

A photograph of the Seattle skyline at sunset. The Space Needle is prominent on the left, and other skyscrapers are visible in the center. The sky is a mix of orange, yellow, and purple. In the foreground, there are silhouettes of trees and buildings.

# FIFA World Cup 2026™

Kitsap Economic Development Alliance



FIFA World Cup 2026™ (FWC26) will be the largest sporting event in history.

- FIFA runs the tournament and puts on the matches.
- SeattleFWC26 focuses on legacy, logistics, FIFA Fan Festival, and activations.
- Cities & other governments remain in charge of their typical functions.
- Local organizations like Alliances and Chambers are the point of connection with businesses and customers.

Hundreds of thousands of visitors and billions of viewers will have their eyes on the Emerald City and Evergreen State.

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

# FIFA WORLD CUP

## JUNE 11 – JULY 19, 2026



**Largest** sporting event ever staged

**SEA-VAN** are two of closest Host Cities

**50% fans** in previous World Cups from abroad

**600 days away**

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

**Estimated:**  
19 billion+ global viewers  
6 million+ ticketed visitors to US





# MATCH SCHEDULE

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

# WORLD CUP FOOTPRINT



## Game Venues

Lumen Field (Seattle)  
BC Place (Vancouver, BC)



## Potential Practice Fields

Seattle University  
Starfire Sports (Tukwila)  
University of Washington



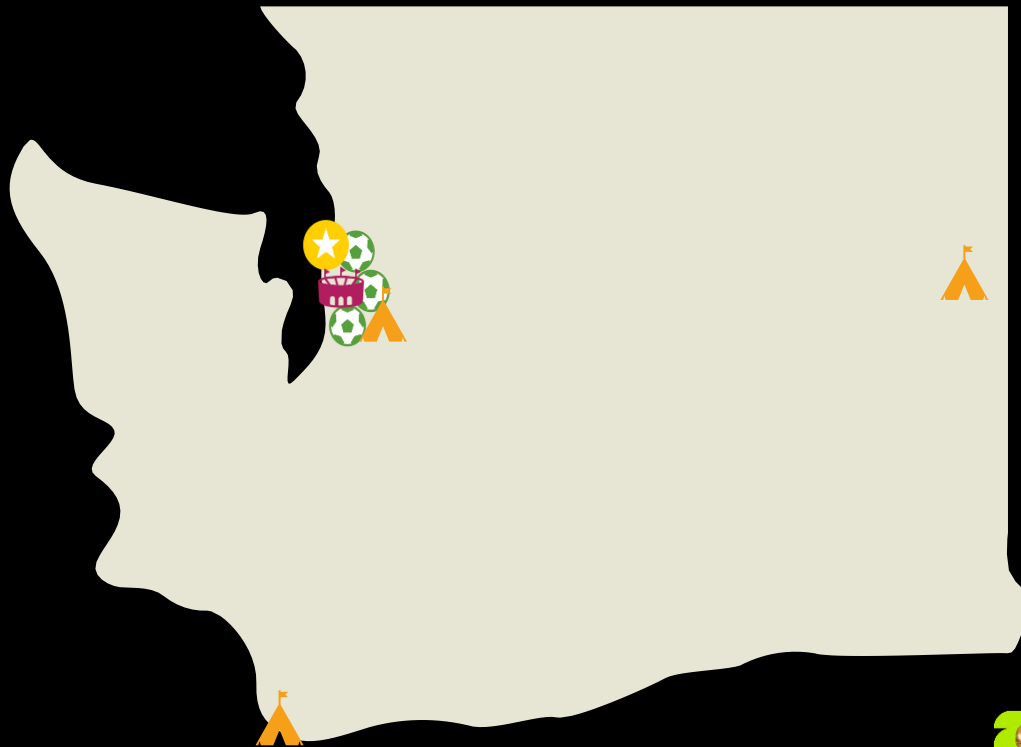
## Potential Team Base Camps

Renton                  Portland, OR  
Spokane                Vancouver, BC



## Fan Activations

FIFA Fan Fest (Seattle)  
Fan Zones (+9 TBD cities Statewide)



