



GETTING READY FOR KICKOFF

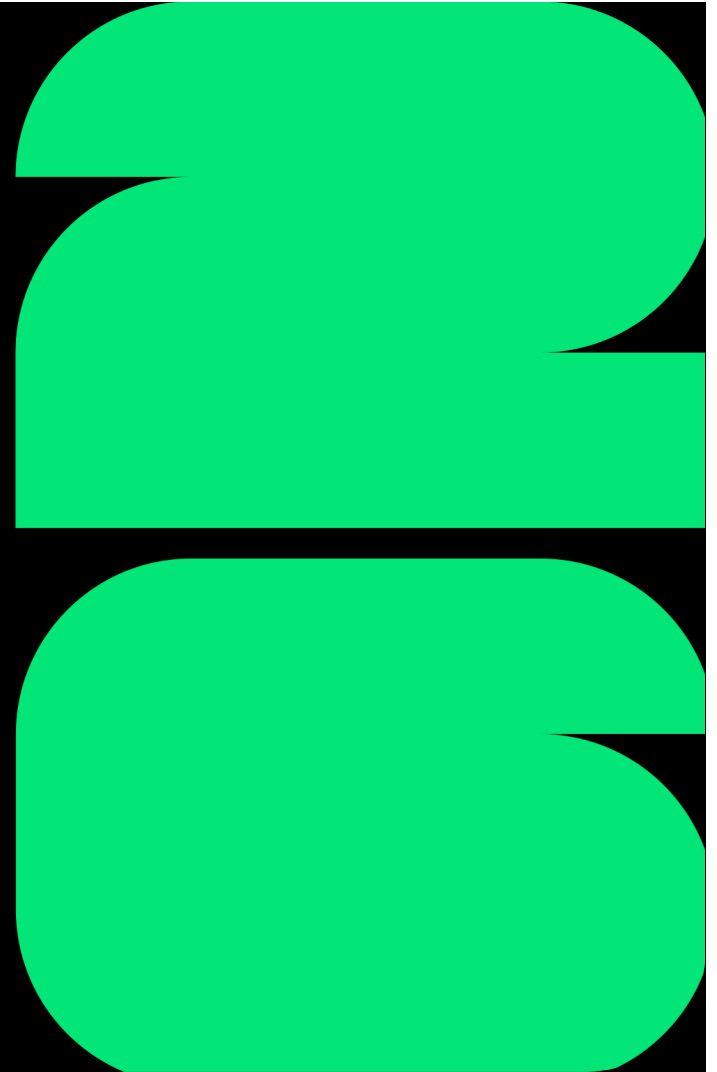
Positioning Your Community for Success During
FIFA World Cup™ 2026



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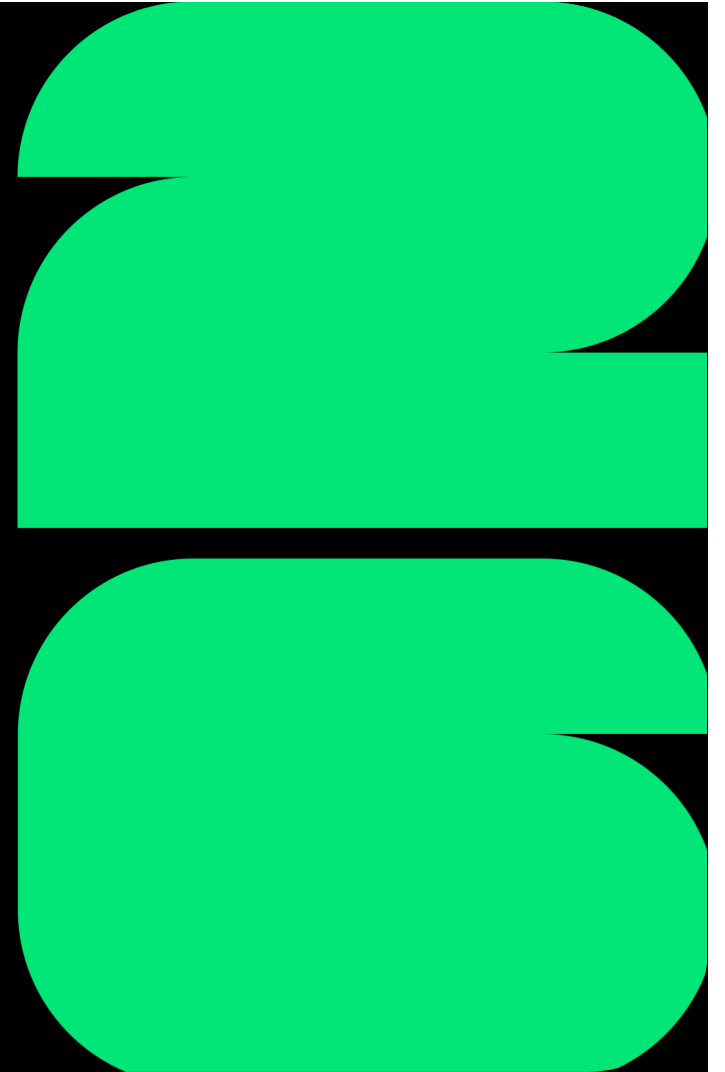
AGENDA

