



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

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 - and it's going to be huge for our region, as well as the rest of the country. 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 made just for you. It's packed with resources, ideas, and guidance to help you channel the energy of the tournament - whether you're a small business looking to attract new customers, a local organization with a story to tell, or a neighborhood leader ready to rally your community for a cause.

Think of it as your playbook for getting involved, boosting your visibility, and helping turn this global event into a local celebration that reflects everything that makes our region special, and helps you drive your business or organization forward.

Let's show the world what New York and New Jersey are all about - together.



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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? New York New Jersey.

Our region isn't just hosting matches - we're hosting the match: **the Final**. That's right, the most-watched sporting event on the planet will be played right here. In total, **NYNJ will welcome fans for eight epic matches**, turning our cities into a global stage - and a massive celebration.

This means billions in economic impact, millions of visitors, and endless chances for local businesses and organizations to get involved and shine. Think packed fan zones, national and international media, cultural showcases, pop-up events, and community celebrations - all happening from Times Square to Atlantic City, from local parks to New York New Jersey Stadium (MetLife Stadium).

Whether you're a restaurant, retailer, artist, nonprofit, or neighborhood leader, this is your chance to be part of something truly historic - to get in front of the world, attract new audiences, and make a lasting mark on your community.

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 local team responsible for bringing the tournament to life in our region. We're leading the effort to welcome the world to New York and New Jersey, hosting eight unforgettable matches—including the Final.

Working closely with FIFA, city, and state leaders, we're committed to world-class planning across everything from stadium operations to fan experiences. As an independent nonprofit partnering with New York City and the State of New Jersey, our mission is to deliver an exceptional tournament that showcases our region's energy, pride, and hospitality on the global stage.



follow us on
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

These match days will bring major crowds, increased foot traffic, and media attention. Whether you're a small business, a local organizer, or part of a municipal team, having the key dates on your radar means you can:

The full FIFA World Cup 2026™ match schedule - including all games across the United States, Mexico, and Canada — is available [here](#).

The matchups for the **Group Stage** (including which countries will play each other) will be identified during the tournament draw on **Dec 5, 2025**.

Stage	Dates	Venues
Group Stage	June 11 - 27	Across all host countries
Round of 32	June 28 - July 3	Across all host countries
Round of 16	July 4 - 7	Across all host countries
Quarterfinals	July 9 - 11	LA, KC, Miami, Boston (U.S.)
Semifinals	July 14 - 15	Dallas, Atlanta (U.S.)
Third-place Playoff	July 18	Miami (U.S.)
Final	July 19	NYNJ (U.S.)

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

Group Stage Matches in NYNJ

June 13, 2026 - **Match 7: Group C**
June 16, 2026 - **Match 17: Group I**
June 22, 2026 - **Match 41: Group I**
June 25, 2026 - **Match 56: Group E**
June 27, 2026 - **Match 67: Group L**

Knockout Stage Matches in NYNJ

June 30, 2026 - **Match 77: Round of 32**
July 5, 2026 - **Match 91: Round of 16**

Final Match in NYNJ

July 19, 2026 - **Match 104: FIFA World Cup Final Match**

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.



4. MILESTONE MOMENTS ON THE ROAD TO 2026

From official announcements to citywide events and fan-focused celebrations, these key dates give you a reason 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.)
- **January 11, 2026:** 6 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 11, 2026:** FIFA World Cup 26™ Opening Match in Mexico City
- **June 13, 2026:** First FIFA World Cup 26™ Match in NYNJ
- **June 11, 2026 - July 19, 2026:** FIFA Fan Festival™ NYNJ NYNJ Fan Zones™
- **July 19, 2026:** FIFA World Cup 26™ Final in NYNJ

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



*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 Procurement Opportunities for the FIFA Fan Festival™ NYNJ, please complete our Interest Form, [HERE](#).

Skyline to Shoreline Road Tour™:

The Skyline to Shoreline Road Tour™, a mobile fan engagement experience is traveling across New York and New Jersey this summer, bringing the anticipation and magic of the tournament directly to communities, from city streets to boardwalks. Running through Labor Day 2025, the tour will feature interactive soccer elements, music, giveaways, local storytelling, and pop-ups at summer festivals, public parks, and neighborhood events. Following is the schedule, which will continue to be updated as additional stops are secured.

This Road Tour will return next year in 2026 on May 11 - to mark the One Month to Go mark and will run through the end of the Tournament.



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!

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	NY Red Bulls vs Minnesota FC Match Sports Illustrated Arena, NJ
June 28	NYCFC Consulate Cup, Al Oerter Recreation Center, NY
July 04	NY Mets Block Party, Citi Field, NY 4th of July Celebration, City of Elizabeth, NJ
July 05	NY 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 NY Red Bulls v. Inter Miami Match, Sports Illustrated Arena, 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	NY Giants v. NY Jets Preseason Game, MetLife Stadium, NJ
August 17	NJ/NY Gotham FC v. Houston Dash, Sports Illustrated Arena, NJ
August 23	Summer Streets, Bronx, NY

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](#)  [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 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

Categories of Public Viewing Events

→ **Throw your own public Watch Party** in plazas, rooftops, local parks, or community centers. Whether you're planning a community event, a local business gathering, or a fan zone celebration during the **FIFA World Cup 2026™**, you can find more information via the  **FIFA Public Viewing website**.

Please note: The FIFA broadcasting license request portal will open in Q4 2025. Depending on your event's size and purpose, you may need a broadcast license from FIFA, so be sure to review the regulations above. Before Q4, the NYNJ Host Committee is gathering information on who plans to apply for a FIFA public viewing license. Please  **click here** for event type descriptions and fill out  **this form** or scan the QR code to share with us what you're planning.



