



**BAY AREA
HOST
COMMITTEE**

**THE
SAN FRANCISCO
Peninsula**



**Bay Area Public Screening Playbook:
FIFA World Cup 26™**

Version 4: March 12, 2026

About this playbook

The Bay Area will host one of the world’s most iconic sporting events: the **FIFA World Cup 2026** from June 13 to July 1, 2026. This event presents a unique opportunity 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 this mega-sporting event, while adhering to FIFA regulations.**

Non-commercial public screening events refer to **any broadcast of the FIFA World Cup outside of a private dwelling**, provided the event is **staged for purely non-commercial purposes (i.e., no admission fee, no sponsorship)**. This may range from restaurants showing matches on their regular screens to cities organizing large-scale fan viewing 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. For more information, please reach out directly to **info@bayareahostcommittee.com**.

Contents

Letter from Bay Area Host Committee CEO	Page 2
FIFA World Cup 2026 overview, schedule, and team briefings	Page 4
Screening guidance for small businesses (<1K attendees)	Page 10
Screening guidance for large-scale fan activations (1k+ attendees)	Page 17
Frequently asked questions	Page 25
Branding guidance, marketing resources, and flyer template	Page 28
Legal disclaimer and use notice	Page 32

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

The Bay Area is preparing to welcome the world for yet another mega-sporting event in 2026 – the FIFA World Cup. We have an unprecedented opportunity to showcase our world-class venues, advance the goal of growing the game of soccer, and highlight the people and businesses 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 global sporting events reach every corner of our community. From small businesses and local restaurants, to hotels, artists, cultural organizations, and neighborhood associations, we believe everyone has a meaningful role to play.

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 East Bay, a nonprofit organization in SF, or a community leader across any of the ten counties in the greater Bay Area, this global sporting event is for you. We intend for the 2026 FIFA World Cup to represent a milestone of community empowerment, economic inclusion, and regional pride – a celebration that reflects the full spirit and diversity of the region – and that leaves 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 partners

