



**BAY AREA  
HOST  
COMMITTEE**

**THE  
SAN FRANCISCO  
Peninsula**



**Bay Area Public Screening Playbook:  
Super Bowl LX & FIFA World Cup 26™**

**Version 3: January 30, 2026**

# About this playbook

In 2026, the Bay Area will host two of the world’s most iconic sporting events: **Super Bowl LX** on February 8 and six matches of the **FIFA World Cup 2026** from June 13 to July 1. These events present unique opportunities for local businesses and communities to engage fans, attract visitors, and showcase the vibrancy of our region.

This playbook is a guide for Bay Area small businesses and community organizations to **publicly screen these mega-sporting events, while adhering to NFL and FIFA regulations.**

**Public screenings** refer to any broadcast of the Super Bowl or FIFA World Cup **outside of a private dwelling**, from restaurants showing the game on their native screens to cities organizing large-scale fan engagement opportunities. Readers are encouraged to navigate to the sections most relevant to them.

This playbook was made by the **Bay Area Host Committee (BAHC)**, a regional non-profit and the official sports commission of the Bay Area that is dedicated to driving local impact from mega-sporting events, in partnership with **The San Francisco Peninsula**. For more information, please reach out directly to [jp@thesfp.com](mailto:jp@thesfp.com).

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# A letter from the President & CEO of the Bay Area Host Committee

The Bay Area is preparing to welcome the world for two iconic sporting events in 2026, Super Bowl LX and FIFA World Cup. We have an unprecedented opportunity to showcase our world-class venues, and the people, businesses, and communities that make this region extraordinary.

The Bay Area Host Committee (BAHC) was founded on a simple yet powerful mission: to unite the Bay Area through sport, ensuring that the impact of these global events reach every corner of our community. From small businesses and local restaurants, to the hotel community, artists, cultural organizations, and neighborhood associations, we believe everyone has a meaningful role to play in these celebrations.

This playbook provides guidance for businesses and cities to host their own fan events, bringing the energy of the stadium into the hearts of our neighborhoods and transforming public spaces and local venues into vibrant hubs of joy, pride, and connection.

Whether you are a restaurant owner in Fairfield, a nonprofit organization in Fremont, or a community leader across any of the ten counties in the greater Bay Area, these global sporting events are for you. We hope these events are milestones of community empowerment, economic inclusion, and regional pride – celebrations that reflect the full spirit and diversity of the region – and that leave lasting memories for residents and visitors alike.

With gratitude and excitement,



Zaileen Janmohamed  
*President & Chief Executive Officer*  
*Bay Area Host Committee*



# BAHC extends appreciation to our valued commercial partners

## Founding partners

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## Signature & Alliance partners

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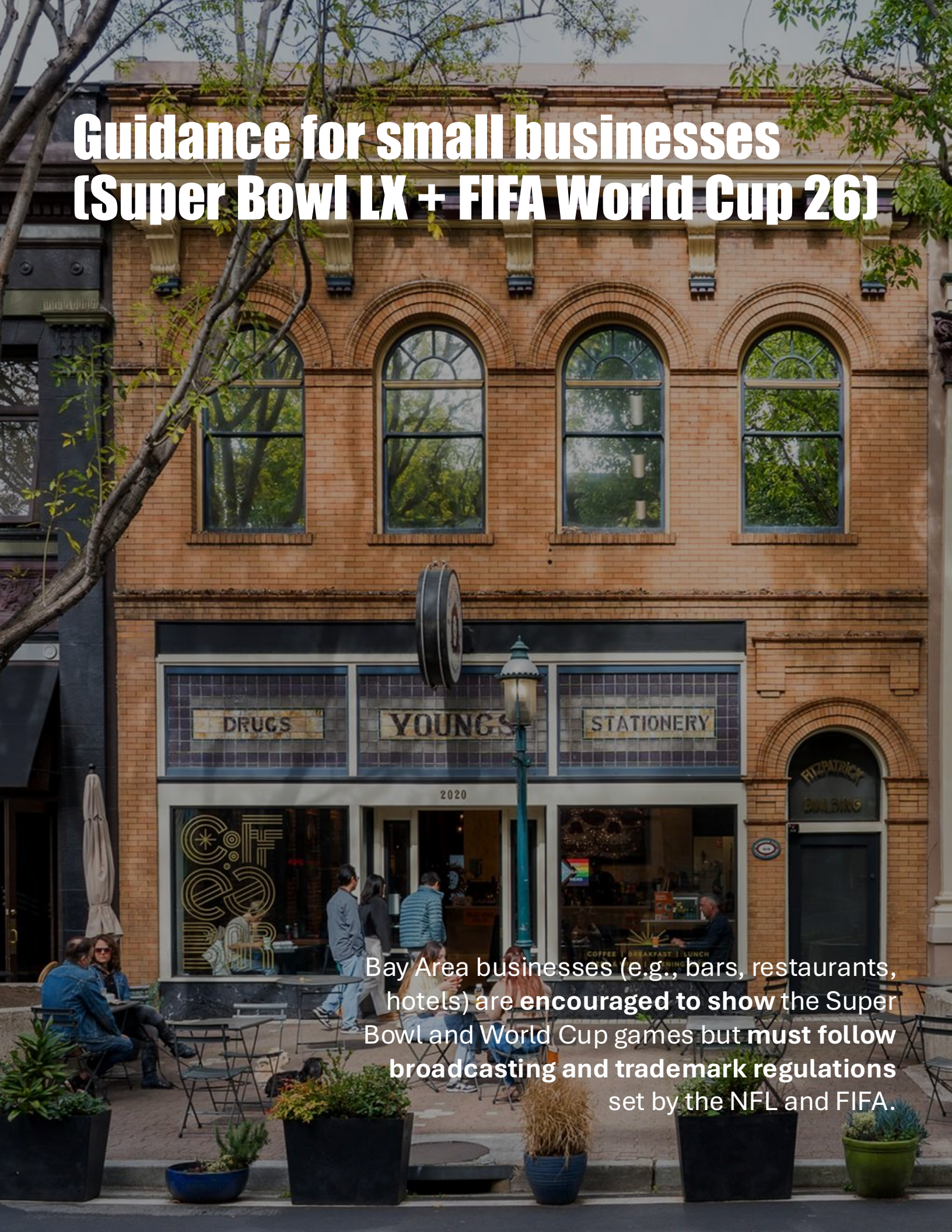


## Media partners

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# Guidance for small businesses (Super Bowl LX + FIFA World Cup 26)



Bay Area businesses (e.g., bars, restaurants, hotels) are encouraged to show the Super Bowl and World Cup games but **must follow broadcasting and trademark regulations** set by the NFL and FIFA.



