

BC TOURISM FC'S PLAYBOOK FOR THE FIFA WORLD CUP 2026™



First Edition
June 2025



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BC TOURISM FC'S PLAYBOOK FOR THE FIFA WORLD CUP 2026™

INTRODUCTION





INTRODUCTION

■ A PLAYBOOK TO BC'S WORLD CUP MOMENT

The FIFA World Cup 2026™ is an unprecedented global opportunity for British Columbia.

As one of only two Canadian provinces hosting matches, BC will welcome international visitors while connecting with five billion viewers worldwide. The seven matches at BC Place Vancouver will establish the city as a focal point, but the opportunity extends around BC.

The BC Tourism Football Club (BC Tourism FC) was established to coordinate tourism efforts across the province. As part of the province-wide tourism strategy, this collaborative approach emphasizes that working as one team strengthens outcomes for all. This Playbook was developed to equip tourism industry partners with essential tools and guidance to enable success.

This is the first edition of the BC Tourism FC Playbook. It provides an initial set of tools, guidance, and examples to help tourism partners across the province engage with the FIFA World Cup 2026™ opportunity. Additional chapters and materials will be developed and released as new information becomes available. We encourage you to revisit this resource regularly and stay connected through the [BC Tourism FC portal](#) to ensure you have the most current insights and support.

WHAT'S INCLUDED IN THIS PLAYBOOK?

From messaging guidance to practical activation ideas, this Playbook offers resources to help you engage with the FIFA World Cup 2026™ opportunity. Explore each section to discover approaches that best suit your organization.

Section	Contents
Brand & Compliance	Practical rules and tools to support consistent participation across the province, use accurate terminology, and stay within FIFA's requirements.
Content & Programming	A messaging framework for consistent, province-wide positioning and story ideas that align with the provincial strategy, activation and programming concepts adaptable to organizations and businesses of all sizes, and visual approach and implementation examples.
References & Resources	Tournament facts and schedule information, soccer/football terminology, and essential resources and key contacts.

THE OPPORTUNITY

The FIFA World Cup 2026™ presents British Columbia with strategic opportunities aligned with our provincial tourism objectives:

- **Global Awareness:** Nine billion people tune into the FIFA World Cup, creating an unparalleled opportunity to showcase BC to the world.
- **Economic Growth:** Projections indicate over \$1 billion in additional tourism revenue and over one million additional visitors, between 2026-2030.
- **Geographic and Seasonal Dispersion:** An opportunity to drive visitation throughout BC, year-round.

These opportunities directly support the BC Tourism FC key goals of increased awareness and visitation in key markets, seasonal and geographic growth, and community-level participation across the province.



GETTING STARTED: YOUR PATH TO PARTICIPATION

Businesses, organizations and communities of all sizes across British Columbia can participate in the FIFA World Cup 2026™—even small efforts contribute to our collective impact while on the world stage. This Playbook provides practical tools and ideas to help you connect with this opportunity. But first, here are some starting points to begin your planning:



Understand the Tournament

- Familiarize yourself with the FIFA World Cup 2026™; key dates, format, and match schedule (found in References and Resources)
- Consider how tournament timing might affect visitor patterns and operational needs
- Recognize that normal visitor flows may change—preparing for these shifts helps maximize opportunities



Build and Share Your Story

- Be ready to share your story and consider ways to develop it through the lens of our strategic advantage to resonate with international audiences even further.
- Identify any natural connections between your business and soccer, sport, cultural celebrations, or international communities
- Look for unique elements in your business or community that might connect with the spirit of football.



Empower Your Team

- Share messaging and tournament information with your staff
- Equip staff with basic tournament knowledge so they can confidently answer visitor questions
- Ask team members if they have personal connections to soccer or participating countries that could enhance your story
- Involve your team in brainstorming creative ways to connect with the tournament



Be Creative

- Enhance existing products, services, and experiences with thoughtful tournament connections
- Create custom content, themed experiences, or special promotions that align with the FIFA World Cup 2026™
- Explore partnerships with local businesses, destination marketing organizations, community groups, and others to create a more impact
- Consider timing your initiatives to align with key tournament moments

Every tourism organization in British Columbia has an opportunity to leverage this global moment. By participating in ways that feel authentic to your business, you contribute to our collective impact as a province, and create memories that will resonate with visitors long after the final match. We invite you to explore all sections of this Playbook to find your way to bring the FIFA World Cup 2026™ spirit to BC.

BC'S STRATEGIC ADVANTAGE: POSITIONING FRAMEWORK

To differentiate BC from other host destinations and create a consistent voice across all tourism partners, we've identified our strategic advantages to guide tourism partners across the province.



Nature's Force

BC's natural environment is our key differentiator from other host destinations.

- **Our Advantage:** BC offers visitors a distinctive combination of urban experiences and wilderness access that sets us apart from other host cities.
- **How to use it:** Highlight how your business or organization connects visitors to BC's natural environment, whether through activities, views, or experiences that feature our distinct landscapes.



"All Ways a Friendly"

Warmth and inclusivity are BC's signature approach to hospitality and critical for international visitors.

- **Our Advantage:** BC provides welcoming spaces for all visitors, regardless of team affiliation or cultural background.
- **How to use it:** Emphasize your welcoming approach and highlight ways you accommodate diverse abilities, languages, and preferences.



More in a Match

Inspiring geographic dispersion and extended stays throughout BC.

- **Our Advantage:** Vancouver's matches serve as a gateway to experiences throughout the province, encouraging exploration beyond the stadium.
- **How to use it:** Show how your location or offering can complement the match experience, whether before, between, or after games.



**AND MOST OF ALL – CELEBRATE AND HAVE FUN
DURING THIS ONCE-IN-A-LIFETIME MOMENT!**



For more information, and the latest updates, visit bctourismfc.ca.