- **Event Overview**
- **What to Expect**
- **Maximizing the Opportunity**
- **Managing the Impacts**
- **Resources**



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**EVENT
OVERVIEW**



EVENT OVERVIEW

FIFA World Cup 2026 matches will take place from June 11th - July 19th, 2026, across the U.S., Canada, and Mexico.

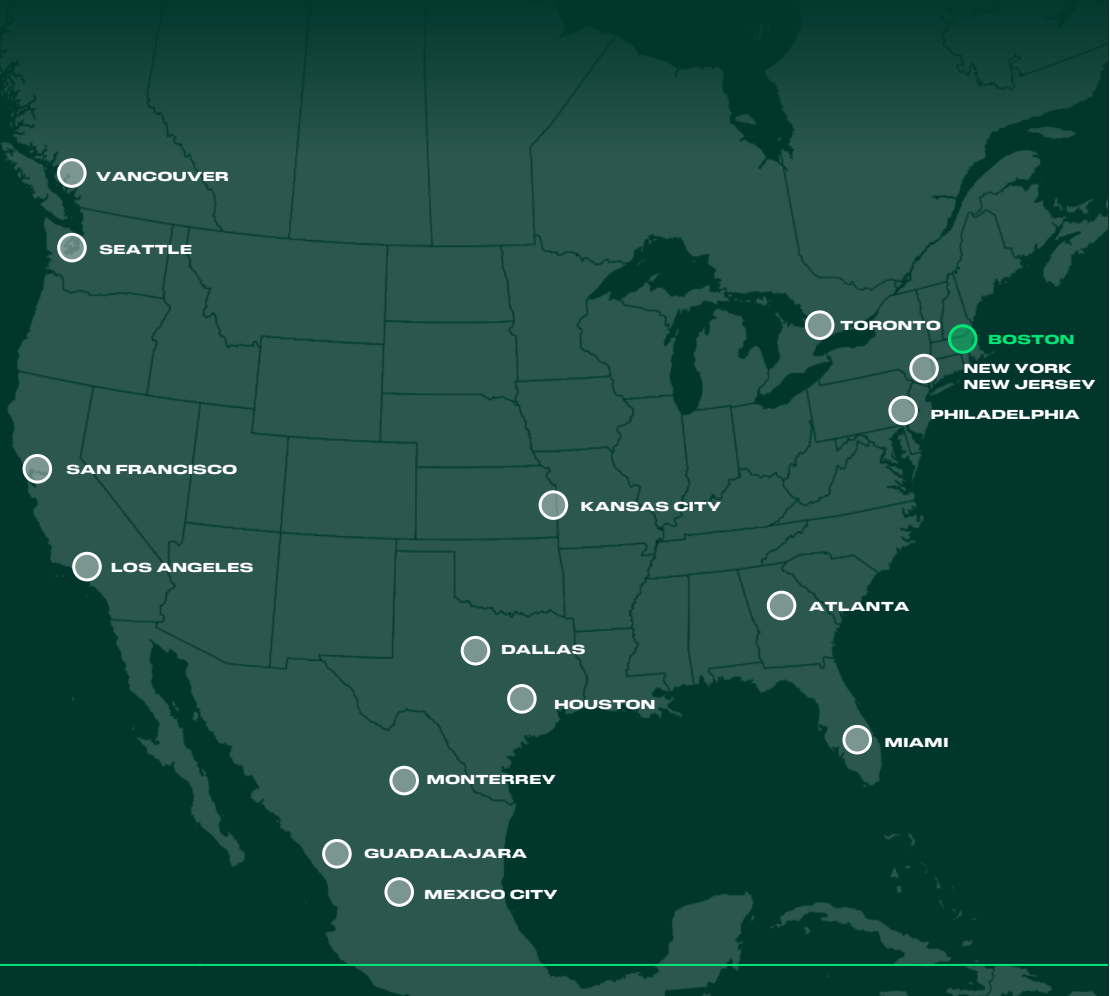
16 Host Cities across 3 Countries

48 Nations from 5 Continents

104 Matches an increase from 64 Matches for FIFA World Cup 2022.

+62%

More Matches than 2022



MATCH SCHEDULE



GROUP STAGE

HAITI		V		SCOTLAND
JUNE 13 - 9:00 PM ET				
IRAQ		V		NORWAY
JUNE 16 - 6:00 PM ET				
SCOTLAND		V		MOROCCO
JUNE 19 - 6:00 PM ET				
ENGLAND		V		GHANA
JUNE 23 - 4:00 PM ET				
NORWAY		V		FRANCE
JUNE 26 - 3:00 PM ET				

ROUND OF 32

1E		V		3ABCD F
JUNE 29 - 4:30 PM ET				

QUARTERFINAL

W89		V		W90
JULY 9 - 4:00 PM ET				

FIFA FAN FESTIVAL™ & FAN CELEBRATIONS

FIFA Fan Festival™

- Begins in June at Boston City Hall Plaza.
- Hub of Celebration Activity in the Commonwealth.
- More details soon on dates and hours of operation.

Community Celebrations

- Information for those wanting to organize community celebrations available on Boston 26 website, including links to public viewing license applications managed by FIFA.

Fan Walks

- In partnership with the City of Boston, there will be approved fan walk routes for fans to celebrate their teams on match days.

SAFETY AND SECURITY

Boston chairs the US Host City Security Collaboration, leading safety planning across 11 Host Cities.

Primary Security Locations:

- Boston 26 Events
- FIFA Fan Festival
- Team Hotels
- Base Camps

Coordination with Public Safety Agencies:

- Security Working Group is engaged with Federal, State, and Local agencies.
- Over 60 Agencies engaged in planning



