

BOSTON 26 COMMUNITY CELEBRATION PLAYBOOK

October 15, 2025 | Version 1

@fwc26boston

bostonfwc26.com

Publicviewing@FWCBoston.com



TABLE OF CONTENTS

Section 1: Boston26 Overview

1. Message from Boston26
2. About the Playbook
3. Tournament Schedule
4. Celebration Overview

Section 2 : Planning Your Event

1. Regional Fan Festival
2. Community Watch Parties
3. Event Planning Checklists
4. Soccer For All

Section 3: Resources

1. Planning Resources
2. Pre-Event Approvals & Applications
3. Broadcast & AV Recommendations
4. Marketing Guidance
5. Frequently Asked Questions

The background of the slide is a dark green field filled with a pattern of rounded squares. These squares are in two colors: a medium blue and a forest green. They are arranged in a somewhat irregular, tessellated pattern, with some squares being slightly larger or more rounded than others, creating a textured, mosaic-like effect.

SECTION 1

BOSTON26

OVERVIEW

A MESSAGE FROM BOSTON26

As the Boston region prepares to welcome the world in 2026, this moment presents an extraordinary opportunity to showcase the people, businesses, and communities that make Greater Boston – and New England – so unique.

The Boston 2026 Host Committee ('Boston 26') was founded with a simple yet powerful mission: to promote the common good and general welfare of the people of the Greater Boston area. The vision for our Celebration is to unite our region through sport and ensure that the impact of this global event reaches every neighborhood and community. From small businesses and local restaurants, to the hospitality sector, artists, cultural organizations, and neighborhood associations, we believe everyone has a meaningful role to play in this celebration.

This playbook provides guidance for businesses, municipalities, and community groups who wish to host their own celebratory fan events - bringing the excitement of the event into the heart of our neighborhoods and transforming public spaces and local venues into vibrant hubs of joy, pride, and connection.

Whether you are a restaurant owner, a nonprofit organization, a cultural group, or a community leader anywhere across New England, this World Cup is for you. We envision these events as milestones of community empowerment, economic inclusion, and regional pride - celebrations that reflect the full spirit and diversity of our region while leaving lasting memories for residents and visitors alike.

In sport,

A handwritten signature in black ink, appearing to read 'Mike Loynd', written in a cursive style.

Mike Loynd
President, Boston26

BOSTON26 INTRODUCTION

The Boston26 Community Celebration Playbook provides guidance for hosting safe, enjoyable, and well-organized FIFA World Cup 2026™ public viewing events across the Boston region.

This guide is intended to support event managers, municipalities, and community partners in planning successful activations - whether as part of the official Boston26 celebration or as independently organized events. A **Version 2 of the Playbook**, with expanded resources and updated details, is due to be released in January 2026, followed by the **Final Version in March 2026** to ensure partners have the most current information leading up to the tournament.

Disclaimer: This is a guidance document only and is not intended as legal advice. All interested groups are directed to the relevant FIFA™ contacts and FIFA guidance noted herein. Boston26 is not responsible for any safety and security-related matters, risks, or consequences. Boston26 will not pay for, reimburse, or cover any costs, expenses, or damages related to safety and security under any circumstances.

For additional reference, FIFA™ has developed a comprehensive [Public Viewing Guideline](https://publicviewing.fifa.org/public_viewing) [publicviewing.fifa.org/public_viewing].

BOSTON26 INTRODUCTION

FIFA World Cup 26™ Tournament will take place from 11 June to 19 July 2026, marking the first time the event will be hosted by 3 countries - United States, Canada, and Mexico - and feature 48 teams.

During these 39 days, 104 matches will be played in 16 different cities: 11 taking place in the US. Only 5 days will not have live FWC26™ Matches.

Regionally, the Northeast will host 20% (21) of these matches between Philadelphia, New York/ New Jersey, and Boston.

Boston will host 7 matches including a quarterfinal.

Learn more about the event on the [tournament website](#).