BC TOURISM FC'S PLAYBOOK FOR THE FIFA WORLD CUP 2026™ **BRAND & COMPLIANCE**





BRAND & COMPLIANCE

Introduction

British Columbia's participation in the FIFA World Cup 2026™ is an unprecedented opportunity to share our province's spirit, beauty, and hospitality with the world. As one of only two Canadian provinces hosting matches, we have a unique chance to showcase what makes BC special.

This section provides you with brand guidelines and compliance tools designed to help you:

- **Align with the larger promotional approach** being used across BC's tourism industry
- **Comply with FIFA's brand usage rules** while still celebrating the excitement
- **Maximize the tourism benefits** of this once-in-a-generation opportunity

Whether you are a hotel, restaurant, tour operator, or destination management organization, this information will help you participate confidently and appropriately in the FIFA World Cup 2026™ conversation, ensuring British Columbia presents a unified, compelling story to the world.



APPROVED TERMINOLOGY & BRAND USAGE

Maintaining accuracy and brand consistency helps British Columbia and its tourism partners present a unified, professional face during the FIFA World Cup 2026™. Following these rules and tools ensures your communications are both effective and compliant with FIFA's requirements.

Event Naming and References

Official Tournament Name:



- Always use "FIFA World Cup 2026™" in full at first mention, including the trademark symbol (™)
- After first mention, you may use:
 - "FWC26" for casual or abbreviated references
 - "The tournament" or "the event" as general references

Vancouver's Host City Designation:



- "FIFA World Cup 2026™ Vancouver" is the official Host City name
- "FWC26 Vancouver" is acceptable for brevity
- The tagline "We Are Vancouver™" is trademarked and should include the symbol
- "We Are a Force of Nature" or "Force of Nature" can be used in conjunction with the Host City IP

Sport Terminology:



- Use "football" when referencing the FIFA World Cup 2026™ and when communicating to international audiences
- Be consistent within a single communication—don't switch between terms

Trademark and Branding Rules

Protected FIFA Assets:



- FIFA, FIFA World Cup 2026™, and associated logos are protected trademarks
- The FIFA World Cup Trophy™, official mascot, and match ball cannot be used without FIFA approval
- "We Are 26™" is FIFA's official slogan and is trademarked

Commercial Association Rules:



- Unauthorized commercial association (e.g., "official hotel of FIFA World Cup 2026™") is prohibited
- Host City logos (Vancouver's FIFA World Cup 2026™ mark) are restricted to official partners
- Wording that implies sponsorship or official connection (e.g., "official," "sponsor," "partner") is not permitted
- FIFA Commercial Partners: Official sponsors with exclusive rights to FIFA marks and promotional opportunities

Social Media Guidelines: For Non Commercial Entities



- You may use the following official hashtags: #WeAre26, #WeAreVancouver, and #FWC26
- Sharing or retweeting official content from FIFA or Vancouver Host City accounts is permitted and encouraged
- Creating your own content requires careful attention to the guidelines in this Playbook.



NOTE: Retweeting or sharing official content for commercial purposes is not permitted.

Examples of Correct Usage

DO:

"Celebrate soccer's biggest event in beautiful British Columbia!"

"Experience global football excitement this summer in BC"

"Planning to visit Vancouver for the tournament? Extend your stay and explore BC!"

Use generic soccer visuals
(balls, fields, fans)

Share details about Vancouver's
match schedule

"Visit our restaurant near BC Place during
the tournament"

DON'T:

"Proud official sponsor of the FIFA World
Cup 2026™" (unless licensed)

"Watch the FIFA matches here with
special FIFA offers"

"Join our FIFA Fan Fest viewing party"
(unless authorized)

"Official World Cup 2026™
accommodation package"

Use FIFA mascots, trophies, or logos
without permission

Claim or imply inside knowledge of
teams or match details

"The closest restaurant to the FIFA
World Cup 2026™ stadium"



TIP: When in doubt, celebrate the event in spirit—not by using protected FIFA imagery or language. Focus on BC's visitor experience rather than making direct claims about the tournament.



COMPLIANCE COMPANION: PROTECTING THE BRAND & YOUR ACTIVATION

Staying onside — celebrating the FIFA World Cup 2026™ while respecting brand and legal requirements.

British Columbia's role as a proud Host Province and Promotional Partner comes with a responsibility to respect FIFA's intellectual property and Commercial Program. This Compliance Companion offers easy-to-follow guidance on how tourism partners can activate safely and creatively.

Understanding FIFA World Cup™ Brand Usage

Who Has Official Authorization:

- Destination BC and Destination Vancouver are Promotional Partners
- The City of Vancouver has specific rights as per the Host City Rights Agreement
- The Province of British Columbia has specific rights as part of the FIFA World Cup 2026™ Canada Government Recognition Program
- Official FIFA Commercial Partners have exclusive rights including the City of Vancouver Host City Supporters

What This Means for Tourism Businesses:

- You are encouraged to create soccer-themed, celebratory experiences—without implying official association with FIFA
- Focus on welcoming visitors and enhancing their experience in British Columbia
- Position your offerings as complementary to the tournament, not officially affiliated with it



KEY TAKEAWAY: Protected marks must not be used in marketing unless you have explicit authorization. When in doubt, speak with your legal counsel or visit the [FIFA rules website](#).