FIFA WORLD CUP 26™

ECONOMIC IMPACT



\$1B+

in local economic impact



\$100M

in tax revenue



2M+

visitors



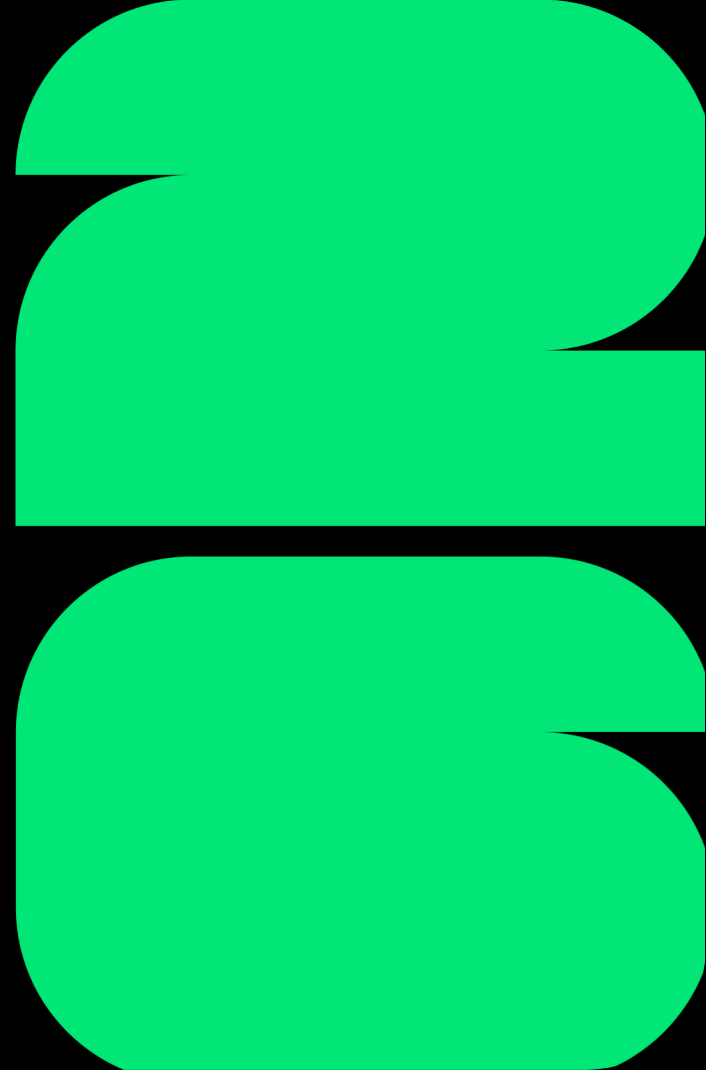
9,000

jobs



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WHAT TO EXPECT



BOSTON'S DEFINING MOMENT

Thousands of International Visitors

- Up to 2 million visitors expected over 39 days.

Showcase Boston to the World

- Over 5 Billion viewers across the globe.
- Largest sporting event in history.

Small and Local Business

- Visitors patronize local businesses.
- Language barriers and different customs.



REGION-WIDE IMPACTS

Hotel and Rental Car Capacity

- Hotels are already being booked and costs are rising.
- Rental Car capacity will not match visitor demand; public transportation will be key to International visitor movement.

