



DIGITAL TOOLKIT

FEBRUARY 2021

WHERE TO FIND US:

Instagram: [@denverco2026](#)

Facebook: [facebook.com/denverco2026/](https://www.facebook.com/denverco2026/)

Twitter: @denversports will be sharing Denver 2026 news – no official Twitter handle for the World Cup bid

Website: [Denver2026.com](https://denver2026.com)

Trackable Link*: <https://bit.ly/38q26E2>

*Already included in Facebook and Twitter content, can also be used in email and other digital communications. Allows us to track how many people have clicked on the link.

Logo: [Drive folder](#)

YouTube: <https://youtu.be/RyqSDB9msjs>

Email Address: info@denver2026.com

HASHTAGS:

Primary: #denver2026

Secondary: #denverworldcup2026

SOCIAL MEDIA CONTENT | SUPPORT THE EFFORT

OPTION 1 | SOCCER EXCITEMENT

FACEBOOK

Denver, we need YOU! Show your support to help us bring the 2026 @FIFAWorldCup to our city. Let's tell @FIFA that The Mile High City is ready to host! If you're as thrilled as we are about this opportunity, please pledge your support for the @denverco2026 efforts here: <https://bit.ly/38q26E2>.

Get excited, stay informed! #denver2026

INSTAGRAM

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#denver2026 #denverworldcup2026 #denversoccer #denver #soccer #themilehighcity #worldcup #worldcup2026 #fifa #fifaworldcup #fifaworldcup2026 #fortheworld

TWITTER

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Please find the images below and other options here:

https://drive.google.com/drive/folders/1ACXFkhlshoRUH2b7UVTZqzBnB_VKHTsn?usp=sharing



OPTION 2 – WHY DENVER?

FACEBOOK

Calling all soccer fans! It's time to show the international soccer community how ready Denver is to host the 2026 @FIFAWorldCup. We have an exceptional airport, one of the most walkable downtowns in the U.S., world-class transportation options, award-winning restaurants, a diverse and friendly population, seven professional sports teams and more than 300 days of sunshine every year. Who could ask for more? Get excited, stay informed! #denver2026

Visit @denverco2026 at this link to show your support: <https://bit.ly/38q26E2>

INSTAGRAM

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TWITTER

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OPTION 3 – CREATE YOUR OWN

FACEBOOK

[Your customized copy here] Visit @denverco2026 at this link to show your support: <https://bit.ly/38q26E2>

Get excited, stay informed! #denver2026

INSTAGRAM

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#denver2026 #denverworldcup2026 #denversoccer #denver #soccer #themilehighcity #worldcup
#worldcup2026 #fifa #fifaworldcup #fifaworldcup2026 #fortheworld

TWITTER

[Your customized copy here] Support the #denver2026 efforts here: <https://bit.ly/38q26E2>

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VIDEO:

<https://youtu.be/RyqSDB9msjs>

DESIGN FILES/VISUALS FOR SOCIAL MEDIA POSTS AND OTHER DESIGN USE:

- [Full folder of options](#)
- [Facebook and Twitter Images](#)
- [Instagram Images](#)
- [Logo and brand standards](#)

#DENVER2026 font:

Montserrat Black – can be downloaded for free here: <https://fonts.google.com/specimen/Montserrat>

REVIEW PROCESS:

Please submit any designs that you develop featuring the Denver 2026 logo to info@denver2026.com at least ten business days in advance of release or print. If you post any of the above social media assets and/or preformatted messaging, you do not need to submit for our review. However, please submit any original content promoting the efforts, including “Create Your Own” messaging as per Social Media Content Option 3. Please email info@denver2026.com with any questions or concerns.

Thank you for helping to promote Denver’s efforts to gain World Cup matches in 2026!