Why Compliance Matters

- **Protect Sponsorship Exclusivity:** Ensuring FIFA Commercial Program including the City of Vancouver Host City Supporter Program maintains its value
- **Maintain Event Integrity:** Upholding the prestige of the FIFA World Cup 2026™ and British Columbia's role
- **Avoid Legal Consequences:** Unauthorized use may result in cease-and-desist orders or legal action
- **Safeguard BC's Reputation:** Demonstrating responsible hosting and promotion strengthens our global image

Practical Guidance for Businesses

Navigating FIFA's guidelines doesn't have to limit your creativity. Here are straightforward ways to celebrate the tournament while respecting intellectual property rights—think of these as examples of compliant activities for successful, compliant activations:

DO:

Refer to the event factually:
"FIFA World Cup 2026™"

Create soccer-themed decorations
and promotions

Share official FIFA links and Vancouver Host
City information

Celebrate participating countries' cultures
respectfully

Offer special services to accommodate
visitors during the tournament

Create general football/soccer displays and
activations

Host viewing parties (with proper public
viewing license)

DON'T:

Use FIFA World Cup™ logos or Host City
marks without authorization

Suggest an official partnership with FIFA
without permission

Create materials that imply formal
endorsement

Use flags or national symbols in a way that
implies endorsement

Market "exclusive" or "official" FIFA-related
packages

Copy or recreate FIFA designs, mascots, or
trophy imagery

Use terms like "Fan Fest" or "Fan Zone"
(FIFA-protected terms)

Celebrating Team Countries and Cultures

A creative way to engage with the FIFA World Cup 2026™ is by celebrating the cultures, cuisines, and traditions of participating countries:

- Feature menu items inspired by participating nations
- Create cultural displays highlighting the heritage of competing teams
- Host cultural performances representing tournament countries
- Showcase travel opportunities to nations participating in the tournament
- Partner with cultural organizations representing participating countries

Note: Focus on cultural celebration rather than direct tournament association, and be careful not to imply endorsement from national teams.

Public Viewing Licenses

If your business or community plans to show the FIFA World Cup 2026™ matches, you may need a Public Viewing License. FIFA has established three categories of public viewing with different requirements:

Public Viewing License Categories (FIFA)

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 such as bars, restaurants, and hotels showing matches as part of their usual serviceSmall community events under 1,000 people, free to attend, and not sponsored	No (No fee)
Special Non-Commercial	<ul style="list-style-type: none">Larger free community events over 1,000 peopleHosted by public institutions (e.g., universities, churches, municipalities)No sponsors, no ticket sales	Yes (License & fee apply)
Commercial	<ul style="list-style-type: none">Events that involve ticket sales, sponsorship, or are run by businesses specifically to profit from the eventIncludes: paid entry, branded activations, or any event designed to drive commercial return	Yes (License & higher restrictions)

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 likely need a Public Viewing license.



Key Points to Remember

- 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
- Larger events require advance application (at least 60 days recommended) through FIFA's Public Viewing portal
- Commercial restrictions apply to all categories—no unauthorized sponsors can be associated with your viewing event, especially in product categories protected for official FIFA Commercial Partners
- Apply early at publicviewing.fifa.org—processing times increase as the tournament approaches
- Check local/municipal/provincial as additional permits may be required beyond FIFA's license

The FIFA Public Viewing Platform will be ready later this year.

The platform will streamline the process for requesting public viewing licenses for the FIFA World Cup 2026™. [More information is available here.](#)



BC TOURISM FC'S PLAYBOOK FOR THE FIFA WORLD CUP 2026™
MESSAGING, CONTENT & PROGRAMMING





MESSAGING, CONTENT & PROGRAMMING

INTRODUCTION

This section provides three complementary approaches to engage with audiences during this global moment:

- **Key Messages:** Positioning to shape your content and activations.
- **Content Creation:** Developing compelling stories, images, videos, and communications that showcase British Columbia in alignment with tournament themes—from social media and web content to informational materials that build excitement and connection.
- **Events & Programming:** Creating special offerings, activities, and experiences that bring the tournament energy to life—including themed celebrations, special promotions, visitor experiences, and memorable moments that respect official guidelines.

Whether you're a small business, destination marketing organization, or community, these tools can help you engage audiences, create meaningful connections, and leverage the once-in-a-generation opportunity that the FIFA World Cup 2026™ brings to British Columbia.



Key Messages

The following messaging pillars form the foundation of how British Columbia is positioning itself to global audiences during the FIFA World Cup 2026™. Use these messages to shape your content and activations, adapting them to fit your business, destination, or event while staying aligned with our collective story.



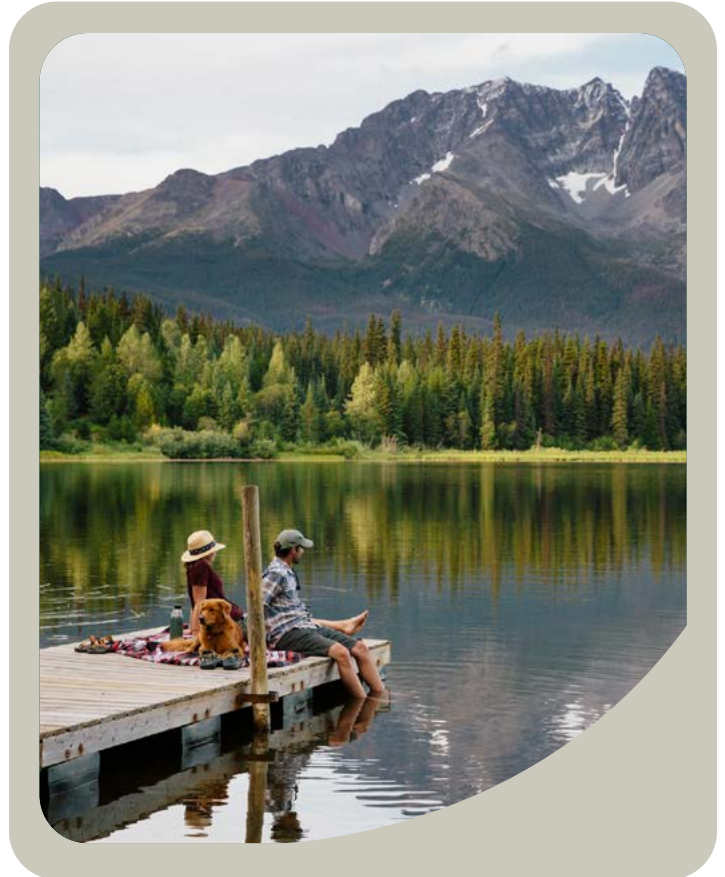
Nature's Force shapes every experience

British Columbia's natural environment isn't just scenery—it's our superstar. Nature infuses energy, identity, and spirit into every visitor experience during the FIFA World Cup 2026™.