# Super Bowl LX



Levi's Stadium, February 8, 2026

Super Bowl LX will be hosted at **Levi's Stadium in Santa Clara on February 8, 2026**. Up to 100,000 visitors are expected to travel to the greater Bay Area for the game. The NFL **does not allow communities to host large-scale fan activations**. But bars and restaurants with native screens are encouraged to host small-scale public screenings, as long as they strictly **follow NFL guidelines**.

## Quick tips for small business (e.g., bars, restaurants) public screenings:

### ✓ Do

- 1 Use general phrases in your marketing, like "Big Game" or "Football Championship"
- 2 Post social media promotions with generic content such as #theBigGame or #TeamSpirit
- 3 Obtain an eligible commercial TV package to show the game

### ⊘ Don't

- 1 Use trademarked phrases like "Super Bowl," "NFL," "60" or "LX" in conjunction with host city name
- 2 Post social media promotions with trademarked materials such as the NFL logo or #SuperBowl
- 3 Use personal streaming services to show the game

The next few pages will provide a deeper dive on regulations and best practices for Super Bowl public screenings hosted by small businesses.



# Super Bowl LX

Levi's Stadium, February 8, 2026

## Small business public screenings

A Super Bowl public screening offers a great opportunity to engage your community and showcase your business. Just be sure your plans follow the NFL guidelines below to ensure a smooth, compliant experience.

## Broadcasting rights

Your business can show the game using a **standard over-the-air antenna on one TV per room** (up to four TV's total), each with a screen measuring under 55 inches.

**If you have an eligible commercial TV package, you can display the game on larger setups** such as jumbo screens, projectors, and multiple TVs, depending on the terms of your package. These terms are typically finalized and communicated closer to game day. If you are unsure of your current broadcasting rights, **contact your cable provider. Do not use personal streaming accounts** to show the game in a public setting.

## Trademark regulations

The NFL strictly protects its trademarked words, logos, and images. Past trademark infringements have resulted in **cease-and-desist letters, event shutdowns, and fines.**

You are **prohibited from using trademarked terms or logos** in marketing materials (including "Super Bowl LX," "Super Bowl," "NFL", team names/logos, NFL logo, or "60"/"LX" in conjunction with host city name).



For example, the following flyers from events hosted in New Orleans for Super Bowl LIX **infringed on NFL trademarks**:



The first flyer unlawfully used the phrase “Super Bowl” and the official logos of competing teams. The second flyer unlawfully used the official Super Bowl logo.

**These flyers implied affiliation with the NFL and Super Bowl and may have led to a legal response from the league.**

Instead of trademarks, use **general phrases** that customers will still understand, like “The Big Game” or “Football Championship”. Use **generic images** such as footballs, field goals, and trophies.

The following flyers from events hosted in New Orleans for Super Bowl LIX **complied with NFL regulations** while still communicating the event details to their patrons:





An NFL-compliant flyer is included at the end of this playbook for your use, and the playbook website hosts a variety of marketing templates you can download and customize to promote your event.

## Social media guidelines

The **same trademark regulations apply to social media promotions**, including posts on platforms like Instagram, Facebook, LinkedIn, and X. You are prohibited from posting promotional material containing trademarked materials including “NFL,” “Super Bowl,” “Super Bowl LX,” team names, official team crests / logos, the NFL logo, and “60”/“LX” in conjunction with host city name. Violations could result in legal action from the NFL.

Instead, use **generic images and general language** in your captions and hashtags (e.g., #theBigGame, #TouchdownTime).

The following social media posts from New Orleans-hosted Super Bowl LIX avoided trademark infringements while remaining clear to patrons:



## Further information

For the latest information on NFL regulations, please refer to [NFL's Terms and Conditions](#) posted on their official website and check back for updated versions of this playbook.



# FIFA World Cup 2026



Levi's Stadium, Six matches held June 13- July 1, 2026

## Quick tips for small business (e.g., bars, restaurants) public screenings:



**Do**



**Don't**

- 
- |  |  |
|--|--|
| <p>1 Show the entire game with an extra 10 minutes on both ends</p>  | <p>1 Charge admission for the public screening event</p>   |
| <p>2 Share promotional materials using generic content like Global Soccer Tournament, Match Day, and images of soccer fields</p> | <p>2 Share promotional materials with trademarks including "World Cup", "FIFA", team crests, the FIFA logo, and the official FIFA trophy</p> |
| <p>3 Obtain the correct commercial package for showing the matches</p>   | <p>3 Use personal streaming services to show the matches</p>   |

The next few pages will provide a deeper dive on regulations and best practices for FIFA World Cup 2026 public screenings hosted by small businesses.



