



**RICHMOND
CELEBRATES
SOCCER**

RICHMOND BUSINESS RESOURCES FOR FIFA WORLD CUP 2026™

**ONE COMMUNITY.
MANY CULTURES.
GAME ON.**

Local businesses and community organizations are invited to join the excitement surrounding the FIFA World Cup 2026™ and the matches taking place at BC Place Stadium.

From June 11 to July 19, 2026, the region will welcome visitors from around the world. Richmond businesses have a unique opportunity to create vibrant, soccer-inspired experiences that showcase the city's hospitality and community spirit. This page outlines how to participate responsibly, meet branding and licensing requirements, and leverage opportunities connected to this global event—while respecting FIFA's intellectual property and official partner rights.

INFORMATION FOR BUSINESSES

BRANDING – RULES FOR BUSINESSES

Branding Rules for Businesses – FIFA World Cup 2026™

The FIFA World Cup 2026™ offers an opportunity to celebrate and welcome fans. However, FIFA's intellectual property is strictly protected, and only official partners may use FIFA trademarks or imply affiliation.

Businesses are encouraged to create festive, soccer-themed experiences—without using protected FIFA marks or suggesting official endorsement.

General Principles

- Celebrate creatively using soccer themes, flags, and national colours.
- Only official FIFA Partners, Sponsors, Licensees, and Host City Supporters may use FIFA intellectual property for commercial purposes.
- Unauthorized commercial associations (“ambush marketing”) are prohibited.

What Businesses Can Do

- Decorate with soccer balls, nets, jerseys, flags, and general soccer imagery.
- Host themed events or specials inspired by participating countries (e.g., cultural food, music nights).
- Show matches in bars, restaurants, or community venues as part of regular operations.
- Apply for permits through the City of Richmond's [REACT application](#) for special events or activations.
- Sell merchandise with general soccer designs or country flags, without using FIFA World Cup 2026™ or FIFA intellectual property.

What Businesses Cannot Do

- Use FIFA logos, wordmarks, slogans, mascots, or designs (e.g., “FIFA World Cup 26™”, the trophy image, “We Are 26”, “We Are Vancouver”, or “Force of Nature”).
- Suggest or imply an official partnership or endorsement unless licensed.
- Sell, gift, or promote merchandise featuring FIFA trademarks or event branding without approval from FIFA.
- Use player likenesses, team jerseys, or national team imagery suggesting affiliation.
- Use FIFA trademarks in advertising match screenings (e.g., “Official FIFA World Cup 26™ Viewing Party”) without authorization.

Brand Protection and Enforcement

- FIFA actively monitors brand use across digital and physical spaces. While education is prioritized, enforcement or legal action may occur in cases of serious or repeated violations.

HOW BUSINESSES CAN GET INVOLVED

Apply for a seasonal patio:

- Operate from April 1–October 31.
- [Apply through the City of Richmond.](#)

Liquor sales and service:

- Changes to liquor licenses (temporary patios, extended hours, event service) must be approved by the Province.
- Apply through [the Liquor and Cannabis Regulation Branch](#) as early as possible.

Plan and host outdoor events:

- If you would like to host a special event or activation, applications can be submitted to the [City of Richmond’s Event Approvals Application system](#). Applications are reviewed by the Richmond Event Approval Coordination Team (REACT), which coordinates approvals across multiple City departments and external agencies to help ensure your event is safe, compliant, and successful.
- Liquor service at events may require a [Liquor Special Event Permit](#) through the Province.

Understand public viewing licensing requirements

- Showing matches during regular business operations (existing screens, free attendance, no ticket sales) does not require an additional license.
- Large-scale public viewings (e.g., 1,000+ attendees, sponsors, admission fees, or activations) require a [Public Viewing Licence](#) through FIFA’s official platform.

QUICK FACTS

FIFA World Cup 2026™ — Quick Facts

Event Name	FIFA World Cup 2026™
Dates	June 11–July 19, 2026
Host Nations	Canada, United States, Mexico
Total Host Cities	16 (Canada: 2 [Vancouver & Toronto], Mexico: 3, USA: 11)
Format	48 teams (12 groups of 4); expanded from 32 teams
Advancement	Top 2 teams per group + 8 best 3rd-place teams advance to Round of 32
Total Matches	104 (largest World Cup in history)
Local Venue	BC Place Stadium
Capacity	Approx. 54,000 spectators per match
Matches in Vancouver	7 matches (5 group stage, 2 knockout rounds)
Vancouver Match Dates	Group Stage: June 13, 18, 21, 24, 26 Round of 32: July 2 Round of 16: July 7
Economic Impact (BC)	Estimated over \$1 billion in additional visitor spending (2026–2030)
Visitor Growth	Estimated over 1 million additional out-of-province visitors expected
Global Reach	Over 5 billion viewers worldwide

ADDITIONAL RESOURCES

- [BC Tourism FC'S Playbook for the FIFA World Cup 2026™](#)
- [City of Vancouver's Community Activation Playbook for the Fifa World Cup 26™ in Vancouver](#)
- [FIFA World Cup 2026™](#)
- [Vancouver FWC 26](#)

CONTACT INFORMATION

For more information, connect with the Economic Development Office at: economicdev@richmond.ca.



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