Our mountains, forests, coastlines, and lakes aren't just beautiful backdrops—they're active, awe-inspiring parts of daily life that bring a breath of fresh air to the tournament experience.

Key Themes to Emphasize

- **Clean Energy:** Vancouver and BC get their energy from nature—energy that recharges visitors and residents alike. Our urban sophistication is enhanced by natural beauty, experiences, and activities.
- **Untamed Celebrities:** Our superstars include Spirit Bears, eagles, whales, salmon and moose. Our monuments are mountains, ocean, lakes, and rainforests.
- **Comfortably Epic:** Super, Natural experiences are at your fingertips. We have the perfect climate for playing and staying longer.



EXAMPLES:

"Where world-class soccer energy meets world-class landscapes."

"The beauty of British Columbia is always ready for kickoff."

"Recharge between matches with nature's power, just steps away."

"From stadium excitement to mountain tranquility in under an hour."

"Watch the match, then meet our local celebrities: orcas in the Salish Sea."



“All Ways a Friendly”—welcoming visitors at every turn

In British Columbia, friendliness is our signature approach—creating an atmosphere where every visitor feels genuinely welcomed, included, and part of something bigger.

No matter who you are or where you're from, BC offers a safe, friendly environment where passion for the game and authentic hospitality go hand in hand—making our venues, streets, and communities places where the beautiful game stays beautiful.

Key Themes to Emphasize

- **Everyone Wins:** We welcome all fans equally, regardless of where they're from or who they support. Every visitor receives the same warm, genuine welcome.
- **Everyone Cares:** Whether celebrating a victory or consoling after a loss, British Columbians genuinely care about your experience.
- **Everyone's Real:** Our hospitality isn't a performance—it's who we are every day. What stands out about us is what comes naturally.



EXAMPLES:

“Celebrate community spirit where fans from every nation feel at home.”

“The friendliest match day experience you’ll have.”

“Win or lose, you’ll find friendly faces and genuine welcomes.”

“Where locals and visitors share incredible moments, together.”

“Supporting your team is easy when everybody feels welcome.”



There's more in a match when you visit British Columbia

The excitement of the FIFA World Cup 2026™ is just the beginning—what starts with a fun downtown match experience opens the door to endless exploration throughout our diverse province, during the tournament and future visits.

The FIFA World Cup™ is more than a tournament—it's your introduction to British Columbia's remarkable range of experiences that invite deeper discovery and inspire future journeys.

Key Themes to Emphasize

- **A World Cup Stroll:** While matches take place in downtown Vancouver—walking distance to accommodations, dining, and attractions—the entire province offers extended trips and future journeys before, between, or after matches.
- **Gateway to Exploration:** Vancouver's convenient match location serves as the perfect gateway for adventures throughout British Columbia—from coastal islands to mountain ranges, wine regions to Indigenous cultural experiences.
- **Return-Trip Ready:** The tournament offers just a taste of what BC offers—plant the seed for visitors to plan their next trip and explore the province more deeply, in every season.



EXAMPLES:

"One match sparks a lifetime of BC discoveries."

"The final whistle marks the beginning of your BC journey."

"Sample during the tournament, savor on your return visit."

"Let the games introduce you to Vancouver—then let BC's regions captivate you."

"Today's match excitement, tomorrow's province-wide adventure."

BEAUTIFULSEATS.CA

One example of this messaging in action is **Beautiful Seats**—a campaign created by Destination BC that brings the pillars to life by highlighting places where people can pause, connect, and take in the view. From mountaintops and lakeshores to city rooftops and farm fields, these “seats” reflect the beauty, hospitality, and sense of discovery that define British Columbia. Beautiful Seats offers creative inspiration for how tourism partners might express the same spirit in their own communities or experiences.

Destination BC - Beautiful Seats

Launched by Destination BC, the Beautiful Seats campaign invites visitors to experience British Columbia’s landscapes from unique and meaningful vantage points—whether that’s a mountaintop perch, a lakeside dock, a city rooftop, or a quiet forest bench. These seats aren’t just scenic—they tell stories. Each one offers a chance to pause, reflect, and take in the beauty of place.

For those looking for creative ways to align with the energy of the FIFA World Cup 2026™, Beautiful Seats can serve as inspiration. The concept celebrates spaces temporary or permanent where people come together in uniquely BC settings. Whether it’s a bench, a log, or a purpose-built gathering place, what makes it “beautiful” is the connection between people, landscape, and moment.