Founding partners



Signature & Alliance partners



Media partners





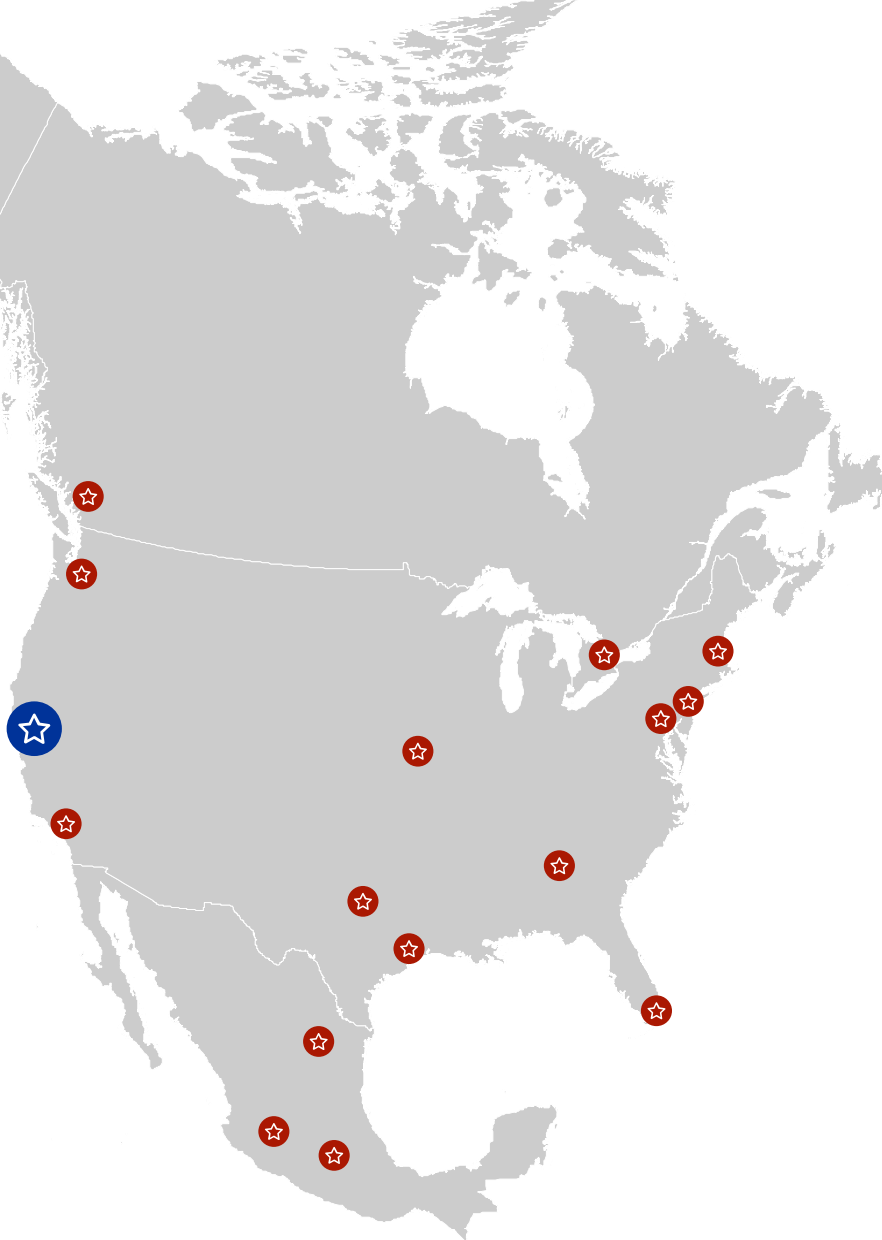
FIFA World Cup 2026



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 BAY AREA	Netherlands vs. Japan in Dallas	Spain vs. Cape Verde in Atlanta	Austria vs. Jordan in BAY AREA	England vs. Croatia in Dallas	South Africa vs. TBD in Atlanta	Paraguay vs. TBD in BAY AREA
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 BAY AREA	England vs. Ghana in Boston	Morocco vs. Haiti in Atlanta	Paraguay vs. Australia in BAY AREA	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 nd vs. Group B 2 nd in Los Angeles	Group E 1 st vs. Group ABCDF 3 rd in Boston	Group E 2 nd vs. Group I 2 nd in Dallas	Group L 1 st vs. Group EHIJK 3 rd in Atlanta	Group H 1 st vs. Group J 2 nd in Los Angeles	Group D 2 nd vs. Group G 2 nd in Dallas
	Group C 1 st vs. Group F 2 nd in Houston	Group A 1 st vs. Group CEFHI 3 rd in Mexico City	Group D 1 st vs. Group BEFIJ 3 rd in BAY AREA	Group K 2 nd vs. Group L 2 nd in Toronto	Group K 1 st vs. Group DEIJL 3 rd in Kansas City
	Group F 1 st vs. Group C 2 nd in Monterrey	Group I 1 st vs. Group CDFGH 3 rd in New Jersey	Group G 1 st vs. Group AEHIJ 3 rd in Seattle	Group B 1 st vs. Group EFGIJ 3 rd in Vancouver	Group J 1 st vs. Group H 2 nd 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 eight teams¹ 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. 7 teams already identified, while 8th team will be determined based on the winner of European Play-Off C (Turkey, Romania, Slovakia, or Kosovo), to be decided on March 31, 2026



Team briefings continued

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 non-commercial public screening event types

Anyone showing a World Cup match outside of a private dwelling must adhere to FIFA broadcasting and trademark regulations. **The following two sections of this playbook outline guidance for non-commercial public viewing events** – events with 999 or fewer attendees and events with 1000 or more attendees, respectively. FIFA's official Public Viewing Regulations can be found [here](#).

FIFA has two categories of non-commercial public viewing events, largely differentiated by expected attendance:

<1,000 attendees

Small Business Public Viewing Events

- **999 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

See "Guidance for small businesses" section (Pages 10-15) for more detailed information

1,000+ attendees

Large-Scale Fan Activation Viewing Events

- **1,000 or more attendees**
- **Requires a separate FIFA license (apply via the FIFA Public Viewing [Portal](#))**
- Free of charge (no direct or indirect admission fees)
- No sponsorships
- Typically includes events hosted by universities, cities, cultural groups

See "Large-scale fan activations" section (Pages 17-22) for more detailed information

Guidance for small businesses showing FIFA World Cup (999 attendees or fewer)



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



FIFA World Cup small business public screenings



Quick tips – small business (e.g., bars, restaurants), non-commercial public screenings for fewer than 1,000 attendees:

✓ 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 (e.g., "World Cup", "FIFA", team crests, the FIFA logo, or 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> |
| <p>4 Email BAHC at info@bayareahostcommittee.com if you intend to install a new screen or projector for your screening</p> | <p>4 Install a new screen in a public area without notifying BAHC via email</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.



Small-scale, non-commercial public screenings

These events, with **999 or fewer anticipated attendees**, 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.**

Broadcasting rights have historically been included in commercial TV packages. 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 matches on any existing screen or projector, provided you follow the FIFA regulations below. If you intend to install new screen or projector, please notify **info@bayareahostcommittee.com**:

- 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, visit FIFA's Public Viewing [Website](#).

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Guidance for FIFA World Cup large-scale fan activations (1,000 or more attendees)

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.