TOURNAMENT SCHEDULE

GROUP STAGE MATCHES				ROUND OF 32		QUARTERFINALS	
6/11 Thur	Guadalajara Mexico City	6/20 Sat	Houston Kansas City Monterrey Toronto	6/28 Sun	Los Angeles	7/9 Thur	BOSTON
6/12 Fri	Los Angeles Toronto			6/29 Mon	BOSTON Houston Monterrey		
6/13 Sat	BOSTON Bay Area NY / NJ Toronto	6/21 Sun	Atlanta Los Angeles Miami Vancouver	6/30 Tue	Dallas Mexico City NY / NJ	7/10 Fri	Los Angeles
6/14 Sun	Monterrey Houston Dallas Philadelphia	6/22 Mon	Bay Area Dallas NY / NJ Philadelphia	7/1 Wed	Atlanta Bay Area Seattle	7/11 Sat	Kansas City
6/15 Mon	Atlanta Los Angeles Miami Seattle	6/23 Tue	BOSTON Guadalajara Houston Toronto	7/2 Thur	Los Angeles Toronto Vancouver	SEMI-FINALS	
6/16 Tue	BOSTON Bay Area Kansas City NY / NJ	6/24 Wed	Mexico City Monterrey Seattle Vancouver Atlanta Miami	7/3 Fri	Dallas Kansas City Miami	7/14 Tue	Dallas
6/17 Wed	Dallas Houston Mexico City Toronto	6/25 Thur	Bay Area Dallas Los Angeles Kansas City Philadelphia NY / NJ	ROUND OF 16		7/15 Wed	Atlanta
6/18 Thur	Atlanta Guadalajara Los Angeles Vancouver	6/26 Fri	BOSTON Toronto Houston Guadalajara Vancouver Seattle	7/4 Sat	Houston Philadelphia *July 4*	FINALS	
6/19 Fri	BOSTON Bay Area Philadelphia Seattle	6/27 Sat	Atlanta Dallas Kansas City Miami Philadelphia NY / NJ	7/5 Sun	Mexico City NY / NJ	7/18 Sat	Miami
				7/6 Mon	Dallas Seattle	7/19 Sun	NY / NJ
				7/7 Tue	Atlanta Vancouver		

A full match schedule will be released following the tournament draw on December 5, 2025

BOSTON26 CELEBRATION OVERVIEW

Boston26 envisions a region-wide fan celebration that connects communities, showcases local culture, and shares the excitement of the FIFA World Cup across New England. Anchored by the FIFA Fan Festival™ in downtown Boston - running throughout the tournament with live match screenings, entertainment, and food and beverage offerings - the celebration will extend outward through Regional Fan Zones in surrounding cities and towns, bringing the energy of the World Cup to wider audiences.

In addition, Community Watch Parties, organized independently by local partners, will provide further opportunities for fans to gather, ranging from small neighborhood events to large-scale gatherings that may require a FIFA™ Public Viewing License.

Complementing these efforts, the Boston26 Host City Road Show will travel across the region, combining watch parties with youth programming, coach education, and community engagement to ensure the excitement of World Cup 2026 reaches every corner of New England.



BOSTON26 CELEBRATION OVERVIEW

FIFA Fan Festival™

- Official FIFA Fan Festival™ hosted by host city (Boston)
- Location: Downtown Boston TBC
- Features: Match viewing, food, entertainment, cultural activations
- Planned and operated by the Host City and is not a part of this document

Regional Fan Zones

- Third party public viewing sites outside Boston coordinated with Boston26
- Extends celebrations to wider New England communities
- Features: match viewing, food, activations
- Requires FIFA™ Public Viewing license

Third Party / Community Watch Parties

[3 Types as Defined by FIFA]

- Non-Commercial Events: These events do not generate revenue for the organizer. They are typically free to attend and exist purely for community engagement.
 - Examples include screenings in bars, restaurants, hotels (as part of their usual service), and small community gatherings.
- Special Non-Commercial Events: A subcategory of non-commercial events with a capacity exceeding 1,000 people, often held in public spaces like parks, schools, or cultural centers.
- Commercial Events: These events involve any form of financial gain for the organizer. This includes: ticket sales or entry fees; Sponsorship or branding from companies (especially non-FIFA™ partners); Any direct or indirect monetization linked to the event

Boston26 Host City Road Show

- A mobile activation combining watch parties, youth programming, coach education, and community engagement
- Short-term stops in multiple New England locations
- Features: match viewing, food, soccer-related activities



SECTION 2

PLANNING YOUR EVENT

REGIONAL FAN ZONES

The Regional Fan Zones are public viewing sites outside of Central Boston associated with Boston26. Their purpose is to expand the Celebration throughout New England in partnership with communities.