Demand for Local Resources

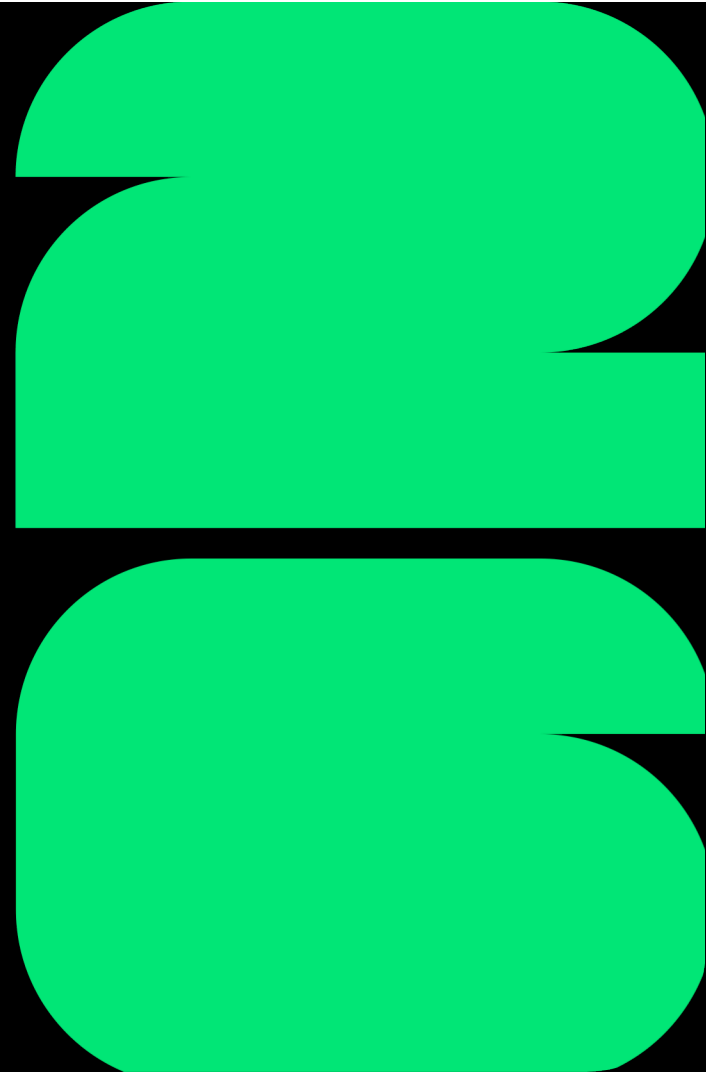
- Visitors will increase the need for public works and public safety resources across the Commonwealth.

Transportation Congestion

- Seven match days will heavily impact normal traffic and commuter rail flow.

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**MAXIMIZING
THE OPPORTUNITY**



FIFA LOCAL IMPACT SUPPLIER PROGRAM

FIFA Local Impact Supplier Program

- Waymer and Associates
- Sign up at:
 - <https://bostonfwc26.com/business-opportunities/>

Industries Needed

- Event Management
- Catering
- Transportation
- Security
- Sanitation
- Event Production

New Business Opportunities Form

If your business is interested in working with Boston 26 to support the delivery of events planned across the city, please complete this form.

