

A scenic view of the Seattle skyline at sunset. The Space Needle is prominent on the left, with other skyscrapers in the center. The sky is a mix of orange, yellow, and purple. In the background, snow-capped mountains are visible above a layer of fog or low clouds. The foreground shows the silhouettes of trees and buildings.

Seattle FIFA World Cup 2026™

WTB 11/7/2024

GETTING WA FIFA READY

FIFA World
Cup 2026

Responsible for running games & coordination across continent; “Inside the Stadium Footprint”

SeattleFWC26
(Local Organizing
Committee)

Lead for local planning, non-FIFA logistics, activations, fundraising

Governments
(Federal, State,
Local)

Providing typical governmental services (transit, traffic control, law enforcement, etc.)

**Partners &
vendors**

Prepare venues, support marketing, host local events



LOCAL ORGANIZING COMMITTEE

Safety &
Mobility

Legacy

Community
Engagement
& Impacts
Mitigation

Events & Fan
Experience



Commercial

Tournament
Venues

Marketing &
Communications

Business
Operations

WORLD CUP FOOTPRINT

- 1. NORTH AMERICA**
- 2. MATCH SCHEDULE**
- 3. PACIFIC NORTHWEST**

FIFA WORLD CUP JUNE 11 – JULY 19, 2026



Largest sporting event ever staged

SEA-VAN are two of closest Host Cities

50% fans in previous World Cups from abroad

581 days away

104 matches
48 Teams
3 Host Countries
16 Cities

Estimated:
19 billion+ global viewers
6 million+ ticketed visitors to US





MATCH SCHEDULE

6/15/26 **GROUP STAGE** 6/26/26 **GROUP STAGE**
 6/19/26 **USA GROUP STAGE** 7/01/26 **ROUND OF 32**
 6/24/26 **GROUP STAGE** 7/06/26 **ROUND OF 16**

Full FWC26 Schedule



MON	TUE	WED	THU	FRI	SAT	SUN
2026			6/11 FWC Kickoff	6/12	6/13 VAN 1	6/14
6/15 SEA 1	6/16	6/17	6/18 VAN 2	6/19 SEA 2 Juneteenth	6/20	6/21 VAN 3
6/22	6/23	6/24 SEA 3 VAN 4	6/25	6/26 SEA 4 VAN 5	6/27 Pride	6/28
6/29	6/30	7/1 SEA 5	7/2 VAN 6	7/3	7/4 Independence Day	7/5
7/6 SEA 6	7/7 VAN 7	7/8	7/9 Quarter Final	7/10 Quarter Final	7/11 Quarter Finals	7/12
7/13	7/14 Semi Final	7/15 Semi Final	7/16	7/17	7/18 Bronze Final	7/19 FWC Final



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FIFA WORLD CUP IN PNW JUNE 13 – JULY 7, 2026



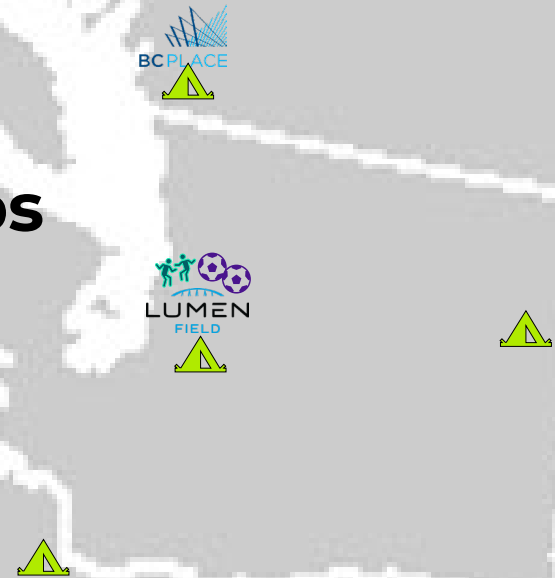
**Proposed
Practice fields:**
UW & SU

**Proposed WA
Base camps:**
Sounders
Clubhouse &
Gonzaga Univ.

Fan activations:
Seattle Center &
9 cities across WA

2 Host Cities
13 matches
26 Teams
4 Proposed Base Camps

With Seattle's 6 matches, expect
2 billion+ global viewers
Up to 750k fans visiting



ENSURING WA BENEFITS

- 1. LEAVING A SHARED LEGACY**
- 2. FAN ACTIVATIONS**
- 3. SHARING ECONOMIC OPPORTUNITIES**

WE ARE 2016 SEATTLE

LEAVING A SHARED LEGACY

Not exhaustive, subject to fundraising

- 26 RAVE mini-pitches**
- 26 MORE RAVE mini-pitches**
- Dispatch & training center for event-related workforce**
- Capital investments support future events:** Rugby, Women's World Cup, NFL Draft, NCAA soccer tournaments, international soccer events, etc