They are intended not only to complement the FIFA Fan Festival™ and expand the Celebration but in certain situations are also intended to relieve the resource and operational demands within Boston and Foxborough.

DO'S

- Promote using general terms like Soccer, Match Day, or visuals of soccer balls and fields.
- Secure FIFA™ Public Viewing license before showing matches.
- Create a welcoming game-day atmosphere with food & drink specials, decorations, or community watch-party vibes.



DON'TS

- Use restricted trademarks such as “World Cup™,” “FIFA™,” team crests, the FIFA™ logo, or the official trophy in your promotions.
- Use Sponsorship without approval from FIFA™.
- Rely on personal streaming services (like home cable or online logins) for your public screening .



REGIONAL FAN ZONES

REGIONAL FAN ZONE HOST CRITERIA AND RESPONSIBILITIES OF THE ORGANIZER / REGION

- Show all 7 Boston Stadium match dates (at a minimum);
- Reserve booth space for FIFA™ Commercial Affiliates and Boston26 Host City Supporters;
- Reserve booth space for potential merchandise outlet;
- Self-funded;
- Secure site and permits;
- All insurance and operational delivery;
- Public safety and emergency plans;
- Promotion & advertising (Adhering to FIFA™ Requirements)

BOSTON26 SUPPORT

- Workshop proposed site layout and operational plan;
- Introduction to FIFA™ Commercial Affiliates;
- Introduction to Boston26 HC Supporters;
- Potential merchandise outlet with Boston26 specific merchandise;
- Photo Op Pieces (Word Art, Selfie Frames);
- Boston26 fact sheets & giveaways

DISCLAIMER: This is a guidance document only and is not intended as legal advice. All interested groups are directed to the relevant FIFA contacts and FIFA guidance noted herein. Boston26 is not responsible for any safety and security-related matters, risks, or consequences. Boston26 will not pay for, reimburse, or cover any costs, expenses, or damages related to safety and security under any circumstances.

WATCH PARTIES

Third Party Community Watch Parties are public viewing events outside of a private dwelling for both commercial purposes and non-commercial purposes. These watch parties are not affiliated with Boston26. These events fall into three categories and will most likely need to apply for a Public Viewing License directly with FIFA™.

Please refer here for the [Public Viewing Guideline](https://publicviewing.fifa.org/public_viewing) [publicviewing.fifa.org/public_viewing] FIFA™ Public Viewing Regulations

In planning an event, please note that there are three common ways to host a watch party as defined by FIFA™:

1. Non-Commercial Events: These events do not generate revenue for the organizer. They are typically free to attend and exist purely for community engagement.

a. Examples include screenings in bars, restaurants, hotels (as part of their usual service), and small community gatherings.

2. Special Non-Commercial Events: A subcategory of non-commercial events with a capacity exceeding 1,000 people, often held in public spaces like parks, schools, or cultural centers.

3. Commercial Events: These events involve any form of financial gain for the organizer. This includes: ticket sales or entry fees; sponsorship or branding from companies (especially non-FIFA™ partners); Any direct or indirect monetization linked to the event

This is a guidance document only and is not intended as legal advice. All interested groups are directed to the relevant FIFA contacts and FIFA guidance noted herein. Boston26 is not responsible for any safety and security-related matters, risks, or consequences. Boston26 will not pay for, reimburse, or cover any costs, expenses, or damages related to safety and security under any circumstances.