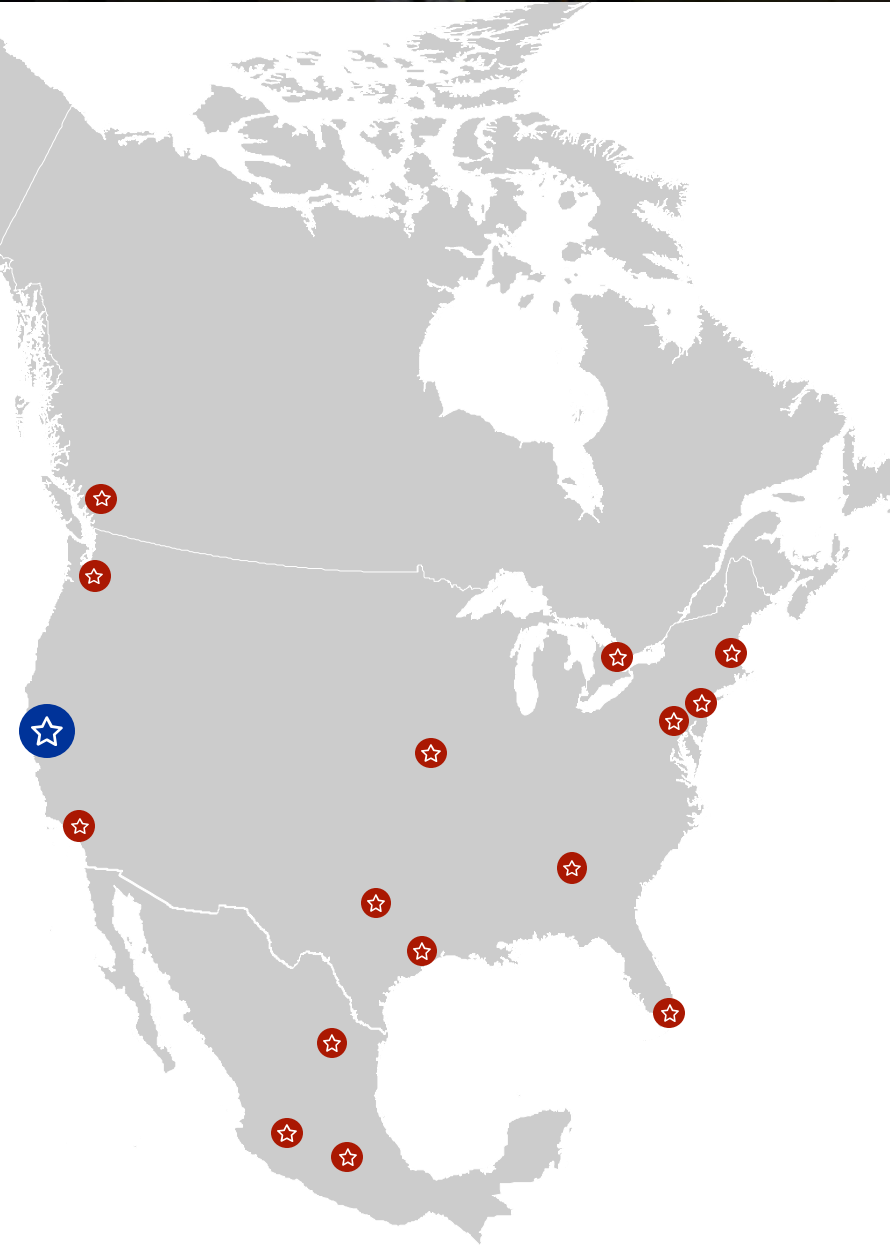
# FIFA World Cup 2026





Levi's Stadium, Six matches held June 13 - July 1, 2026

For the first time in history, the FIFA World Cup 2026 will feature 48 national teams playing at stadiums across 16 North American host cities from June 11 – July 19, 2026.

The **San Francisco Bay Area Stadium (Levi's Stadium) in Santa Clara will host six FIFA World Cup matches** from June 13 to July 1, 2026. Up to 280,000 visitors are expected to travel to the Bay Area for the tournament.



-  San Francisco Bay Area
-  2026 World Cup host city



# Tournament schedule

GROUP STAGE MATCHES								
6/11	6/12	6/13	6/14	6/15	6/16	6/17	6/18	☆ 6/19
South Korea vs. TBD in Guadalajara	USA vs. Paraguay in Los Angeles	Qatar vs. Switzerland in <b>BAY AREA</b>	Netherlands vs. Japan in Dallas	Spain vs. Cape Verde in Atlanta	Austria vs. Jordan in <b>BAY AREA</b>	England vs. Croatia in Dallas	South Africa vs. TBD in Atlanta	Paraguay vs. TBD in <b>BAY AREA</b>
Mexico vs. South Africa in Mexico City	Canada vs. TBD in Toronto	Haiti vs. Scotland in Boston	Germany vs. Curaçao in Houston	Iran vs. New Zealand in Los Angeles	Norway vs. TBD in Boston	Portugal vs. TBD in Houston	Mexico vs. South Korea in Guadalajara	Scotland vs. Morocco in Boston
		Brazil vs. Morocco in New Jersey	Tunisia vs. TBD in Monterrey	Saudi Arabia vs. Uruguay in Miami	Argentina vs. Algeria in Kansas City	Uzbekistan vs. Colombia in Mexico City	Switzerland vs. TBD in Los Angeles	Brazil vs. Haiti in Philadelphia
		Australia vs. TBD in Vancouver	Ivory Coast vs. Ecuador in Philadelphia	Belgium vs. Egypt in Seattle	France vs. Senegal in New Jersey	Ghana vs. Panama in Toronto	Canada vs. Qatar in Vancouver	USA vs. Australia in Seattle

Juneteenth

GROUP STAGE MATCHES							
6/20	6/21	6/22	6/23	6/24	6/25	6/26	6/27
Netherlands vs. TBD in Houston	Spain vs. Saudi Arabia in Atlanta	Jordan vs. Algeria in <b>BAY AREA</b>	England vs. Ghana in Boston	Morocco vs. Haiti in Atlanta	Paraguay vs. Australia in <b>BAY AREA</b>	Norway vs. France in Boston	Uzbekistan vs. TBD in Atlanta
Ecuador vs. Curaçao in Kansas City	Belgium vs. Iran in Los Angeles	Argentina vs. Austria in Dallas	Colombia vs. TBD in Guadalajara	Mexico vs. TBD in Mexico City	Japan vs. TBD in Dallas	Uruguay vs. Spain in Guadalajara	Jordan vs. Argentina in Dallas
Tunisia vs. Japan in Monterrey	Uruguay vs. Cape Verde in Miami	Norway vs. Senegal in New Jersey	Portugal vs. Uzbekistan in Houston	Scotland vs. Brazil in Miami	USA vs. TBD in Los Angeles	Cape Verde vs. Saudi Arabia in Houston	Algeria vs. Austria in Kansas City
Germany vs. Ivory Coast in Toronto	New Zealand vs. Egypt in Vancouver	France vs. TBD in Philadelphia	Panama vs. Croatia in Toronto	South Africa vs. South Korea in Monterrey	Tunisia vs. Netherlands in Kansas City	Egypt vs. Iran in Seattle	Colombia vs. Portugal in Miami
				Qatar vs. TBD in Seattle	Ecuador vs. Germany in New Jersey	Senegal vs. TBD in Toronto	Panama vs. England in New Jersey
				Switzerland vs. Canada in Vancouver	Curaçao vs. Ivory Coast in Philadelphia	New Zealand vs. Belgium in Vancouver	Croatia vs. Ghana in Philadelphia

