

# Seattle FIFA World Cup 2026™

July 24, 2025

## Puget Sound Regional Council Executive Board

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Seattle FIFA World Cup 26™ Local Organizing Committee (SeattleFWC26)

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# FIFA WORLD CUP 26™

## JUNE 11 – JULY 19, 2026



**322** days away

**Largest** sporting event ever staged

**SEA-VAN** are 2nd closest Host Cities

Overlaps with **America's 250<sup>th</sup>** on July 4th

**104 Matches**  
**48 Teams**  
**3 Host Countries**  
**16 Cities**

### Estimates:

3 billion+ global viewers for Final match  
6 million+ tickets in US

### Seattle specific:

Up to 750k visitors over three weeks  
More than 2 billion global viewers



# FIFA WORLD CUP 26 SEATTLE™

## MATCH SCHEDULE



**Weekday  
matches only**

**US Men's  
National Team  
play here** on June  
19

Matches on  
**Juneteenth** &  
kicking off **Pride**  
weekend

### Full match schedule



**JUNE 11 - JULY 19, 2026**

THU	FRI	SAT	SUN	MON	TUE	WED
11 OPENING MATCH	12 USMNT		14		16	17
		20		22	23	
25 USMNT		27		29	30	
	3		5			8
9	10	11	12	13	SEMI-FINALS	
16	17					

# GETTING WA FIFA READY

## FIFA World Cup 2026

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

## SeattleFWC26 (Local Organizing Committee)

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

## Governments

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

## Partners & vendors

Prepare venues, support marketing, host local events





OUR VISION IS TO FOSTER A LASTING LEGACY FOR OUR  
REGION, GUIDED BY THE SPIRIT OF SOCCER, INNOVATION  
AND INCLUSION.

# SEATTLE STADIUM (LUMEN FIELD)

## CURRENT PLANNING PARAMETERS



- Every match at **full capacity: ~63k**
- **Kickoff TBD**, planning for 12pm-7pm
- **More dignitaries**, esp last 2 games
- **Enhanced security protocols** in effect
- **North Lot activities restricted** to ticketed fans
- **No public parking** in garage or North Lot
- Gates open **three hours prior** to kickoff **through two hours after** final whistle
- **No Mariners/FWC26 dual** event days

# TRAINING SITES IN WASHINGTON

## CURRENT PLANNING PARAMETERS



### Venue Specific Training Sites (VSTS)

**University of Washington:** Primary

**Seattle University:** Secondary

- **Teams practice** the day before their match at Lumen Field
- **Likely not open to public**, still may see crowds of people outside depending on team

### Proposed Team Base Camps (PTBC)

**Renton:** Sounders FC Clubhouse

**Spokane:** Gonzaga University

- **Team's "home away from home"**
- **Not confirmed:** 60+ proposed, need 48
- Will be **chosen in Feb/Mar 2026**
- **Teams arrive** late May/early June, stay at least through Group Stage (June 27)
- **Likely not open to public**, still may see crowds depending on team



# SEATTLE FAN CELEBRATION AT SEATTLE CENTER

## CURRENT PLANNING PARAMETERS



- **Primary fan viewing experience**, with between **15,000-30,000 fans** daily
- Likely **ticketed** to manage crowd
- **“Operational” up to 24 days** June 11 - July 6, **excluding Pride Weekend**.
- Expect **open 2 hours prior** to 1st match through **one hour after** last match

### Coordination with other campus events

- Pride
- Naturalization Ceremony
- Festal





# FAN EVENTS & ACTIVATIONS

## CURRENT PLANNING PARAMETERS



### 9 Official fan zones

- Bellingham, Bremerton, Everett, Olympia/Lacey, Spokane, Tacoma, Tri-Cities, Vancouver, Yakima

### Community watch parties

- Non-bar venues **will need FIFA & broadcast license** to host public viewing

### Community calendar

- Working out details, will share info by end of summer for how organizations can share their events for inclusion

### Looking Ahead

SSC releasing  
community  
viewing party  
playbook (August)

FIFA opens online  
portal for viewing  
party requests  
(Q4)

# APPROACH TO FWC26 MOBILITY



## Planning Principles

- **Ensure safe & seamless** event transport while maintaining mobility
- **Utilize existing** groups / structures
- **Values + Safety** protocols means we are aiming to **maximize transit & active options** (target: 80% match day by non-private vehicle)
- **Communicate early & often using standard channels + FWC26 specific opportunities:** FIFA app, international news, event marketing

## Planning Timeline

- Summer: **develop** plans for transit, rideshare, biking/pedestrian, communications messaging
- Fall: **refine** plans based on agencies & community input, and the confirmed days of planned operation
- December: **finalize** plans based on schedule from tournament draw
- April/May: begin **Know Before You Go** public education campaigns

# COMMUNITY PLAYBOOKS

## GETTING WA READY FOR 2026



### WATCH PARTY PLAYBOOK

*Helps community organizations navigate FIFA rules and best practices for hosting unofficial FWC26 viewing parties*

PROVIDED BY



RELEASE: AUGUST



### COMMUNITY BRANDING PLAYBOOK

*Provides all organizations customizable digital marketing assets and usage guidance to promote cohesive unofficial branding across city, region and state*

PROVIDED BY

VISIT  
**seattle**

RELEASE: SEPTEMBER



### SMALL BUSINESS MEGAEVENT PLAYBOOK

*Shares guidance, case studies, and strategies to help small businesses benefit from FWC26 activity and sustain operations for future mega-events*

PROVIDED BY



SUMMER ENGAGEMENT,  
RELEASE: NOVEMBER

# FIFA WORLD CUP 26

## MILESTONES AHEAD



**Aug 11** – Volunteer program launches!

SCAN TO REGISTER YOUR  
INTEREST IN VOLUNTEERING



[volunteer.fifa.org/register](https://volunteer.fifa.org/register)

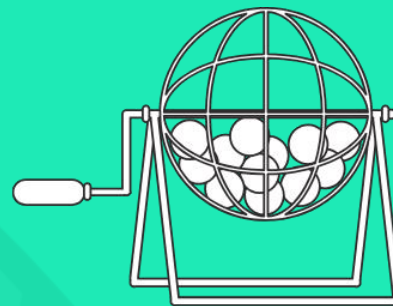
**Sept 10** – 1<sup>st</sup> day fans can apply for tickets!

SCAN TO REGISTER YOUR  
INTEREST IN '26 TICKETS



[fifa.org/tickets](https://fifa.org/tickets)

**Early Dec** – FIFA Final Draw!



- ✓ Teams
- ✓ Times



**SEATTLE**  
OFFICIAL HOST CITY POSTER ARTIST

**SHOGO OTA**

# Thank you!

**FOLLOW THE LOC ON  
SOCIAL MEDIA**

@fwc26seattle



#WeAreSeattle  
#Seattle26

**SCAN TO SIGN UP FOR  
THE LOC'S NEWSLETTER**



 [seattlefwc26.org/get-involved](https://seattlefwc26.org/get-involved)



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