WATCH PARTIES

DO'S

- Show the full match broadcast - including at least 10 minutes before and after the game to capture pre and post-match coverage.
- Use generic promotional language and imagery such as “Soccer,” “Match Day,” or visuals like soccer balls, fields, and flags.
- Obtain FIFA™ Public Viewing license for public screenings



DON'TS

- Use FIFA-protected trademarks or logos in your materials — this includes “World Cup™,” “FIFA™,” team crests, the FIFA™ logo, and the official trophy.
- Stream matches using personal or residential accounts (e.g., consumer streaming services). A commercial license is required.
- Charge admission fees to attend a public screening event unless specifically authorized through FIFA™’s Public Viewing License process



PLANNING CHECKLIST

Small Event (100-500 Attendees)

Typical for Small Third Party / Community Watch Parties

Can be Commercial or Non-Commercial

Planning & Approvals

- ☐ Confirm if FIFA™ Public Viewing License is required (non-commercial vs. commercial).
- ☐ Secure site/venue booking.
- ☐ Obtain basic local permits (food, alcohol, entertainment license if applicable).
- ☐ Confirm insurance coverage (general liability).

Operations & Logistics

- ☐ Set up screen/AV equipment with tested signal.
- ☐ Provide seating or standing space layout.
- ☐ Ensure restrooms available (venue-based).
- ☐ Identify emergency exits and post signage.

Fan Experience

- ☐ Post clear event start/end times.
- ☐ Provide small-scale concessions or food/beverage service.
- ☐ Promote using generic terms (“Match Day,” “Soccer Celebration”) - avoid FIFA trademarks.

Safety & Staffing: Event organizers and municipalities intending to host Boston 26 celebratory fan events are strongly encouraged to engage early with their local public safety, law enforcement, and emergency management partners/officials. These agencies can provide essential guidance on planning, permitting, and resourcing requirements related to event safety, security, and emergency preparedness for your proposed event or activity.



PLANNING CHECKLIST

Medium Event (500-2,000 Attendees)

Typical for Large Third Party / Community Watch Parties and
Regional Fan Zones

Planning & Approvals

- ☐ Apply for FIFA™ Public Viewing License (if required).
- ☐ Secure city/town permits (special event, street/park use, food service, alcohol, noise).
- ☐ Confirm insurance (liability, workers comp, vendors).
- ☐ Develop overlay/site plan (screen, concessions, emergency access, ADA).

Operations & Logistics

- ☐ Secure commercial-grade screen & AV system with redundancy.
- ☐ Provide portable restrooms (ADA-compliant ratio).
- ☐ Designate vendor/concession areas.
- ☐ Ensure first aid/EMS presence.
- ☐ Create signage plan (entry/exit, restrooms, info).

Fan Experience

- ☐ Provide food trucks/concessions and non-alcoholic drink options.
- ☐ Include family-friendly zones (kids' activities).
- ☐ Promote via community channels and partner networks.

Safety and Security: Event organizers and municipalities intending to host Boston 26 celebratory fan events are strongly encouraged to engage early with their local public safety, law enforcement, and emergency management partners/officials. These agencies can provide essential guidance on planning, permitting, and resourcing requirements related to event safety, security, and emergency preparedness for your proposed event or activity.



PLANNING CHECKLIST

Large Event (2,000+ Attendees)

Typical for Regional Fan Zones

Planning & Approvals

- ☐ Apply for FIFA™ Public Viewing License and coordinate with Boston26.
- ☐ Obtain all major permits (special event, alcohol, entertainment, street closures, EMS, fire safety, etc.).
- ☐ Develop full risk management, crowd management, and evacuation plan.
- ☐ Secure multi-layer insurance (general liability, event cancellation, vendors).
- ☐ Confirm certification as Boston26 Regional Fan Zone (if applicable).

Operations & Logistics

- ☐ Contract professional AV provider with redundant power & broadcast systems.
- ☐ Provide multiple large-format screens for visibility.
- ☐ Set up controlled entry/exit points with fencing.
- ☐ Provide portable restrooms at large scale with ADA compliance.
- ☐ Secure waste management plan (trash, recycling, composting).
- ☐ Provide VIP/media zones (if relevant).