☆ Non-World Cup, large-scale events planned in the Bay Area



# Tournament schedule cont'd

ROUND OF 32					
☆ 6/28	☆ 6/29	6/30	7/1	7/2	7/3
Group A 2 <sup>nd</sup> vs. Group B 2 <sup>nd</sup> in Los Angeles	Group E 1 <sup>st</sup> vs. Group ABCDF 3 <sup>rd</sup> in Boston	Group E 2 <sup>nd</sup> vs. Group I 2 <sup>nd</sup> in Dallas	Group L 1 <sup>st</sup> vs. Group EHIJK 3 <sup>rd</sup> in Atlanta	Group H 1 <sup>st</sup> vs. Group J 2 <sup>nd</sup> in Los Angeles	Group D 2 <sup>nd</sup> vs. Group G 2 <sup>nd</sup> in Dallas
	Group C 1 <sup>st</sup> vs. Group F 2 <sup>nd</sup> in Houston	Group A 1 <sup>st</sup> vs. Group CEFHI 3 <sup>rd</sup> in Mexico City	Group D 1 <sup>st</sup> vs. Group BEFIJ 3 <sup>rd</sup> in <b>BAY AREA</b>	Group K 2 <sup>nd</sup> vs. Group L 2 <sup>nd</sup> in Toronto	Group K 1 <sup>st</sup> vs. Group DEIJL 3 <sup>rd</sup> in Kansas City
	Group F 1 <sup>st</sup> vs. Group C 2 <sup>nd</sup> in Monterrey	Group I 1 <sup>st</sup> vs. Group CDFGH 3 <sup>rd</sup> in New Jersey	Group G 1 <sup>st</sup> vs. Group AEHIJ 3 <sup>rd</sup> in Seattle	Group B 1 <sup>st</sup> vs. Group EFGIJ 3 <sup>rd</sup> in Vancouver	Group J 1 <sup>st</sup> vs. Group H 2 <sup>nd</sup> in Miami

## SF Pride Celebrations

ROUND OF 16			
☆ 7/4	7/5	7/6	7/7
Winner of Match 73 vs. Winner of Match 75 in Houston	Winner of Match 79 vs. Winner of Match 80 in Mexico City	Winner of Match 83 vs. Winner of Match 84 in Dallas	Winner of Match 86 vs. Winner of Match 88 in Atlanta
Winner of Match 74 vs. Winner of Match 77 in Philadelphia	Winner of Match 76 vs. Winner of Match 78 in New Jersey	Winner of Match 81 vs. Winner of Match 82 in Seattle	Winner of Match 85 vs. Winner of Match 87 in Vancouver

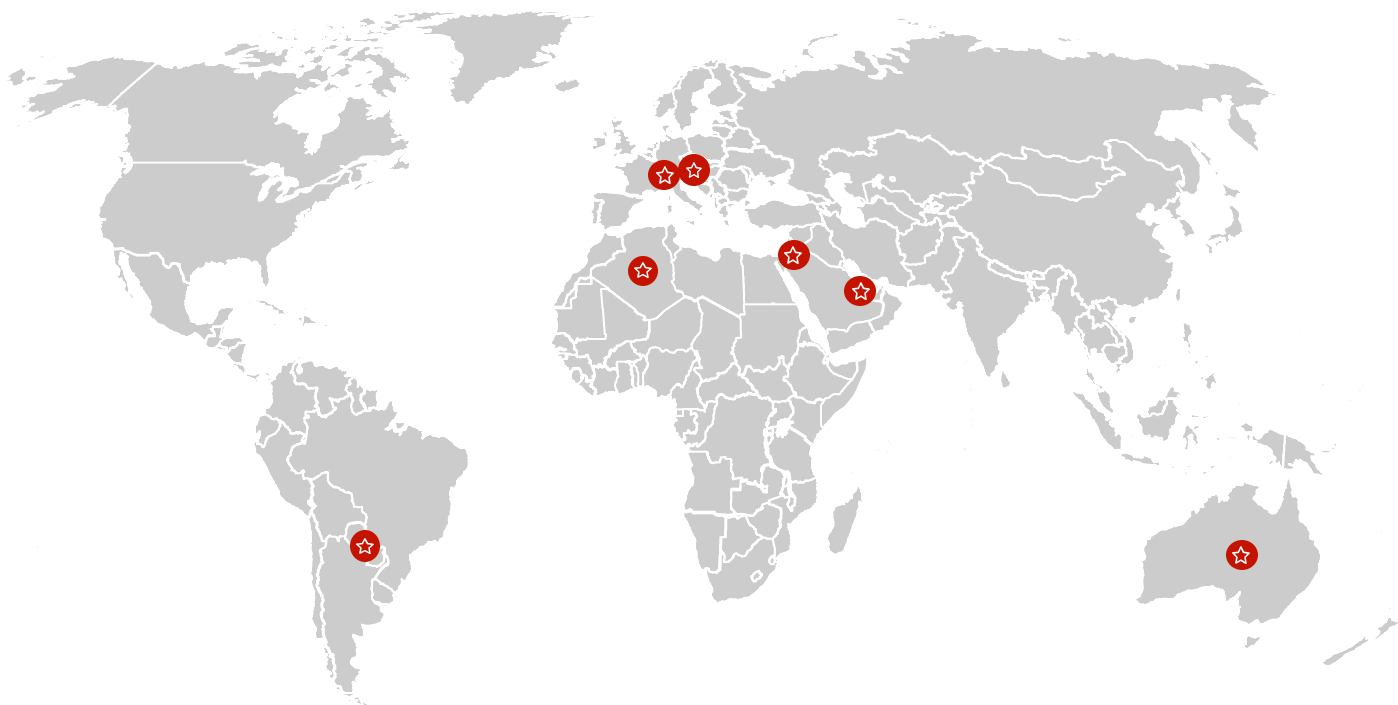
## 250th Independence Day

QUARTERFINALS			SEMI-FINALS		FINALS	
7/9	7/10	7/11	7/14	7/15	7/18	7/19
Winner of Match 89 vs. Winner of Match 90 in Boston	Winner of Match 93 vs. Winner of Match 94 in Los Angeles	Winner of Match 95 vs. Winner of Match 96 in Kansas City	Winner of Match 97 vs. Winner of Match 98 in Dallas	Winner of Match 99 vs. Winner of Match 100 in Atlanta	Bronze Final in Miami	Final in New Jersey
		Winner of Match 91 vs. Winner of Match 92 in Miami				



