

SMALL BUSINESS PLAYBOOK

FOR THE FIFA WORLD CUP 2026™ IN VANCOUVER
PREPARED BY THE EAST VILLAGE BIA

KICK IT IN



★ ——— ★
THE
EAST
VILLAGE
BUSINESS IMPROVEMENT
ASSOCIATION

WELCOMING THE WORLD TO VANCOUVER

350,000 fans
expected
-local and
international

20,000 - 40,000
expected to visit
Hastings
Park/PNE

Likely visitors
from - Australia,
Switzerland,
Qatar, New
Zealand, Egypt,
Belgium, Turkey



Show FIFA matches
inside your business



Special World Cup-
inspired food and
drink menus



Extend operating
hours



Decorate with soccer-
themes



Create promotions
like "country of the
day" specials



Expand your patio
where feasible



Extend liquor-service
hours



Offer soccer-themed
trivia or music nights



Dress staff in their
favourite jerseys

Key Vancouver Match Days and Kick-off Times

Vancouver will host seven matches at BC Place during the tournament. These dates are important anchors for promotions, staffing, events, and marketing campaigns.

Saturday, June 13th
9pm Kick-off

Australia vs. Turkey

Thursday, June 18th
3pm Kick-off

Canada vs. Qatar



Sunday, June 21st
6pm Kick-off

New Zealand vs. Egypt

Wednesday, June 24th
12pm Kick-off

Switzerland vs. Canada



Friday, June 26th
8pm Kick-off

New Zealand vs. Belgium

Thursday, July 2nd
8pm Kick-off

1st place Group B vs. 3rd Place EFGIJ

Tuesday July 7th
1pm Kick off

Winner Match 85 vs. Winner Match 87



JUNE 11 - JULY 19, 2026

FIFA FAN FESTIVAL™ VANCOUVER

FIFA Fan Festival™ Vancouver: Your Gateway to East Village Discovery
A free, accessible festival for all, from families to devoted football fans. Experience FIFA World Cup™ matches live on screens across the site, then keep the celebration going with live music and entertainment from Canadian and global artists throughout the grounds.

Before the Match: Start your day exploring the East Village! Grab a coffee from local roasters, browse unique boutiques and vintage shops, discover independent bookstores, and sample diverse cuisines at family-run restaurants and Michelin-starred establishments. From craft breweries to maker markets, the neighbourhood's eclectic mix of businesses offers something for every visitor.

After the Final Whistle: Continue your Vancouver experience in the real East Village! Unwind at cozy pubs and cocktail lounges, catch live music at intimate venues, explore local galleries showcasing emerging artists, or discover hidden gems in the neighborhood's diverse shops. From late-night eateries to 24-hour convenience stores, the community keeps the energy alive long after the stadium lights dim.

Experience the tournament, then experience the true spirit of Vancouver's most beloved neighbourhood!

How Your Business Can Join the Celebration

Businesses are encouraged to celebrate the excitement of the tournament and welcome fans. However, FIFA protects its commercial rights, so businesses must avoid using official branding or implying an official partnership.

FIFA's Intellectual Property (IP) includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans etc.

Allowed Activities	Activities That Are Not Allowed
01 Decorate storefronts with soccer themes	01 Use of FIFA logos
02 Display country flags and colours	02 Use of official FIFA World Cup branding
03 Promote match viewing	03 Use mascots or official graphics
04 Create themed menus, promotions, or displays	04 Use of official slogans
05 Host small in-business watch parties	05 Use of language suggesting sponsorship or partnership
06 Promote the excitement of soccer and global culture	06 Implying official affiliation
07 Sell merchandise with country flags, and general soccer imagery, without using FIFA World Cup 26™ or FIFA IP	07 Sell, gift or run contests with FIFA World Cup 26™ branded merchandise without approval

Watch Parties And Public Viewing

Many businesses will want to show matches. The rules depend on scale and commercial intent.

Apply For Viewing License:



Small Business Viewing (Most Businesses)

No special license is needed if:

- The viewing occurs inside your normal business operations
- You do not charge admission
- It is part of regular service
- The event is not heavily promoted as a major public event

Examples:

- ✓ Showing matches on bar TVs
- ✓ Café customers watching during regular hours

When a FIFA Public Viewing License Is Required

You must apply for a FIFA Public Viewing License if:

- The event expects 1,000+ people
- You sell tickets or charge admission
- The event includes commercial sponsorship
- It is promoted as a large organized public viewing event

These licenses are issued through FIFA's Public Viewing Portal.

Patio Permitting

Public Space

- Summer: April 18 October 31. May be renewed each year.
- Annual (year round)

Apply here:



Private Property

- Development permit required.
- No fee for patios under 25M².
- Summer: April 18 October 31.
- Annual: Apply once and renew your DP each year.
- Reduced fee for annual patios under 25M².

Apply here:



Storefront seating

One row of seating against the building, placed on the sidewalk directly adjacent to your business. No fees and an expedited City permit process.