Fan Experience

- ☐ Provide robust concessions, food trucks, beer gardens (with permits).
- ☐ Activate with entertainment, live music, mascots, cultural showcases.
- ☐ Provide family zones and youth play activations.
- ☐ Incorporate community and sponsor activations (photo ops, giveaways).

Safety & Staffing: Event organizers and municipalities intending to host Boston 26 celebratory fan events are strongly encouraged to engage early with their local public safety, law enforcement, and emergency management partners/officials. These agencies can provide essential guidance on planning, permitting, and resourcing requirements related to event safety, security, and emergency preparedness for your proposed event or activity.



SOCCKER FOR ALL

Boston26 aims to deliver an inclusive, safe, and enjoyable experience that reflects the values of our city and the spirit of the FIFA World Cup™

Boston26 is committed to delivering a FIFA World Cup 2026™ experience where every person regardless of race, ethnicity, national origin, gender identity or expression, sexual orientation, disability, religion, age, language, or socio-economic background feels welcomed, respected, and able to participate.

INCLUSION & NON-DISCRIMINATION

Ensure that all individuals, regardless of race, ethnicity, gender, sexual orientation, religion, nationality, language, disability, age, or socio-economic status are welcomed, respected, and protected from discrimination at Boston26-controlled sites and activities.

ACCESSIBILITY

Ensure that FIFA World Cup 2026™ events in Boston are accessible, inclusive, and welcoming to persons with disabilities and/or limited mobility, in compliance with the Americans with Disabilities Act (ADA), Massachusetts Architectural Access Board (521 CMR), and City of Boston accessibility ordinances, while promoting equitable participation for all.

WORKERS' RIGHTS

Boston26 is committed to ensuring that every individual engaged in Boston26-related work enjoys fair, safe, and dignified employment. Our approach integrates protections across multiple, interconnected areas- including non-discrimination, fair wages, workplace safety, rest and reasonable working hours, freedom of association, protection from forced or child labor, and equitable hiring.

The background of the entire page is a repeating pattern of rounded squares in two shades: a dark blue and a forest green. The squares are arranged in a staggered, brick-like pattern, creating a textured, mosaic-like effect.

SECTION 3

RESOURCES

COMMONLY REQUIRED APPROVALS

PUBLIC EVENT PERMITS

- Special Event License
- Entertainment License
- Carnival License
- Planning Approval
- Building Permits
- Electrical Permit
- EMS Special Event Permit
- Alcohol License
- Open Burning & Cooking
- Temporary Food Service Permit
- Street Closure Permit
- Fire Safety logistics
- Emergency Medical Services
- Parks Permit
- Noise Regulation Approval

COMMERCIAL GUIDELINES

- FIFA™ Commercial Affiliates: Please refer to FIFA™ website for [partners](https://inside.fifa.com/tournament-organisation/partners) [inside.fifa.com/tournament-organisation/partners]
- Boston Soccer 26 Host City Supporters (coming soon)
- Community Watch Parties may have local sponsors not in competition with FIFA™ Commercial Affiliates. For questions, email: publicviewing@fifa.org

FOOD & BEVERAGE GUIDELINES

- Food and beverage coming from a competitor to a FIFA™ Commercial Partner must serve in unbranded packaging
- No Food and Beverage promotional activity including signage, menu boards, or brand mentions
- Please refer to FIFA™ [Public Viewing Guideline](https://publicviewing.fifa.org/public_viewing) [publicviewing.fifa.org/public_viewing].

VIEWING RECOMMENDATIONS

FIFA PUBLIC VIEWING GUIDELINES

Additional information and tips [available here](https://publicviewing.fifa.org/public_viewing)
[publicviewing.fifa.org/public_viewing]

CONSIDER THE FOLLOWING WHEN SELECTING A SCREEN

- Size: Size the screen appropriately to the viewing area. If the back row viewers cannot see the screen, consider additional smaller screens.
- Brightness: The screen should have a bright picture even with the sun shining. Take into account the setting sun for late afternoon matches.
- Consider using black-faced SMD screens when viewing is during the day or the screen is west facing.
- Ensure all of the screen modules have consistent color and brightness.
- The optimal aspect ratio is 16:9.