## Team briefings

The Bay Area will be hosting seven teams<sup>1</sup> during the group stage of the FIFA World Cup. These teams represent multiple continents and bring diverse fan bases to the region. Understanding who these teams are, and the communities they represent, will help local partners, venues, and stakeholders deliver inclusive, high-quality experiences for all. The brief profiles below provide a snapshot of each team and the supporter dynamics they may bring to the Bay Area.



### Algeria

Algeria is one of Africa's most prominent footballing nations, known for its passionate fan base and representation across Europe's top leagues. The national team has made five World Cup appearances, including 2026, and enjoyed continental success, including winning the Africa Cup of Nations in 1990 and 2019. Algerian supporters are highly engaged, bringing strong atmosphere and national pride to games.

### Australia

Australia is a consistent World Cup participant representing the Asian Football Confederation (AFC). The team has appeared in seven World Cups, including 2026, with its best performance in Qatar in 2022, where it advanced to the Round of 16. Australian fans are enthusiastic and accustomed to traveling long distances for major sporting events, contributing to energetic matchday environments.

1. As well as the winner of European Play-Off C (Turkey, Romania, Slovakia, or Kosovo), to be decided on March 31, 2026



# Team briefings cont'd

## Austria

Austria has a long footballing tradition in Europe and has experienced renewed international success in recent years, largely attributed to its current coach, Ralf Rangnick. The team has appeared in eight World Cups, including 2026, reaching third place in the 1954 World Cup. The national team is supported by a loyal fan base across Central Europe and among diaspora communities worldwide.

## Jordan

Jordan represents a rapidly growing football nation from the Middle East, with increasing regional competitiveness and international visibility. The national team carries strong symbolic importance for Jordanian fans. The 2026 FIFA World Cup is Jordan's first time ever qualifying for a World Cup, likely increasing fan excitement.

## Paraguay

Paraguay is a historic South American football nation that is re-emerging after losing in the quarter finals of the 2010 World Cup. The team has also won two Copa America titles in 1953 and 1979. Football plays a central role in Paraguayan national identity, and fans are very loyal and passionate. Matchdays involving Paraguay often feature high energy, national colors, and strong cultural pride.

## Qatar

As the host nation of the 2022 FIFA World Cup, Qatar has invested significantly in football development and global engagement. The national team represents a growing football culture in the region and carries symbolic importance for regional fans. 2026 will be the first World Cup that Qatar has qualified for through the standard process, likely to increase fan attendance.

## Switzerland

Switzerland is a regular World Cup participant, coming from the highly competitive European (UEFA) conference. The 2026 World Cup will be Switzerland's thirteenth appearance, following their elimination in the Round of 16 in Qatar. Swiss supporters are well-traveled and highly engaged, often attending matches across international tournaments.



# FIFA World Cup public screenings

Anyone showing a World Cup match outside of a private dwelling must adhere to FIFA broadcasting and trademark regulations. FIFA categorizes public viewings as:

**Non-Commercial Public Viewing**  
(Small-Scale)

- **1,000 or fewer attendees**
- **Does not require a separate FIFA license**
- Free of charge (no direct or indirect admission fees)
- No sponsorships
- Typically includes events hosted by bars, restaurants, hotels



**Covered in this section of the playbook, Guidance for small businesses.**

**Special Non-Commercial Public Viewing**  
(Large Scale)

- **Over 1,000 attendees**
- **Requires a separate FIFA license**
- Free of charge (no direct or indirect admission fees)
- No sponsorships
- Typically includes events hosted by universities, cities, cultural groups



**Covered in the next section of the playbook, Guidance for large-scale fan activations.**

## Small-scale, non-commercial public screenings

These events do not require a viewing license. However, organizers must follow **broadcasting, commercial, and trademark regulations** set forth by FIFA and its Media Partners.



## Broadcasting rights

FIFA holds exclusive rights to its tournaments and grants broadcasting rights to specific networks. In the U.S., **the official broadcasters for the FIFA World Cup are Fox Sports (English) and Telemundo (Spanish).**

Only use the official broadcasters to show the matches. **Do not use personal streaming accounts or unofficial sources.** Coordinate with FIFA Media Partner on signal acquisition and quality assurance.

**Broadcasting rights have historically been included in commercial TV packages.** Package terms are likely to be announced closer to the tournament. If you are unsure about your terms, **check with your cable provider** about your public performance rights.

If you hold the appropriate broadcasting rights, you may show the match on any screen or projector, provided you follow these FIFA regulations:

- 1 Live broadcast only:** Matches must be shown live. Delayed broadcasts or replays are not permitted
- 2 No content modifications:** Matches must be shown in their entirety, including all original commercial elements, without any deletions, modifications, or superimposed on-screen material to the match or commercial content
- 3 Full match coverage required:** Coverage must begin at least 10 minutes before kick-off for regular matches (at least 20 minutes before the opening and closing matches, to include pre-match ceremonies) and must continue until at least 10 minutes after the final whistle
- 4 No political associations:** The broadcast must not be used to promote any political candidate or party, directly or indirectly
- 5 No false affiliations:** Do not suggest or imply that your event, venue, products, or services are sponsored by or officially affiliated with FIFA

## Commercial regulations

- 1 Do not charge cover or admission fees,** otherwise FIFA will consider your watch party a 'Commercial Public Viewing Event,' which requires a license



- 2 Do not offer World Cup-themed food or beverage promotions or packaging, such as "FIFA Happy Hour" or "World Cup wings, half-off"
- 3 Do not place unauthorized branding (logos, names, or promotional materials from companies that are not official FIFA sponsors) near or around the display screens (e.g., menu boards)
- 4 Sponsorships are prohibited for non-commercial events

While showing the matches, you are allowed to sell your products (e.g., food, beverages) as usual, so long as you do not imply their official association with FIFA or the tournament. FIFA does **not** require the promotion of their commercial partners or the limitation of sales of competitor products.