FIFA World Cup large-scale fan activations



Quick tips – large-scale, non-commercial fan activations for 1,000 attendees or more:



-
- | | |
|---|--|
| 1 Obtain a FIFA public viewing license and acquire relevant local permits | 1 Charge admission or seek sponsorships for your public screening |
| 2 Share materials using generic terms like "The Tournament" or "Match Day" | 2 Share promotional materials with trademarks including "World Cup", "FIFA", team crests, the FIFA logo, and the official FIFA trophy |
| 3 Acquire a legal broadcast feed from FOX (English) or Telemundo (Spanish) | 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.



Large-scale, non-commercial public screenings

These non-commercial events (for example, block parties with a projector showing the match, larger festivals in public parks and plazas), **with 1,000 anticipated attendees or more**, have **many benefits for communities**. Fan activations can unite residents and visitors around a shared celebration of the sport 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
- 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, determined case-by-case based on anticipated attendance, number of matches, event duration, venue, etc.
 - Current U.S. attendance-based tiers:
 - 1,001–2,000 spectators = USD 2,000
 - 2,001–5,000 spectators = USD 4,000
 - 5,001–10,000 spectators = USD 8,000
 - 10,001+ spectators = USD 14,000
- For multi-day events at the same venue, fees may be assessed based on total aggregate attendance rather than per-day attendance. All license fees will be donated to the Boys & Girls Club of America.



- 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

- 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.

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.

Still, consider **use of general phrases** that attendees will still understand, like “Match Day” or “Soccer Tournament.” Use **generic images** such as soccer balls, pitches, and national flags. See page 28 for further branding guidance, as well as details about customizable marketing resources and templates. Refer to page 30 of this playbook for a printable FIFA-compliant flyer.



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 visit FIFA's Public Viewing Regulations [here](#).

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Appendix



Frequently asked questions (1/3)

Q: When are visitors expected to arrive for this mega-sporting event?

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 first match in the Bay Area is on June 13, 2026, so visitors could start arriving in early June.

Q: Will public transportation change during this mega-sporting event?

A: Local transit authorities are working in close collaboration with FIFA and BAHC and will adjust schedules based on match times.

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

A: FIFA does not have regulations around this, as it depends on local zoning laws, public safety codes, and potential licensing requirements. Check with your municipality before setting up any outdoor viewing area and email info@bayareahostcommittee.com before installing any new screens. And remember, events with 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 and that you do not place unauthorized branding (names, logos from companies that are not [official FIFA sponsors](#)) near or around the display screens (e.g., menu boards).

Q: What are the legal consequences of trademark infringement?

A: FIFA actively monitors 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 “Soccer Watch Party!” or hashtags like #MatchDay. Find compliant, customizable social media post templates on the BAHC website [here](#).

Frequently asked questions (2/3)

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

A: All non-affiliated entities should avoid using "FIFA" or "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.

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: 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 1,000 or more attendees.

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

A: You can submit your event 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 FIFA Media Partners for final approval and determination of associated costs.

Frequently asked questions (3/3)

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

A: Public viewing license fees are determined by FIFA's official Media Partners and are evaluated on a case-by-case basis. Pricing typically depends on factors such as expected attendance, number of matches shown, event duration, and venue.

The current attendance-based fee structure is as follows:

- 1,001–2,000 spectators = USD 2,000
- 2,001–5,000 spectators = USD 4,000
- 5,001–10,000 spectators = USD 8,000
- 10,001+ spectators = USD 14,000

All fees collected in connection with licenses will be donated to the Boys & Girls Club of America. FIFA's official Media Partners retain full discretion in assessing and confirming final license and technical fees post-event submission. For events held at the same venue across multiple days, fees may be evaluated based on total aggregate attendance across all event days, rather than on a per-day 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. Please note, the Bay Area Host Committee does not have the authority to 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 wanting to host events with 1,000 or more attendees must [apply](#) independently for a FIFA public viewing license.

Q: Are official guidelines subject to change?

A: Yes. FIFA policies can change at any time. For up-to-date guidance, always consult the Public Viewing Regulations ([FIFA](#)).

Example marketing flyer & general branding guidance

The following page features a printable **flyer template for bars and restaurants** to promote FIFA World Cup public screenings. Feel free to print it directly. It is black and white to accommodate all printers.

Additional flyer options are available on the BAHC [playbook website](#) in color, in addition to corresponding social media post templates.

These flyer and social media templates hosted on the website are customizable. You can insert your business name, along with the match date, time, and details before downloading your preferred file.

Quick tips – branding dos & don'ts:



Do



Don't

-
- | | |
|---|---|
| 1 Use neutral event names: "Football in the Park," "Summer Soccer Celebration" | 1 Use FIFA marks, logos, or trophy images |
| 2 Show country names in text only (<i>note: country flags are permitted</i>) | 2 Include "FIFA" or "World Cup" in your event name |
| 3 Use your own logos, colors, and style | 3 Use official national team logos/crests |

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JOIN THE GLOBAL CELEBRATION OF SOCCER



EVERY GOAL. EVERY MATCH.

SHOWN HERE

06.11 - 07.19

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