Does NOT Require Public Viewing License

Non-Commercial Events

- ✓ These are events that occur as part of a venue's usual course of business (e.g., bars, restaurants, hotels).
- ✓ Includes small-scale community-driven events, under 1,000 people, and no commercial benefits to the organizer at the event.
- ✓ These do NOT require FIFA review and a license from FIFA's Media Partners.

Requires Public Viewing License

Special Non-Commercial Events

- ✓ Larger non-commercial events, over 1,000 people, in spaces including but not limited to community centers, schools, and universities.
- ✓ No commercial benefits for the organizer.
- ✓ These require FIFA review and a license from FIFA's Media Partners.

Commercial Events

- ✓ Events involving a commercial element such as sponsorships, admission fees, or any other financial benefit.
- ✓ These require FIFA review and a license from FIFA's Media Partners.

PLEASE CONTINUE TO REFER TO THE FIFA PUBLIC VIEWING WEBSITE ABOVE FOR MORE INFORMATION AS GUIDELINES ARE RELEASED.

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.



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Celebrate Through Food & Retail

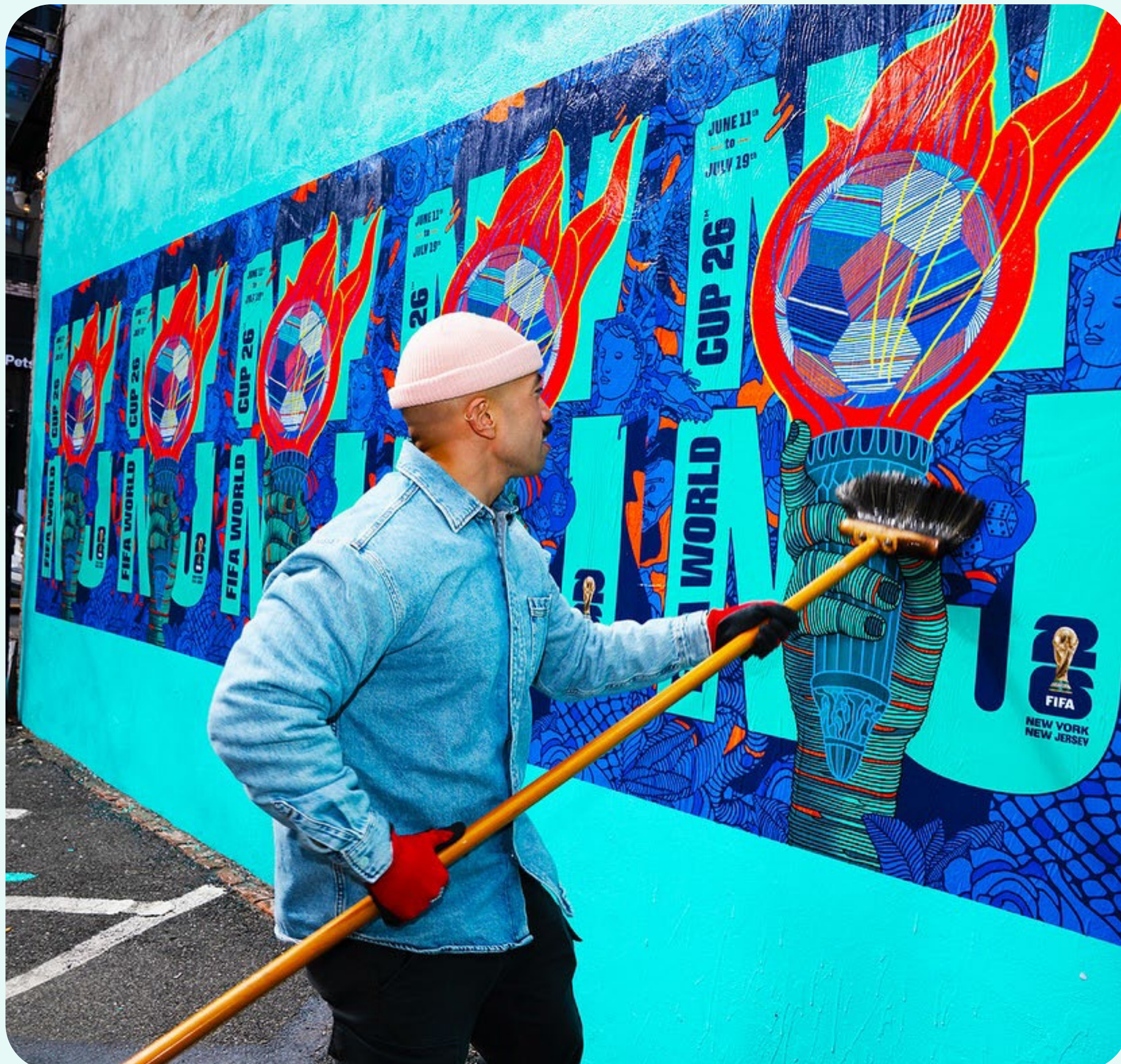
- **Launch a soccer-themed menu** or feature dishes inspired by the 48 qualified countries.
- **Start a World Cup Loyalty Card program** to reward shoppers and diners.
- Collaborate with other local businesses to **create a “World Cup Market”** weekend featuring global foods, crafts, and pop-ups.
- **Host 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.



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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.



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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 on the [FIFA Public Viewing website](#). Please note: The FIFA broadcasting license request portal will open in Q4 2025. 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 or document.”**
- ✓ **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. 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 via our [contact form](#) if you have any questions or to share your plans/ideas with us!



**WE ARE
NEW YORK
NEW JERSEY™**