## Trademark regulations

FIFA strictly protects its protected words, logos, and images. Unauthorized use of **trademarked terms or logos** (including "FIFA," "World Cup," official logos, team crests, or images of the official FIFA trophy) has historically led to **cease-and-desist letters, event shutdowns, and fines**.

Even strictly editorial usage of "FIFA World Cup 26" is not permitted for certain commercial entities: restaurants, breweries, airports, and single-branded sports retail stores.

For example, the following flyers **infringe on FIFA trademarks**:





The first flyer unlawfully uses an official FIFA symbol and the trademarked words “FIFA World Cup Qatar 2022” in official font. The second flyer uses the official U.S. team crest.

**These flyers imply affiliation with FIFA and the World Cup and could lead to a legal response from the organization.**

Instead, use **general phrases** that customers will still understand, like “Match Day” or “Soccer Tournament”. Use **generic images** such as soccer balls, pitches, and national flags.

The following flyers **comply with FIFA regulations** while still communicating the event details to your patrons:



A FIFA-compliant flyer is included at the end of this playbook for your use, and the playbook website hosts a variety of marketing templates you can download and customize to promote your event.

## Social media guidelines

The **same trademark regulations apply to social media promotions**, including posts on platforms like Instagram, Facebook, LinkedIn, and X. You are prohibited from posting promotional material with trademarks including "FIFA," "World Cup," official logos, team crests, or images of the official FIFA trophy. Violations could result in legal action from FIFA.



Instead, use **generic images and general language** in your captions and hashtags (e.g., #BayAreaLovesSoccer, #MatchDay).

The following example social media posts avoid trademark infringements and are still clear to your patrons:



## Further information

For the latest information on FIFA regulations, please refer to FIFA's [Rules and Reports](#) posted on their official website and check back for updated versions of this playbook.

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# Guidance for FIFA World Cup large-scale fan activations<sup>1</sup>

Communities may host public screenings of FIFA World Cup matches, provided they comply with FIFA's guidelines. Further details on these guidelines are provided in this section.

1. FIFA World Cup only - the NFL prohibits large-scale fan activations for the Super Bowl



# FIFA World Cup large-scale fan activations

If you're a city, school, or other community group planning a **FIFA World Cup 2026 public screening with 1,000+ attendees**, FIFA requires adherence to trademark and broadcasting regulations. Below are some quick tips for hosting a large-scale public viewing:

## Quick tips for large-scale public screenings:

### ✓ Do

- 1 Obtain a FIFA public viewing license and acquire relevant local permits
- 2 Share materials using generic terms like The Tournament or Match Day
- 3 Acquire a legal broadcast feed from Fox (English) or Telemundo (Spanish)

### ⊘ Don't

- 1 Charge admission or seek sponsorships for your public screening
- 2 Share promotional materials with trademarks including "World Cup", "FIFA", team crests, the FIFA logo, and the official FIFA trophy
- 3 Use personal or alternative streaming services to show the matches

The next few pages will provide a deeper dive on regulations and best practices for community-led, large-scale fan activations around FIFA World Cup matches.



# Hosting a FIFA World Cup public screening

Anyone showing a World Cup match outside of a private dwelling must adhere to FIFA broadcasting and trademark regulations. FIFA categorizes public viewings as:

**Non-Commercial Public Viewing**  
(Small-Scale)

- **1,000 or fewer attendees**
- **Does not require a separate FIFA license**
- Free of charge (no direct or indirect admission fees)
- No sponsorships
- Typically includes events hosted by bars, restaurants, hotels



**Covered in the previous section of the playbook, Guidance for small businesses.**

**Special Non-Commercial Public Viewing**  
(Large Scale)

- **Over 1,000 attendees**
- **Requires a separate FIFA license**
- Free of charge (no direct or indirect admission fees)
- No sponsorships
- Typically includes events hosted by universities, cities, cultural groups



**Covered in this section of the playbook, Guidance for large-scale fan activations.**

## Large-scale, non-commercial public screenings

These events (for example, block parties with a projector showing the match, larger festivals in public parks and plazas, public viewings held at community centers) have **many benefits for communities.**

These fan activations unite residents and visitors around a shared celebration of the sport, showcase the Bay Area’s global diversity and vibrancy, and drive economic impact to local businesses, artists, and vendors.



**Requirements for large-scale public screenings include a public viewing license, a legal broadcast feed, and the permits necessary for your event.**

- 1 FIFA public viewing license:** Your organization will need to **apply independently through the FIFA Public Viewing Portal**.
  - The application will require detailed information about the event, such as location and crowd capacity
  - FIFA will review applications based on a variety of factors including feasibility and potential conflicts with Official FIFA fan fest events. While there is no strict quota on the number, size, and locations of public viewings, **not all applications are guaranteed**
  - Once FIFA approves, the relevant Media Partner (Fox or Telemundo) will review the application and provide a public viewing license if approved
    - The Media Partner may charge a **license fee and technical fee**, with the price determined by number of matches, commercial components, etc.
  - Final event assets and creative must be submitted through FDA or Monday.com to be reviewed

Only FIFA and its Media Partners have the authority to issue public viewing licenses for the World Cup. BAHC may be able to help you navigate the application process and reach a desired outcome if you fill out the interest form [here](#). Please note that **BAHC support does not guarantee acceptance by FIFA and its Media Partners.**

- 2 Legal broadcast signal:** You will need to use a broadcast signal from **Fox (English) or Telemundo (Spanish)**
  - This will likely be included in commercial TV packages; if unsure, **check with your provider**
  - Do not use personal streaming accounts to show the matches
  - Coordinate with FIFA Media Partner on signal acquisition and quality assurance
- 3 Permits:** Check local ordinances for what is required for your event (e.g., street closure permit, temporary structures permit, temporary food facility permit)
  - It is your organization's responsibility to acquire the necessary permits
  - Ensure accessibility and manage capacity, coordinating with local authorities for crowd management if needed
  - FIFA could require proof of compliance with local ordinances to approve your application