# Forecasting Opportunities

**How will visitors arrive and move around?**

Airports, Public Transit, Travel Corridors, Ferries

**Where and How will fans watch?**

**Fan Zones!**

**How do we test approaches for any “major event”?**

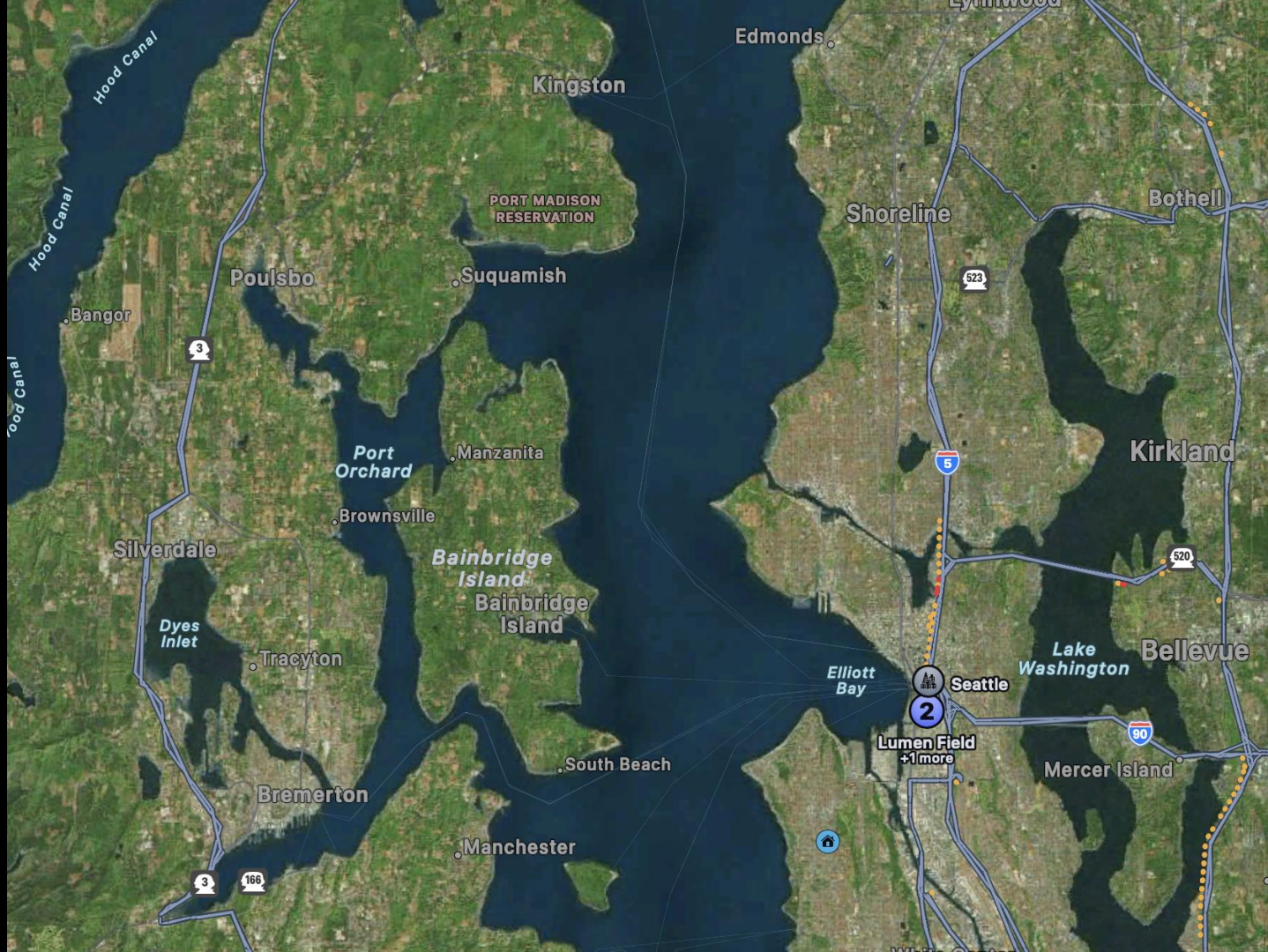
**Watch for the Draw in late 2025!**





**Ferries**  
will be  
great  
ways to  
travel to  
matches.

**Visitors**  
may need  
help  
knowing  
Ferries  
are an  
option.



# Important Information We Don't Yet Know

## FIFA Fan Fest Location

JUST ANNOUNCED—SEATTLE CENTER

## Fan Zone Locations

Up to 9, Statewide

**By End of Year**

## Confirmed Team Base Camp Locations

## Confirmed Team Practice Field Locations

**By Summer 2025**

## Which Nations Assigned to Groups Playing in Seattle

**Draw in late 2025**

## When Tickets Become Available

FIFA is responsible for ticket sales

**Current Best Guess: Mid-2025**



# Roles

## Who Local Partners Should Work With Depends on the Issue

### 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

### Governments (Federal, State, Local)

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

### Partners (like KEDA!)

Cultural and commercial highlights, support marketing, host local events



# Levels of Opportunity

**Official FIFA Events: Matches and FIFA Fan Fest**

**Formal LOC Partnerships: Fan Zones, Legacy Activations**

**Local Maximization: Targeted Marketing, Watch Parties, Small Business Initiatives: What do you want to highlight?**

**The Biggest Sporting Event in History Is More Than Just The Event Itself ... “Readiness”**

**Let's use this moment of **global focus**  
to make lasting **local progress.****

**'25 FIFA**  
**Club**  
**World**  
**Cup™**



**FIFA**  
**World**  
**Cup**  
**26™**



[www.fifa.com/tickets](http://www.fifa.com/tickets)





## Check Us Out!



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