CONSIDER THE FOLLOWING WHEN SELECTING AN AUDIO SYSTEM

- Average sound pressure for Match transmission 78-85 dB (C) at 60M.
- The position of sound delay lines depends on the size and throwing distance of the sound system. As a general guide, the sound delay towers should be installed between 70M and 120M from the screen array.

CONSIDER THE FOLLOWING FOR LIGHTING

- Show Lighting: Any lighting in the viewing area to create the festive atmosphere and making the viewing area a focal point.
- Site Lighting: Lighting for the entire venue exuding an inviting and safe atmosphere for fans.
- Working and Security Lighting: All back of house areas, food service, and entry areas should have appropriate lighting for the tasks within.

MARKETING GUIDANCE



SOCCER WATCH PARTY

SHOWING ALL GROUP
STAGE MATCHES
JUNE 11-27

BRING YOUR PICNIC
BLANKET AND CHAIRS

FOOD
DRINK
PRIZES

[LOCATION]
[LOGO]



WATCH PARTY

June 12
USA Group Stage Match
[Location]



FIFA WORLD CUP WATCH PARTY

SHOWING ALL GROUP
STAGE MATCHES
JUNE 11-27

BRING YOUR PICNIC
BLANKET AND CHAIRS

FOOD
DRINK
PRIZES

[LOCATION]
[LOGO]



WATCH PARTY

June 12
USA Group Stage Match
[Location]



LOCAL / REGIONAL RESOURCES

LOCAL AND STATE CULTURAL COUNCILS

- To explore collaborations with the arts and culture community in your area, connect with your [local cultural council](#) [massculturalcouncil.org/communities/local-cultural-council-program/]
- Connect with your state-designated cultural district (if your event will take place within a cultural district) at [the link here](#) [massculturalcouncil.org/communities/cultural-districts/designated-cultural-districts/]

REGIONAL TOURISM COUNCIL

- Connect with your [regional tourism council](#) [www.visitma.com/travel-info/regional-tourism-councils/] or chamber of commerce to discuss marketing, promotion, and reaching out to local businesses



HELPFUL REMINDERS

PRE-EVENT APPROVALS & APPLICATIONS

- FIFA public viewing license (FIFA™ has advised that application portal will open in Q4-2025)
- Local municipal permits
- Insurance arrangements
- Emergency procedures

VIEWING INFRASTRUCTURE

- Stage & screen safety requirements
- TV-broadcast quality AV set-up
- Camera & crowd feed specifications
- Backup power & redundancy standards

VENDOR ACTIVATION

- Retail sales guidelines
- Merchandising coordination
- Coordination with Commercial Affiliates and Host City Supporters (if needed)

FAN SERVICES

- Info points
- Free water stations
- Cooling/misting zones
- Sunscreen
- Charging stations
- Sensory space

COMMUNICATIONS STRATEGY

- Operational days and hours
- What visitors can expect inside the venue
- Transportation and access details
- Rules and restrictions regarding prohibited items

FREQUENTLY ASKED QUESTIONS

FIFA PUBLIC VIEWING LICENSE

Who can apply for a public viewing license, and what is the process?

Anyone can apply for a public viewing license, including public authorities, local businesses, bars, clubs, restaurants, community groups, brands, and other organizations that want to host a live screening of a FIFA World Cup™ match/es.

To apply, all requests must be submitted [via the FIFA™ Public Viewing Portal](#), where organizers will need to provide detailed event information, including location, capacity, and commercial aspects. Each request must comply with FIFA™'s Public Viewing Regulations before being considered for approval. Once submitted, the request will go through a review process involving FIFA™ and the relevant Media Partner to determine the next steps regarding licensing. This process ensures that all public viewing events operate within a structured framework while respecting the rights of FIFA™ and its Media / Commercial Partners.

How is an event classified as non-commercial vs. commercial?