Beyond those requirements, you must follow these **additional FIFA regulations**:

- **Live broadcast only:** Matches must be shown live. Delayed broadcasts or replays are not permitted
- **No content modifications:** The footage cannot be altered or hidden, including all original commercial elements
- **Full match coverage required:** Coverage must begin at least 10 minutes before kick-off for regular matches (at least 20 minutes before the opening and closing matches to include pre-match ceremonies), and coverage must continue until at least 10 minutes after the final whistle
- **No political associations:** The broadcast must not be used to promote any political candidate or party, directly or indirectly
- **No false affiliations:** Do not suggest or imply that your event, venue, products, or services are sponsored by or officially affiliated with FIFA

**FIFA will be monitoring third party public viewings for compliance with these and the following commercial and trademark regulations.**

## Commercial regulations

- 1 Do not charge cover or admission fees, otherwise, FIFA will consider your public screening a “Commercial Event,” which requires a different license
- 2 Do not offer World Cup-themed food or beverage promotions or packaging, such as "FIFA Happy Hour" or "World Cup wings, half-off"
- 3 Do not place unauthorized branding (logos, names, or promotional materials from companies that are not official FIFA sponsors) **near or around the display screens** (e.g., menu boards)
- 4 **Sponsorships are prohibited** for non-commercial events

Food and beverage sales are allowed. FIFA does **not** require you to promote their commercial partners or limit sales of competitor products.

## Trademark regulations

FIFA strictly protects its trademarks and other intellectual property. Unauthorized use of **trademarked terms or logos** (including "FIFA," "World Cup," official logos, team crests, or images of the trophy) in marketing materials and decorations has historically led to **cease-and-desist letters, event shutdowns, and fines**. You **must not suggest any affiliation** with FIFA, national teams, or broadcasters at your event.



FIFA allows organizers to use the event title "FIFA World Cup 26" in a standard font strictly for the editorial purpose of informing members of the public of the time and place of a public screening. Any other use of the term, such as in advertising materials, is prohibited.

Instead, **use general phrases** that customers will still understand, like “Match Day” or “Soccer Tournament”. Use **generic images** such as soccer balls, pitches, and national flags. Refer to page 18 of this playbook for FIFA-compliant flyer and social media examples.

## Additional community-led fan engagement ideas

Use your event as an opportunity to **support local businesses and creatives**. For example:

- Gather a diversity of local food trucks
- Set up vendor tables / tents for neighborhood businesses
- Set aside space for a beer or wine garden featuring local vendors
- Feature a performance from a local band, artist or DJ
- Organize a street market with artisan stalls
- Commission a mural celebrating the game from a local artist

Celebrate the **spirit of the World Cup** with music, art, and cuisine representing the participating countries. For example:

- Showcase a dance or cultural performance group
- Curate a spirited playlist of music from competing nations
- Offer international snacks or drinks inspired by the nature of the game

Consider including **games or activities for all ages**. For example:

- Organize trivia, giveaways
- Set up a craft station (e.g., face painting, chalk)
- Offer lawn games or a mini soccer pitch
- Set up a photo backdrop with soccer props

To stay informed on FIFA regulations, which are subject to change, **please refer to FIFA's official website and check back for updated versions of this playbook.**



## Interested in hosting a Large-Scale Fan Activation?

As described in the section above, you'll need to acquire a **FIFA public viewing license** in addition to a legal broadcast feed and the relevant permits. The steps below outline how to prepare and apply:

1. **Review the FIFA Public Viewing [Regulations](#)** for more details on categories, rights, and requirements
2. **Plan your event**, including venue, date, and the fan experience
3. **Submit your application** through the FIFA Public Viewing [Portal](#)
4. **Begin next steps** – arrange permits, complete your license, and prepare for your event

For more information, visit FIFA's Public Viewing [Website](#) or email [publicviewing@fifa.org](mailto:publicviewing@fifa.org).

If you are interested in receiving BAHC support with the FIFA public viewing license application, please fill out the form found [here](#), or on the [playbook website](#). This form is intended to gather preliminary information about your organization, your event readiness, and your proposed event details.

BAHC may be able to help you navigate the FIFA application process and reach a desired outcome. **Please note that neither BAHC nor the San Francisco Peninsula has the authority to issue public viewing licenses.**

Our goal is to identify community partners who are well-positioned to **host inclusive, engaging, and regulation-compliant** events that embody the spirit of global football. While completing this form does **not guarantee FIFA approval**, it helps us better understand your intent, level of preparedness, and alignment with the official event guidelines.

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# Appendix



# Check back for updates to this Public Screening Playbook

Ensuing versions will contain finalized schedules, updated NFL/ FIFA regulations, and further information on the mega-sporting events coming to the Bay in 2026.

## VERSION 4

Expected Release:  
**Apr 2026**

Update to include:

- Planned changes to public transit for the World Cup
- Information on final BAHC Webinar on World Cup updates

*There may be additional interim updates to the playbook.  
Reach out to the San Francisco Peninsula for the latest version.*

*Please refer to official FIFA and NFL websites for the most up-to-date regulations.*

# Statement on BAHC policies

All events BAHC hosts will abide by our **key principles around human rights, accessibility, sustainability, and local sourcing**. Further details on these policies will be published in subsequent versions of the playbook.

Any and all use of BAHC marks must follow the available BAHC Brand Guidelines and **must be approved by BAHC**.

# Frequently asked questions (1/3)

**Q: How do I know if I have the correct commercial package to show SBLX?**

A: If you have a commercial TV package, your provider will likely mention Super Bowl coverage on their website. If in doubt, reach out directly to their sales team to confirm.

**Q: Am I allowed to install a television or screen outdoors?**

A: FIFA and the NFL do not have regulations around this. It depends on local zoning laws, public safety codes, and potential licensing requirements. Check with your city or municipality before setting up any outdoor viewing area. And for the FIFA World Cup, remember that events with over 1,000 spectators require a license.