Some ideas inspired by this approach might include:

- A gondola-accessed alpine perch with match viewing and mountain air
- A vineyard terrace with local pours and live broadcasts
- A ranch-side setup after a guided horseback ride
- A lakeside dock reached by kayak, with curated local snacks
- A mountain biking rest stop with screens and sweeping views
- A forest clearing at the end of a guided hike

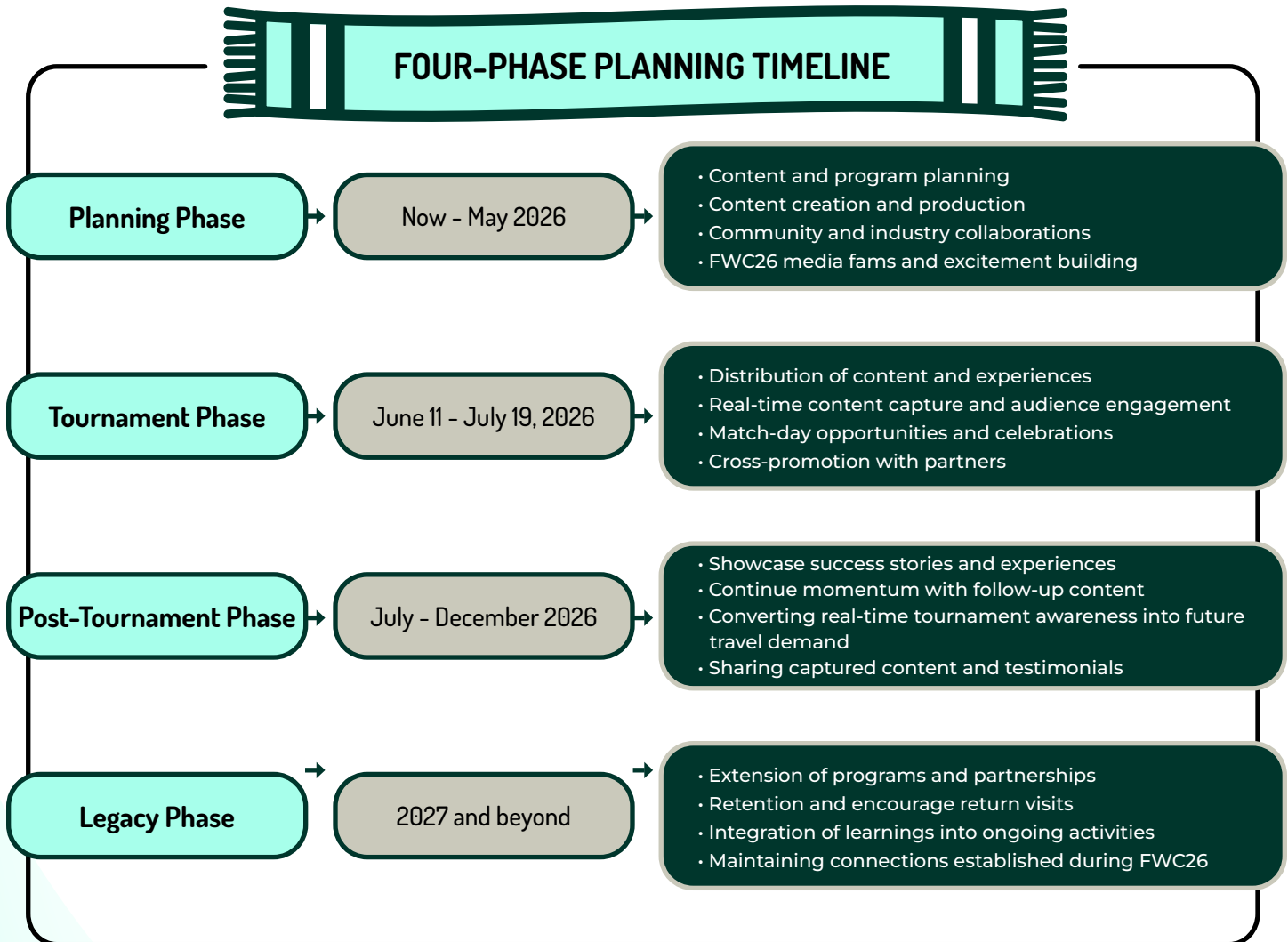
Each idea starts with the place and what makes it special. A Beautiful Seat doesn’t need to be big—it just needs to feel connected. More information will be made available about the campaign and opportunities for communities and businesses to participate in it as it becomes available. Check bctourismfc.ca for updates.



◆ PLANNING FRAMEWORKS & CALENDAR

Start with strategy — align your activities with key tournament moments and your own objectives.

Successful engagement with the FIFA World Cup 2026™ begins with thoughtful planning. Consider this framework as you think ahead to your own unique goals and resources.



STORYTELLING & CONTENT IDEAS

Inspiration at your fingertips — adaptable content concepts around the FIFA World Cup 2026™ energy.

These content ideas can help you create relevant, engaging content inspired by the FIFA World Cup 2026™ themes while respecting official guidelines. Feel free to adapt them to fit your organization's unique voice, audience, and objectives.

Content Ideas

Theme	Approach	Examples
Amplify Tournament Moments	Connect your content to official FWC26 milestones	Countdown content for key dates Local reflections on tournament developments “How we’re preparing” behind-the-scenes stories
Soccer Culture Spotlights	Celebrate soccer's presence in your community	Local soccer club features Youth soccer stories Soccer-friendly locations and activities
Global Connections	Highlight ties to participating nations	Cultural traditions from competing countries Local diaspora community stories International-inspired offerings
Team Canada Pride	Build excitement around Canada's participation	Local connections to Team Canada Canadian soccer history and milestones National pride celebrations
Local Perspectives	Feature local personalities and their tournament connections	Community leader perspectives Staff soccer stories and connections “Day in the life” during the tournament



CONTENT IDEAS BY THEME

Once you've identified which content ideas resonate with your organization, consider these formats to help bring them to life across various channels:

Format	Best For	Tips For Success
Social Media Posts	Quick, timely updates and visual content	Keep copy concise, use strong visuals, include clear calls to action
Blog Articles	In-depth stories, guides, and features	Use scannable formats, include practical information, highlight unique perspectives
Video Content	Capturing atmosphere, emotions, and experiences	Keep short (under 60 seconds for social), prioritize authenticity over production value
Email Newsletters	Content highlighting how BC's natural environment provides energy and rejuvenation	Segment distribution lists, use compelling subject lines, provide clear value in preview text
Printed Materials	Activities on-site and real time, for a more accessible experience.	Use QR codes linking to digital content, translate where possible, focus on essential info
Web Features	Comprehensive information and planning resources, with links and multimedia	Ensure mobile-friendly design, optimize for search terms, update frequently

Social Media

Social media offers powerful opportunities to reach and engage audiences before, during and after the tournament. Where possible, mention Destination BC's social media accounts by tagging @hellobc on Facebook, Instagram and TikTok.