Public viewing events are classified based on whether they generate financial benefit for the organizer:

- **Non-Commercial Events:** These events do not generate revenue for the organizer.
 - They are typically free to attend and exist purely for community engagement.
 - Examples include screenings in bars, restaurants, hotels (as part of their usual service), and small community gatherings.
- **Special Non-Commercial Events:** A subcategory of non-commercial events with a capacity exceeding 1,000 people, often held in public spaces like parks, schools, or cultural centers.
- **Commercial Events:** These events involve any form of financial gain for the organizer. This includes: Ticket sales or entry fees; Sponsorship or branding from companies (especially non-FIFA partners); Any direct or indirect monetization linked to the event

Food and beverage sales are permitted across all categories, but in some cases, restrictions may apply to ensure compliance with FIFA's commercial regulations, particularly regarding branding and sponsorship.

Do non-commercial events need to be submitted via the portal?

Yes, FIFA™ encourages all public viewing events to be submitted via the portal, including non-commercial events. This allows them to verify the correct categorization, as event organizers sometimes misclassify their events. Ensuring accurate classification helps streamline the approval process and ensures compliance with FIFA™'s Public Viewing Regulations.

FREQUENTLY ASKED QUESTIONS

FIFA™ PUBLIC VIEWING LICENSE

Can one license cover multiple events or locations?

Typically, a license covers one event at one location. However, where possible, we work with the Media Partner to streamline the process and may incorporate multiple approved events or locations under a single license to reduce administrative burden.

Each event and location must still be applied for and approved separately. The license will clearly specify which events it covers. Any additional events or changes after a license has been issued will require a new review and a separate license.

How long does it take for FIFA™ to review a license application?

The review timeline varies depending on the specifics of each request and the necessary checks and discussions involved.

FIFA™ has dedicated personnel and task forces working on the review process to ensure efficiency. However, factors such as event complexity, stakeholder discussions, and compliance checks can impact the time required.

Additionally, proximity to the event date is considered, so we encourage organizers to submit requests as early as possible to allow for a smooth approval process.

Who is responsible for compliance and monitoring of third-party events – Host City or FIFA™?

FIFA™ is responsible for compliance and monitoring of third-party public viewing events. This is not a Host City responsibility. FIFA™'s Legal and Brand Protection teams actively monitor events to ensure they comply with Public Viewing Regulations. However, we appreciate support from our Media Partners, Commercial Partners, and Host Cities in flagging any unapproved or non-compliant events that may take place.

Are there guidelines for commercial branding and advertising at public viewing events?

Yes, all public viewing events must comply with official regulations to protect FIFA™'s Media and Commercial Partners and prevent unauthorized commercial associations with the tournament. The Public Viewing Regulations, apply to all events and set clear requirements to ensure compliance.

FIFA brand protection guidance can be found [here](https://inside.fifa.com/tournament-organisation/brand-protection) [inside.fifa.com/tournament-organisation/brand-protection].

FREQUENTLY ASKED QUESTIONS

EVENT PLANNING & LOGISTICS

What costs should I budget for?

Typical costs include permits, insurance, security, site rental, AV equipment, staff/volunteers, sanitation, and promotional expenses. See “Planning Checklists” for more detail.

Will Boston26 provide funding for my event?

Boston26 does not provide funding for independent watch parties. Certain Certified Stakeholders or strategic partners may be eligible for in-kind support or brand assets.

What are the minimum safety requirements?

Events must comply with local safety and security codes, have a documented Emergency Management Plan, and meet the necessary jurisdictional Event License requirements.

What are the brand usage rules?

Unauthorized use of FIFA™ trademarks is prohibited.

Can I show matches on a delay or replay?

Yes, but Public Viewing License terms still apply, and you must clearly indicate that the broadcast is not live. The broadcast must follow the same guidelines as with the live broadcast.

Do I need security on site?

Security staffing levels depend on crowd size, site layout, and local requirements. Consult your local police and permitting office early.

Can food and alcohol be sold at the event?

Work with your local authorities to understand and obtain the proper licenses and comply with local health, safety, and alcohol laws.

What happens if a match is canceled or rescheduled?

Stay connected with Boston26 and FIFA™ social outlets for updates. Have contingency plans for weather or schedule changes.