**Q: I know FIFA has commercial partners like Coca-Cola. Can I sell competitor products like Pepsi while showing the World Cup at my bar/ restaurant?**

A: Yes! Just make sure that sales are conducted in a manner that does not imply official affiliation with FIFA or the tournament.

**Q: When are visitors expected to arrive for these mega-sporting events?**

A: While exact numbers are hard to predict, there will likely be increased foot traffic in the days surrounding major matches, especially near stadiums, tourist areas, and public viewing sites. The Super Bowl is on February 8, 2026 and visitors will arrive as early as one week prior. The first match in the Bay Area is on June 13, 2026, so visitors could start arriving in early June.

**Q: What are the legal consequences of trademark infringement?**

A: Both FIFA and the NFL actively monitor for unauthorized use of their trademarks. Violations can lead to serious consequences, including takedown notices, cease and desist letters, fines, and further legal action.

**Q: What if I accidentally post a trademarked logo or phrase on my business or company's social media account?**

A: Delete the post immediately. Instead, use unbranded language and general imagery, such as “Big Game Watch Party!” or hashtags like #TouchdownTime or #MatchDay.

# Frequently asked questions (2/3)

**Q: Can I refer to the "World Cup" if only for informational purposes?**

A: All non-affiliated entities must avoid using "FIFA World Cup 26" in any promotional materials, including social media posts/ flyers that advertise public viewing events at local businesses. They must never use logos or imply official affiliation with FIFA or the tournament. Refer to page 17 for more detailed information.

Use of "FIFA World Cup 26" is occasionally allowed for informational purposes. Certain commercial entities such as chain hotels and theaters are allowed to use the term for the sole purpose of informing members of the community of the date and time of a public viewing event. However, FIFA bans certain commercial entities, single-branded sports retail stores, breweries, restaurants, and airports, from using the event title "FIFA World Cup 26" in any fashion, even for editorial purposes.

**Q: Are official guidelines subject to change?**

A: Yes. Policies from the NFL and FIFA can change at any time. For up-to-date guidance, always consult the official websites ([FIFA](#), [NFL](#)) or refer to the latest version of this playbook.

**Q: Can I organize a large-scale fan activation for the Super Bowl?**

A: No. The NFL does not permit communities to organize independent large-scale public screenings of the Super Bowl. However, bars/ restaurants with native screens are allowed to host small-scale public screenings.

**Q: Why do some FIFA public viewings require a license?**

A: The broadcast feed belongs to FIFA's Official Media Partner(s) in your territory. A public viewing license gives permission to show their product to a public audience. This protects the value of the tournament and maintains a consistent, high-quality experience for fans. Licenses are only required for large-scale viewings that have over 1,000 attendees.

# Frequently asked questions (3/3)

**Q: How can I apply for a FIFA public viewing license, required for a large-scale fan activation?**

A: Submit your application through the FIFA Public Viewing [Portal](#).

**Q: How long will the application process for a FIFA public viewing license take?**

A: The application process occurs on a rolling basis. It generally takes 3-5 business days for FIFA's initial review and feedback. Following FIFA's review, the submission is shared with Media Partners for final approval and associated costs. Final event assets and creative must then be submitted through FDA or Monday.com.

**Q: How much does a FIFA public viewing license cost?**

A: FIFA's media partners have the exclusive ability to set license and technical fees based on the event submission. Several variables factor into price, including number of matches, commercial components, etc. Fees are negotiated directly with media partners and will be evaluated on a case-by-case basis.

**Q: How many public viewing licenses will be granted per area?**

A: The number of licenses issued per area will vary depending on factors such as event size, location capacity, and infrastructure. FIFA generally limits licenses to ensure public safety, protect broadcast rights, and prevent market oversaturation. Early application is strongly recommended, especially in high-demand areas. Please note, the Bay Area Host Committee does not issue licenses.

**Q: What kind of support will BAHC offer to large-scale fan activations?**

A: BAHC encourages communities to organize their own fan activation events independently. Communities must apply independently for a FIFA public viewing license. If you are interested in receiving BAHC support for that application, please complete the interest form [here](#), or on the [playbook website](#).

**Q: Will public transportation change during these mega-sporting events?**

A: Likely yes. Plans will be announced closer to the events. Reach out to your local transit authority or check back for updated versions of this playbook.

# Marketing flyers

The following pages contain **two general flyers for bars and restaurants to use** to promote Super Bowl and FIFA World Cup public screenings. Feel free to print them directly. They are black and white to accommodate all printers.

A broader selection of flyer designs is available on the [playbook website](#). This online collection of marketing materials, still under development, will include:

- Multilingual flyers
- Designs tailored to specific teams and matches
- Materials customized for different types of public screenings (for example, bar happy hours)

**All flyer templates hosted on the website will be customizable.** You can download the PDFs and insert your business name, along with the match date, time, and details.

Our team is actively developing more materials, which will be released over the coming months, as we approach the Super Bowl and receive the official tournament schedule for the World Cup.

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A black and white photograph of football players in a huddle, wearing helmets and jerseys, with their hands on the ground. The image is slightly blurred, emphasizing the text overlaid on it.

# **THE BIG GAME**

**FEB 8, 3:30 PM**

**WATCH PARTY HERE**

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# **JOIN THE GLOBAL CELEBRATION OF SOCCER**



**EVERY GOAL. EVERY MATCH.**

**SHOWN HERE**

**06.11 - 07.19**

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# Legal disclaimer and use notice

This playbook is provided for informational purposes only by the Bay Area Host Committee (BAHC), a non-profit organization committed to supporting community and business engagement around the 2026 FIFA World Cup™ and Super Bowl LX™. **The content herein is not legal advice and should not be interpreted as granting any rights or permissions from the National Football League (NFL), the Fédération Internationale de Football Association (FIFA), or their affiliates.**

While BAHC has made every effort to ensure the accuracy of the information provided, regulations, broadcast rights, licensing processes, and clean zone boundaries are subject to change and determined by external governing bodies. Readers are responsible for consulting with legal counsel, city agencies, or relevant event organizers to ensure compliance with all applicable laws and official policies.

**BAHC disclaims any liability for actions taken based on the content of this playbook.** The inclusion of sample materials and third-party references does not imply endorsement or official affiliation.

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