REMEMBER: Retweeting or sharing official content for commercial purposes is not permitted.

SOCIAL MEDIA TIPS:

- Plan content in advance to align to key milestones
- Create a content calendar aligning with match days and tournament phases
- Share and amplify official FIFA Host City Vancouver content when relevant
- Capture authentic, in-the-moment content during the tournament
- Engage with user-generated content from fans and visitors
- Consider platform-specific formats (Instagram Stories, Reels, TikTok, etc.)
- Consider scheduling some social content posts to help manage activity

EVENTS & PROGRAMMING INSPIRATION

Bring the excitement to life — create meaningful experiences that celebrate the tournament energy.

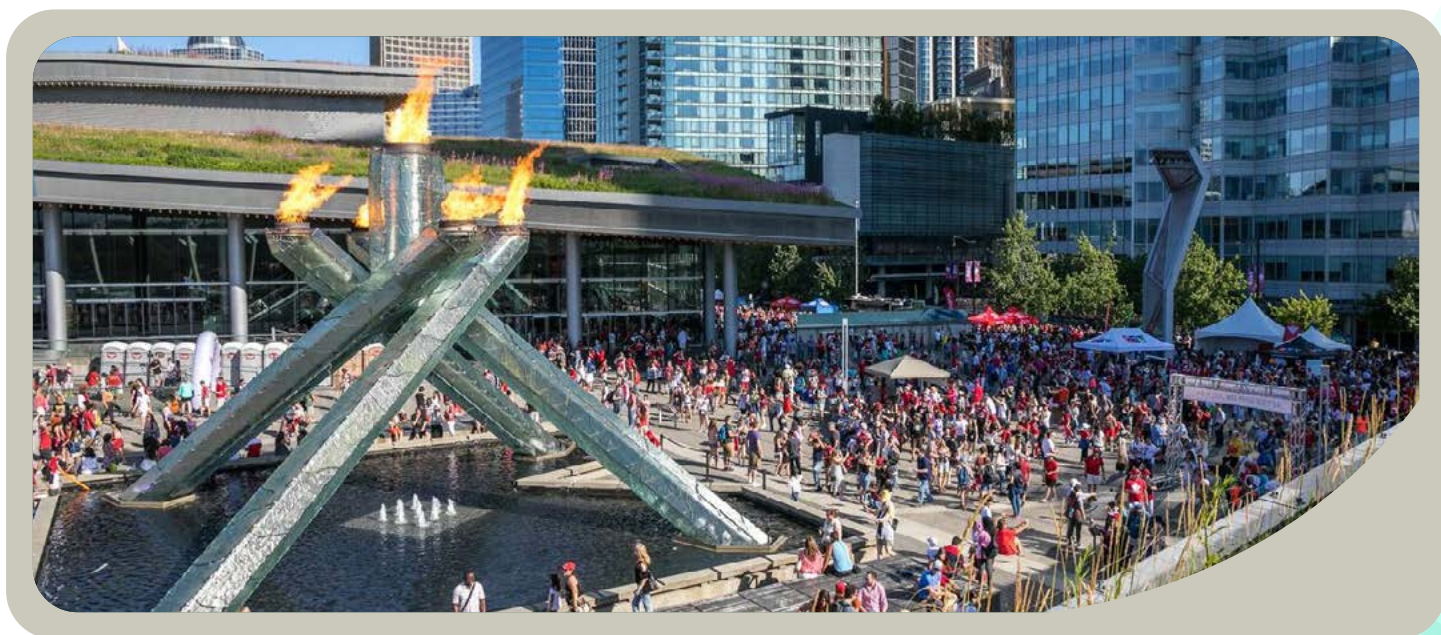
This section provides inspiration for developing events and programming that connect with the FIFA World Cup 2026™ while respecting guidelines and creating memorable experiences.

Programming

Type	Details	Examples
Themed Celebrations	Activities that capture soccer excitement while respecting official guidelines	Soccer skills demonstrations International cultural showcases Community gatherings (with Public Viewing license if showing matches)
Special Promotions	Limited-time offerings aligned with the tournament period	International menu features Soccer-themed packages Tournament-length special offerings
Educational Programming	Activities that build knowledge and appreciation	Soccer history or skill workshops Cultural exchange programs International cooking demonstrations
Wellness and Recreation	Active programming with athletic themes	Soccer-inspired fitness activities Family-friendly outdoor games Team-building experiences
Arts and Culture	Creative expressions inspired by global themes	Sport-themed art installations International music performances Community creative projects



REMEMBER: All programming should be compliant with FIFA's intellectual property guidelines while still creating engaging experiences. Refer to Section 1 for complete guidance on compliance.



◆ FURTHER ACTIVATION EXAMPLES

Note: these are for inspiration only, not actual activations...yet!