Apply here:



Guidelines for Televisions on Patios

Full Guidelines:



We're sharing an updated overview of the guidelines for businesses operating TVs on their patios during the FIFA World Cup 2026™ period. Section A covers patios on public property; Section B covers private property.

Patios on Public Property

TVs will be permitted **only from June 11-July 19, 2026** to help businesses maximize economic opportunities during the tournament period.

Businesses must contact patios@vancouver.ca to confirm eligibility.

Requests will be reviewed case by case; only patios in plazas, pedestrian zones, or special event areas closed to traffic will be eligible, to limit the risk of large gatherings.

Patios on Private Property

TVs are generally allowed, even outside the World Cup period, provided businesses comply with Licensing and Noise Control by-laws.

Sell Official Merchandise

To sell official merchandise in your store you can get the list of licence from the Host City on behalf of FIFA and reach out directly at FWC26inquiries@vancouver.ca

Local licensing opportunities can be found here:



Product Categories

- Posters
- Apparel
- Balls
- Drinkware
- Charms
- 3D Figurines
- Pins,
- Duffel Bags, Backpacks, Carry8 on Luggage
- Passport Holders, Luggage Tags
- Magnets
- Keychains
- Caps
- Leather Jackets
- Party Products
- Puzzles, Framed 3D recycled wood made art
- Outdoor Products (tents, canopies, etc.)
- Home Textiles
- Printed fabrics for quilt, craft and home decor
- Stickers and Trading cards
- Stationary | Office
- Consumer Electronics, memory Cards

Put Your Business On The Map



Step 1

Market your restaurant or bar to tourists using the provincial 'Beautiful Seats' campaign. Register your business through the QR code:



Step 2

More information on the 'Beautiful Seats' campaign here:



Step 3

Submit your event or activation to **Destination Vancouver's Event Calendar**, which goes live May 1st .



Step 4

Share your World Cup plans and promotions with the East Village BIA and we will amplify across our social channels.

Email
info@eastvillagevancouver.ca

Ideas To Attract Fans

The FIFA World Cup 26™ will bring excitement, visitors, and soccer fans from around the world to Vancouver. Small businesses can take part by creating welcoming experiences, themed promotions, and match-day activities that encourage fans to gather, celebrate, and support local businesses.

Resource Guide:



Bars

- Watch parties
- Match-day drink specials

Retail

- Flag window displays
- Tournament sales

Cafes

- Match-day breakfast specials
- Themed drinks

Messaging You Can Use

**JOIN US
FOR LIVE
SOCCER**

**WATCH
THE
WORLD'S
BEST
TEAMS**

**CANADA
MATCH
VIEWING
JUNE 18**

Destination Vancouver Home Turf Toolkit

Looking for some turnkey assets to print and display during the World Cup?

We've created some East Village branded items using Destination Vancouver's Home Turf Toolkit.



Needing somewhere to print these assets? Here are some recommended printers for the following assets:

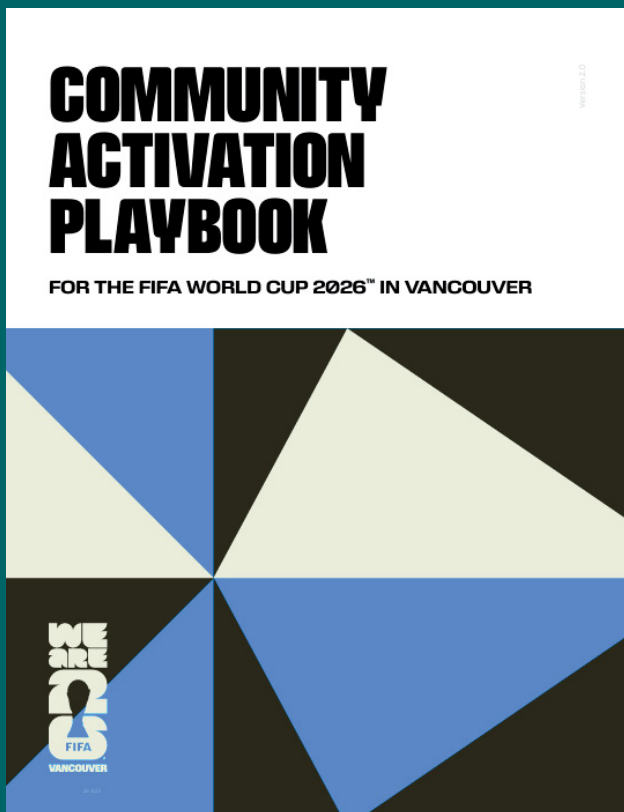
- Coasters
- Posters
- flag window decals

PrintvanaTM

2480 E. Hastings
Phone: (604) 565-1345

Infinity Printing
2554 E. Hastings
(604) 251-9778

COMMUNITY ACTIVATION PLAYBOOK



Use the QR Code to
view the full
Community
Activation Playbook:



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