what you're up to and help share your story with more people. The more we all share, the bigger and better the excitement will be — together.



# 7. USING LOGOS & BRANDING - WHAT TO KNOW

**As you plan your World Cup-inspired events or promotions, here are a few key guidelines to keep in mind about the use of logos and branding:**

- ✓ **Want to Plan a Watch Party or Event?:** Whether you're looking to host a community event, a local business gathering, or a fan zone celebration during **FIFA World Cup 2026™**, information can be found via this [📄 Public Viewing Community Communications document](#). The FIFA broadcasting license request portal is now open! Visit the [📄 FIFA Public Viewing website](#) for more information and to submit your request. To help ensure transparency, we ask that for any events or materials, you include the following disclaimer: **“Not an official FIFA or NYNJ Host Committee event.”**
- ✓ **You can't use official FIFA logos or branding** unless you're an official partner or rights holder. Do not create any lockups with our logo. The official title “FIFA World Cup™” can only be used for editorial purposes and must always include a trademark symbol (™). The official title is NOT permitted for any other use (i.e. event branding) without FIFA or NYNJ Host Committee approval. The title “FIFA World Cup” is NOT permitted without FIFA or NYNJ Host Committee approval and must always include a trademark symbol (™). Please feel free to use our [📄 Welcome World Branding](#) as a sign of regional unity!
- ✓ **You can celebrate the tournament in your own way** like using general soccer themes, national flags, or team colors.
- ✓ **If you're sharing content (like photos or videos) for editorial or non-commercial use**, that's okay - as long as it follows these basic FIFA guidelines.

Keeping these guidelines in mind will help protect your organization/community, the integrity of **FIFA World Cup 2026™** planning process, uphold the commitments of official FIFA and NYNJ Host Committee sponsors, intellectual property rights, and maintain the trust of the public and our partners. If you have any questions, please contact: [marketing@nynjfwc26.com](mailto:marketing@nynjfwc26.com). When in doubt, keep it creative and community-focused. Celebrating the spirit of the game is more than enough!

## 8. WANT TO CONNECT WITH US?

### Have an idea? We're all ears and here to help.

The NYNJ Host Committee's mission is to make sure **FIFA World Cup 2026™** isn't just something happening here - but something truly felt here. Whether you're looking for guidance, have an idea you want to bring to life, or just aren't sure where to start - reach out.

We're a resource for you, and we're happy to answer questions, offer direction, and help you find meaningful ways to get involved. Together, we can make sure this moment moves your community forward.

Reach us at [www.nynjfwc26.com](http://www.nynjfwc26.com) via our **contact form** if you have any questions or to share your plans/ideas with us!



**WE ARE  
NEW YORK  
NEW JERSEY™**

**WE ARE  
NEW YORK  
NEW JERSEY™**

**WE ARE  
NEW YORK  
NEW JERSEY™**