“Summit Celebrations” — BC Mountain Experiences

BC’s mountain destinations (Grouse, Whistler, SilverStar, Kicking Horse) collaborate on a coordinated summer campaign celebrating the international sporting energy of 2026. Each resort creates distinctive experiences showcasing their unique environment—from Grouse Mountain’s “Grind Challenge” with international-themed summit celebrations to Whistler’s evening gondola rides featuring global cuisine. This cooperative marketing approach supports Destination BC’s goal of seasonal and geographic growth while positioning BC’s spectacular mountain settings as celebration destinations in their own right.



“Northern Training Grounds” — Athletic Adventure Experience

Northern BC Tourism creates an integrated outdoor experience connecting Prince George and Smithers with adventures inspired by elite athlete training but accessible to visitors of all abilities. Developed with professional athletes, the program offers tiered activity options ranging from gentle introductory experiences to more challenging adventures. Visitors can explore Prince George’s Ancient Forest UNESCO Global Geopark, discover Hudson Bay Mountain in Smithers, or enjoy Babine Mountains Provincial Park’s water activities—all inspired by training techniques but adapted for recreational enjoyment, connecting remote northern regions to the global sporting moment.



“Block Party Nations” — Community Event

A neighborhood business association transforms their street into a series of “mini cultural embassies” for a weekend, with each business adopting a different country’s theme through food, music, and decorations. The collaborative approach creates an immersive festival atmosphere for both visitors and locals, with participating restaurants, shops, and galleries all contributing unique cultural elements. This community-driven celebration showcases Vancouver’s multicultural fabric while creating memorable experiences connected to the international sporting energy of summer 2026.



“Ocean to Forest Relay” — Multi-Operator Experience

A collaboration between Vancouver coastal and mountain tour operators creates a special “relay” experience where visitors can book a combined package: morning ocean kayaking in English Bay followed by afternoon forest tours on the North Shore, connected by seamless transportation. Guides incorporate stories about how coastal and forest environments have shaped BC’s sporting and recreational culture. This innovative partnership showcases Vancouver’s unique geography where ocean meets mountains, all within minutes of an international city hosting global sporting events.



Local Bar Series

A downtown Vancouver pub creates a weekly international soccer trivia series running throughout summer 2026. Each Thursday evening before weekend matches, the bar hosts themed trivia competitions focusing on different competing nations, their soccer history, and cultural traditions. Prizes include gift cards, international beer samplers, and authentic team merchandise. The pub creates a festive atmosphere with themed food specials and decorative elements representing the featured nations. With proper public viewing licensing, the trivia nights transition into match viewing events, creating a complete evening experience that attracts both knowledgeable soccer fans and curious locals looking to learn more about the global sporting event taking place in their city.



BC TOURISM FC'S PLAYBOOK FOR THE FIFA WORLD CUP 2026™

REFERENCES & RESOURCES





REFERENCES & RESOURCES

Quick reference resources to support your FIFA World Cup 2026™ activities.

This section provides essential facts, terminology, and reference information to help you navigate the FIFA World Cup 2026™ confidently. Use this guide to quickly find tournament details, understand soccer terminology, identify key organizations, and access official resources.

Note: Always check the official FIFA Vancouver website (vancouverfwc26.ca) for the most up-to-date information, as details may change as we approach the tournament.

TOURNAMENT FACTS & FIGURES Tournament Information & Overview

Tournament Dates
June 11 – July 19
2026

Host Cities 16
Canada: 2
Mexico: 3
USA: 11

Teams 48
Expanded from
previous 32

Over \$1 million
additional out-of-
province visitors.

Over \$1 billion
in additional
visitor spending

THIS IS THE FIRST FIFA WORLD CUP™ TO BE HOSTED ACROSS THREE NATIONS.

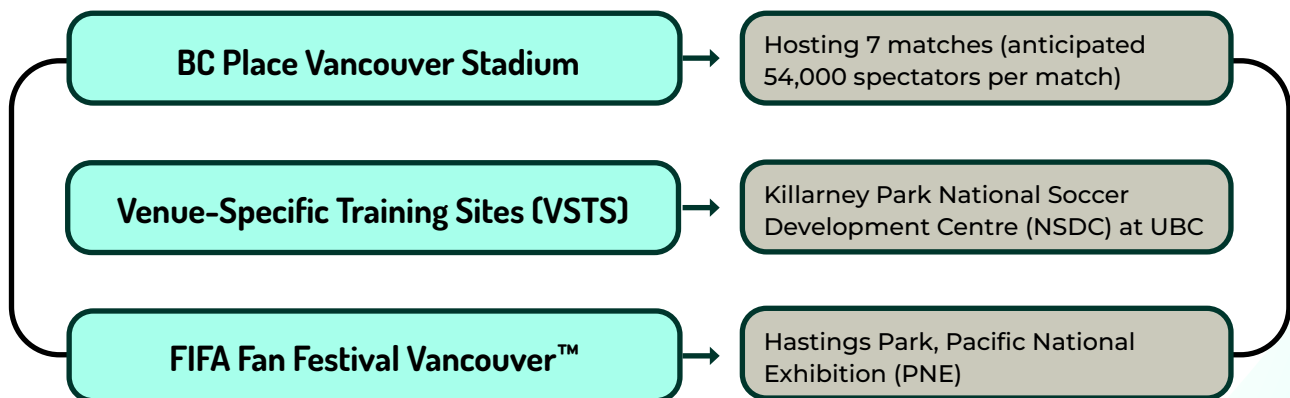
Competition Format

The FIFA World Cup 26™ features an expanded format with 48 teams (up from 32 in previous tournaments), 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 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 without needing to go through the qualification process.

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.

◆ VANCOUVER VENUES



For complete details on Vancouver's role as a Host City, visit vancouverfwc26.ca.