By completing this form, you acknowledge and agree that, when applicable, Boston 26, FIFA, or a company appointed by FIFA may contact you with opportunities to participate in relevant tender or procurement processes. Your details may also be shared with companies working with or in contact with Boston 26 for related event delivery purposes.

A. Business Details

HOSTING A WATCH PARTY

PUBLIC EVENT

- **Consult Boston 26 Watch Party Playbook**
- **Coordinate any necessary permitting and licensing with your municipality**
- **Apply to the FIFA Viewing License Portal with event information**
- **Advertise appropriately**

PRIVATE EVENT

- **Consult Boston 26 Watch Party Playbook**
- **Coordinate any necessary permitting and licensing with your municipality**
- **Apply to the FIFA Viewing License Portal with event information**

EXISTING LICENSE HOLDER

- **Advertise appropriately**

LEVERAGING INCREASED DEMAND

PRACTICAL ACTIONS

- **Adjust hours, staffing, and service models.**
- **Enhance logistics and operations.**
- **Create tournament-specific offers and experiences (within branding guidelines).**
- **Improve customer flow and operations.**
- **Communicate early and clearly.**
- **Support employees to deliver their best.**

MARKETING & VISITOR MANAGEMENT

ENGAGING FANS & VISITORS

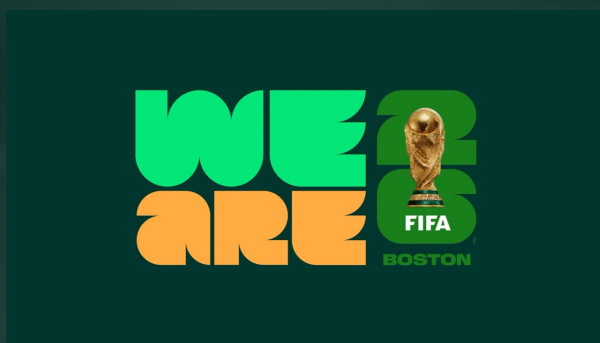
- **Promote your community via social media, email, and signage.**
- **Highlight fan experiences online to attract foot traffic.**
- **Train staff on match schedules, stadium locations, and fan events to answer visitors' questions confidently.**
- **Use visible signage, flags, or team colors to signal a FIFA World Cup™-friendly environment.**
- **Offer basic multi-lingual support for international visitors.**

BRANDING

Use of FIFA branding, including logos, branding, and intellectual property (IP) is prohibited.

FIFA IP includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans, and more. Only FIFA Rights holders can use official FIFA World Cup™ 2026 IP for commercial purposes.

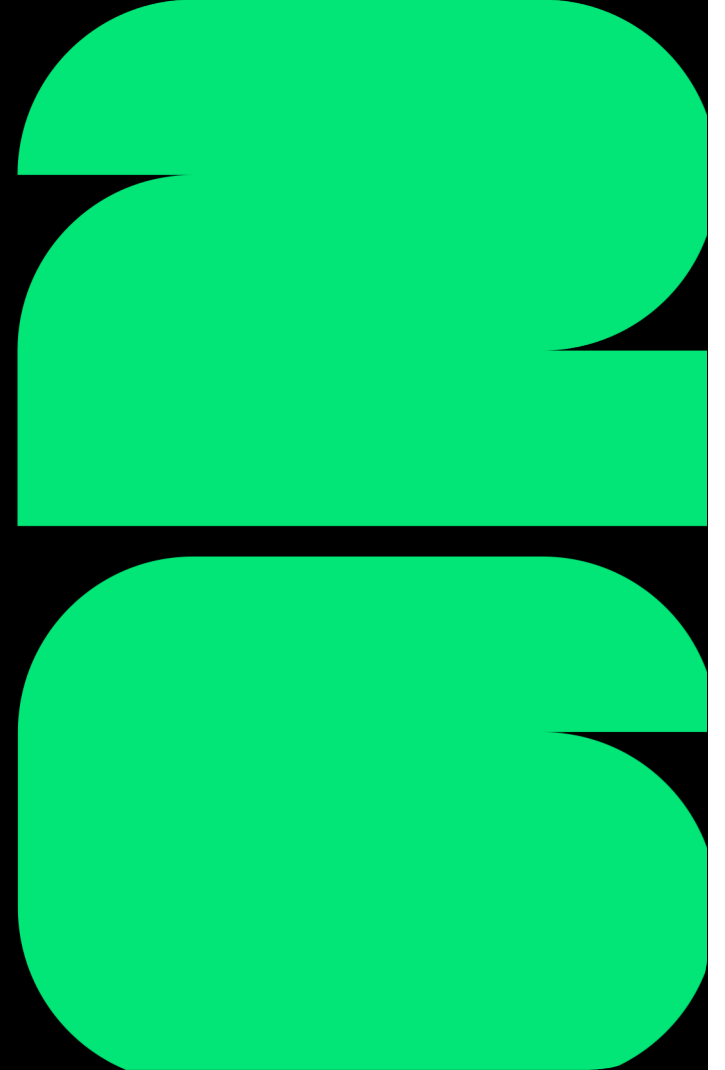
Protected examples of logos and wordmarks include:



More information on branding guidelines available on Boston 26 website.

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**MANAGING
THE
IMPACTS**



STAFFING & WORKFORCE SCALING

Municipal Services

- Flexible scheduling
- Strong communication
- Additional hiring as needed

Local Businesses

- Remote or hybrid options
- Strong communication
- Flexible work hours

MATCH DAY TRANSPORTATION

PARKING AT BOSTON STADIUM

- **Parking will be different at the Stadium during FWC than any previous events**
- **Parking on match days will be limited and pre-sold on [FIFA's Official FWC26 Parking Site](#)**
- **Purchase available to match ticket holders only**
- **ADA & Oversized Vehicle parking available**

BOSTON STADIUM TRAINS

- **The MBTA will operate Boston Stadium trains direct between South Station; 20K capacity**
- **Pre-booked tickets for match ticket holders only; be sure to book in advance on [mTicket](#) app**

STADIUM EXPRESS BUS SERVICE

- **Direct, roundtrip service between hotels → Stadium**
- **Logan Airport, Downtown Boston, Greater Boston, Route 128 and I-495 corridor, RI Convention Center**
- **Potential to move 10K**
- **Ticket purchase and hotel registration through [B26 website](#) or [here](#)**
- **Sole/ Official charter service (no other shuttle services available)**

RIDESHARE/ TAXI

- **Managed during FWC26**
- **No other drop off/ pick up areas available at Boston Stadium**

TRANSPORTATION IMPACTS

LOGISTICS TO KEEP IN MIND

MATCH DAYS AND COMMUTING

- **6 out of 7 matches occur on weekdays**
- **Kickoff times are between 3:00 p.m. and 7:00 p.m. (peak commuting hours) *except 1st Match**
- **Ticketed fans are encouraged to arrive 3–4 hours before kickoff, impacting midday commutes.**
- **Stadium traffic management changes 6hrs before and 6hrs after each match**

ITS NOT JUST THE STADIUM - DOWNTOWN BOSTON BUSY TOO

- **Primary impact areas include South Station, I-93/I-95 corridor between Boston and Foxborough, Route 1**
- **Temporary road closures and other traffic changes are expected to cause disruptions around South Station, FIFA Fan Festival/ City Hall Plaza, FIFA official hotels, Fan Walks, as well as the area around Boston Stadium in Foxborough.**
- **MBTA Service impacts can be found [here](#)**

FIFA FAN FESTIVAL™ and CELEBRATION SITES

- **A reminder the area around City Hall Plaza expected to see some changes on non-matchdays, as well beginning June 11th**
- **Community Celebrations around the region**

SMART TRAVEL OPTIONS

MANAGING IMPACTS TO THE COMMUTE - ENCOURAGE THE FOLLOWING

- **REDUCE** non-essential trips or activities on match days / during this period.
- **RELOCATE** essential & non-essential trips - more local trips instead of long trips across the city
- **REROUTE** trips away from busiest travel corridors - avoid the most highly impacted area (downtown Boston, South Station, I-93 South / I-95 Corridor) and days of the matches.
- **RETIME** trips to off-peak times or non-match days that avoid the highest peak travel times. This will vary based on match schedules and fan celebrations but generally falls within normal business hours.
- **REMODE** to public transportation, cycling and walking where possible