STATEWIDE ACTIVATIONS

Seattle Fan Celebration

- Seattle Center site will hold 15,000-30,000 fans at a time
- Event production services will be broken down to seek small and mid-size companies
- Will include a Made in WA Zone to showcase local small & BIPOC businesses

Rest of Washington

- 9 cities to be named by end of year as hosts of official SeattleFWC26 Fan Zones
- Community Playbook to be released for other regions



SUPPORTING LOCAL WORKERS

Prevent & mitigate abuses from mega-events

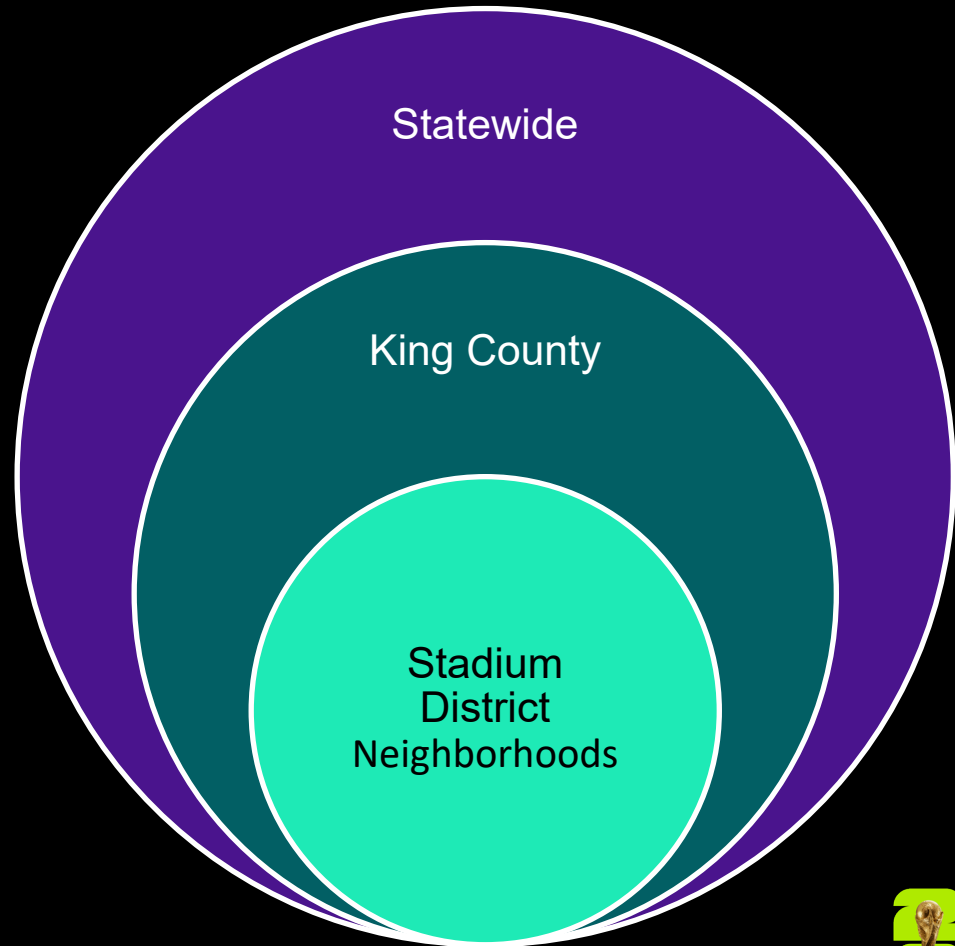
Lumen Field **Labor Harmony Agreement**

Seattle Fan Celebration **Labor Agreement** (*in progress*)

Workforce development, training & recruitment for high demand event-related jobs

SMALL BUSINESS READINESS

- Learned from previous megaevents
- Statewide small business toolkit
- In-language supports, training & marketing for businesses statewide
- Statewide small business grants to be distributed by ADOs
- King County & Seattle funding training & technical support



FORECASTING OPPORTUNITIES

Hospitality

Transportation providers

Private security

Event construction

Temporary fencing

Marketing

Community engagement

V/VIP coordination

City & venue dressing

F&B vendors

Arts & culture

And lots more





WORKING TOGETHER



Delivering legacy projects



Standing up Advisory Committees: Human Rights, Accessibility, Sustainability, Juneteenth, & Pride



Sharing economic opportunities



Securing public & private funding



Fan activations



Economic impact analysis



We have the opportunity and responsibility to
use this moment of **global focus**
to make lasting **local progress.**



QUESTIONS?

**WE
ARE
2026TM
SEATTLE**

STAY FIFA READY!



www.seattlefwc26.org



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[#WeAreSeattle](https://twitter.com/WeAreSeattle)
[#Seattle26](https://twitter.com/Seattle26)



www.fifa.com/tickets