VANCOUVER MATCH SCHEDULE

GROUP STAGE MATCHES

June 13, 2026
(Matchday 6)

June 18, 2026
(Matchday 27)



June 21, 2026
(Matchday 40)

June 24, 2026
(Matchday 51)



June 26, 2026
(Matchday 64)

KNOCKOUT STAGE MATCHES

July 2, 2026
(Matchday 85)
Round of 32

July 7, 2026
(Matchday 96)
Round of 16

TERMINOLOGY & 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

Sport-Specific Terms

Extra Time: Additional play added when a match ends in a draw during knockout stages

Penalty Shootout: Tie-breaking method where players take turns attempting penalty kicks

Fixtures: The term for the schedule of matches, referring to who is playing, when, and where

Hat Trick: A player scoring three goals in a single match

Stoppage Time: Extra time added to compensate for in-game delays

Language Note:

Use “football” when referencing the FIFA World Cup 2026™ and when communicating to international audiences.

Use “soccer” when referring to the sport in a Canadian or local context



Key Organizations

FIFA: (Fédération Internationale de Football Association) Global governing body for football/soccer

FIFA World Cup 2026™ Canada: Entity responsible for tournament delivery in Canada

CONCACAF: Confederation of North, Central America and Caribbean Association Football

City of Vancouver: Official Host City responsible for local delivery including venue preparation, FIFA Fan Festival and city services

Province of British Columbia: Stakeholder that receives rights through FIFA World Cup 2026™ Canada Government Recognition Program

Destination BC: Supporting through the FIFA World Cup 2026™ Promotional Partner Program and Project Management for the BC Tourism FC

OFFICIAL MARKS REFERENCE

The FIFA World Cup 2026™ logo



The FIFA World Cup 2026™ Vancouver logo



The FIFA World Cup 2026™ Vancouver logo
with slogan “We are a Force of Nature!”



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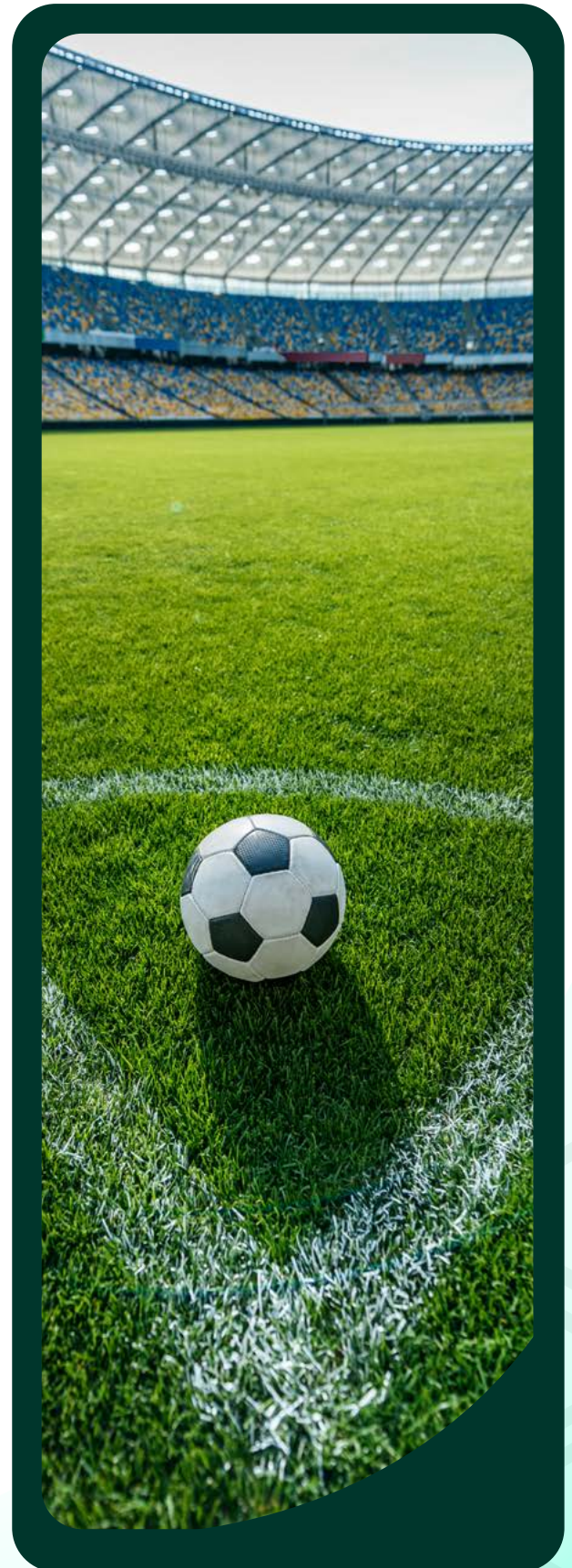
OFFICIAL WEBSITES & SOCIAL MEDIA

Websites

- **The FIFA World Cup 2026™ Official Website:**
fifa.com/tournaments/mens/worldcup/canadamexicousa2026
- **Vancouver Host City Information:**
vancouverfwc26.ca
- **City of Vancouver Official Site:**
vancouver.ca
- **BC Tourism FC Industry Portal:**
bctourismfc.ca
- **BC Soccer:**
bcsoccer.net

Social Media

- **FWC26 Vancouver Instagram:** [@fwc26vancouver](https://www.instagram.com/fwc26vancouver)
- **FWC26 Vancouver Facebook:** [FWC26Vancouver](https://www.facebook.com/FWC26Vancouver)





CONTACT



For specific questions about the FIFA World Cup 2026™ in Vancouver, please direct inquiries to the official Vancouver Host City team:

vancouverfwc26.ca/



For BC tourism industry questions related to FWC26 activations and opportunities:

info@bctourismfc.ca



For general information about visiting British Columbia:

hellobc.com



For more information, downloadable resources, and the latest updates, visit:

bctourismfc.ca

LET THE GAMES BEGIN!