HOW COULD THINGS AFFECT YOUR COMMUNITY

TRAFFIC - STAFF COMMUTE, CUSTOMERS / VISITORS AND DELIVERIES / SERVICING

- Stadium area traffic expected to be busier than usual - Route 1, I-495, and I-95
- Downtown also impacted:
 - Over 3,000 tournament vehicles moving between downtown and stadium on matchdays
 - Potential, temporary road closures on matchdays around South Station, Fan Walk routes, and FIFA Fan Festival
 - I-93 corridor

BUS / SUBWAY - COMMUTERS, VISITORS AND CUSTOMERS

- Service in Downtown Boston subject to change on match days due to road closures and traffic conditions. Riders encouraged to allow extra time.
- Saturday June 13th extended T hours on subway lines and select bus routes to accommodate late match start

AIRPORT - BUSINESS VISITORS

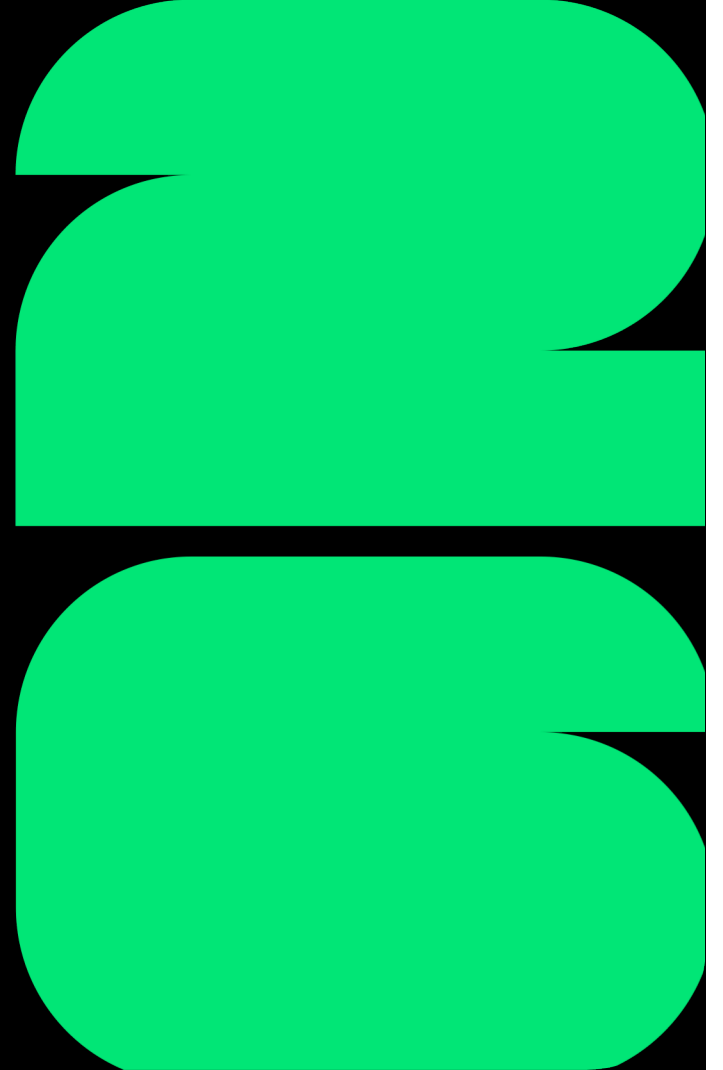
- Boston Logan International Airport expected to be at its busiest the days immediately before and after matches. Ground transportation will also be busier than usual.

COMMUTER RAIL

- Commuter Rail service may be affected due to Boston Stadium Train service on matchdays. Please check [MBTA Service Changes During the World Cup](#) site ahead of time

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RESOURCES



BOSTON 26 RESOURCES

The Boston 26 website (bostonfwc26.com) includes the latest tournament-related information for businesses, fans, and residents:

- Business Toolkit, Preparedness Checklist, and Slide Deck
- Know Before You Go / Fan Travel Info
- Community Celebrations, Fan Walks, and More
- Submission Form for Local Businesses to Get Involved Across Hospitality, Event Services, and Logistics

FOLLOW US ON SOCIAL FOR TOURNAMENT & OPERATIONAL UPDATES:





THANK YOU

