

Innovation, Community & Economic Development, & Veterans

Seattle FIFA World Cup 2026™

09/18/2024

FIFA WORLD CUP
JUNE 11 – JULY 19, 2026

Largest sporting event ever staged

50% bigger than previous World Cups

50% fans in previous World Cups from abroad

632 days away

104 matches
48 Teams
3 Host Countries
16 Cities



With Seattle's 6 matches, we expect
2 billion+ global viewers
Up to 750k fans visiting

MATCH SCHEDULE

SEATTLE

6/15/26 GROUP STAGE
6/19/26 USA GROUP STAGE
6/24/26 GROUP STAGE
6/26/26 GROUP STAGE
7/01/26 ROUND OF 32
7/06/26 ROUND OF 16

Full FWC26 Schedule

MON	TUE	WED	THU	FRI	SAT	SUN
2026			6/11 FWC Kickoff	6/12	6/13 VAN 1	6/14
6/15 SEA 1	6/16	6/17	6/18 VAN 2	6/19 SEA 2 Juneteenth	6/20	6/21 VAN 3
6/22	6/23	6/24 SEA 3 VAN 4	6/25	6/26 SEA 4 VAN 5	6/27 Pride	6/28
6/29	6/30	7/1 SEA 5	7/2 VAN 6	7/3	7/4 Independence Day	7/5
7/6 SEA 6	7/7 VAN 7	7/8	7/9 Quarter Final	7/10 Quarter Final	7/11 Quarter Finals	7/12
7/13	7/14 Semi Final	7/15 Semi Final	7/16	7/17	7/18 Bronze Final	7/19 FWC Final

We have a responsibility
to use this moment of global focus to unify,
benefit, and inspire our region
for decades.

LOCAL ORGANIZING COMMITTEE

Safety & Mobility

Legacy

Community Engagement & Impacts Mitigation

Fan Experience

SEATTLE

Commercial & Revenue

Tournament Venues

Marketing & Communications

Business Operations



GETTING FIFA READY

- Delivering legacy projects
- Upgrading Lumen Field & practice facilities
- Planning & coordination: operations, safety, transportation
- Readying businesses & communities to share economic opportunities
- Securing public & private funding
- Fan Activations across WA
- Economic impact analysis

ROADMAP TO FIFA WORLD CUP 2026

Locally led | FIFA led

Seattle Fan Zone

Community Playbook

Prelim. Econ Study

9 Fan Zones

Final Draw
Teams!
Times!

Team Base Camps selected

Updated Econ Study

Game time!

Fan Fest!
Fan Zones!

TODAY **2025** **2026** **6/11 – 7/19**

Secure funding commitments

Joint & Local operational planning, trainings & early procurement

Nation-specific local trainings

Fan Fest, Fan Zones, Lumen Field, Practice Fields, Team Base Camps: Planning, designing, & construction

Operational plans finalized

Neighborhood & Small business readiness

Legacy investments

SAFETY & PREPAREDNESS

Coordination: international, federal, state, & local

All hazards approach to planning

Working groups & tabletop exercises planned

Incorporating lessons from recent international soccer events





The Seattle Host City Poster Design will be an iconic visual legacy connecting people across the world to our City and State during the largest sporting event in history.

Working within this guidance, we encourage designs that capture the essence of what makes Seattle and Washington special: the nature, landscapes, culture, values, and people that set us apart as the Emerald City and the Evergreen State.

The World Cup is the largest unification event in the world, bringing people together in happiness through peaceful competition.

The best designs will highlight what makes our region special and capture the unifying power of the World Cup.

WE ARE 26

SEATTLE

Stay engaged!

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#WeAreSeattle
#Seattle26

www.fifa.com/tickets