

File No.: 04-1000-20-2023-299

September 13, 2023

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of May 18, 2023 under the ***Freedom of Information and Protection of Privacy Act*** for:

All of Michelle Collens' correspondence regarding FIFA, Canadian Soccer Association, and the 2026 World Cup, for the period of May 16 to 18, 2023.

All responsive records are attached. Some information in the records has been severed (blacked out) under s.15(1)(l) and s.21(1) of the Act. You can read or download these sections here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00.

Under section 52 of the Act, and within 30 business days of receipt of this letter, you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your FOI request by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (#04-1000-20-2023-299); 2) a copy of this letter; 3) a copy of your original request; and 4) detailed reasons why you are seeking the review.

Yours truly,

[Signed by Cobi Falconer]

Cobi Falconer, MAS, MLIS, CIPP/C
Director, Access to Information & Privacy
cobi.falconer@vancouver.ca
453 W. 12th Avenue Vancouver BC V5Y 1V4

If you have any questions, please email us at foi@vancouver.ca and we will respond to you as soon as possible. Alternatively, you can call the FOI Case Manager at 604-871-6584.

Encl. (Response Package)

:dl

From: ["FIFA World Cup 26™ Vancouver" <fwc26@vancouver.ca>](mailto:fwc26@vancouver.ca)
To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
Date: 5/18/2023 9:10:49 AM
Subject: FIFA World Cup 26™ Vancouver Updates - Confirmation

FIFA World Cup 26™ Vancouver Updates - Confirmation

Web View
[linker.eshe](#)

Please confirm you subscribed to receiving updates as available from the City of Vancouver on the FIFA World Cup 26™ Vancouver.

If you received this email by mistake, simply don't click the button and you will not be subscribed.

Yes, subscribe me

[linker.eshef.org](#)

[Add to address book linker.eshef.org](#)

Please add fwc26@vancouver.ca to your address book or safe sender list so our emails get to your inbox. FIFA World Cup 26™ Vancouver
West 12th Ave, Vancouver, BC, V5Y 1V4
[Report Abuse linker.eshef.org](#) | [Unsubscribe linker.eshef.org](#) | [Edit Profile linker.eshef.org](#)

SHARE THIS EMAIL



SIGN UP FOR YOUR ACCOUNT [LINKER.ESHELF.ORG]

Campaign

[linker.eshef.org](#)

From: ["Geelhoed, Taunya" <Taunya.Geelhoed@vancouver.ca>](mailto:Taunya.Geelhoed@vancouver.ca)
To: ["Seib, Kayla" <Kayla.Seib@vancouver.ca>](mailto:Kayla.Seib@vancouver.ca)
CC: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
Date: 5/16/2023 10:04:49 PM
Subject: FW: FWC26 brand launch social media amplification
Attachments: CONFIDENTIAL - FWC26 Vancouver Third Party Social Media
Amplification Guidelines.pdf

Hi Kayla,

Making sure you have seen this as well for use for amplification via @SHVancouver

Any q's let me know.



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FIFA World Cup 26 Amplification Guidelines

Amplification

The accounts below are the official accounts to be used for the FIFA World Cup 26 Vancouver and are the only accounts with exclusive rights to post natively with FIFA branded and directed content. Any other accounts wishing to post on FIFA branded and directed content cannot post natively, but can amplify posts from the following official accounts:

Platform	Handle
Twitter	@FWC26Vancouver
Instagram	@FWC26Vancouver
Facebook	@FWC26Vancouver

Amplification considerations

Affiliated accounts may amplify any of the posts from the official Host City accounts listed above. Please refer to these considerations when looking to amplify:

Platform	Options available for amplification	Suggested key messages to add to your own post when amplifying
Twitter	<ul style="list-style-type: none">Quote TweetRetweet	<ul style="list-style-type: none">Let's show them how we play soccer in Vancouver. Follow @FWC26Vancouver, and show up with #WeAre26Football, meet soccer. North America is hosting this party! Follow @FWC26Vancouver and show up with #WeAre26Let's show them how we play soccer in Vancouver! #WeAre26North America is hosting this party! #WeAre26
Facebook	<ul style="list-style-type: none">Share on Facebook pageShare on Facebook page with additional message	
Instagram	<ul style="list-style-type: none">Comment on IG PostAdd IG Post to your own IG story	
Instagram or Facebook Stories	No actual amplification action possible on stories, however; please engage by liking the story, and taking part in any actions we add to the story.	



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		<ul style="list-style-type: none"> Where mountains meet the ocean and ocean meets the pitch, the soccer stage in Vancouver is like no other! Show up with #WeAre26
--	--	---

Cadence

Here is the Host City social media account cadence for your amplification timing and considerations:

Lead up (May 11 – 16):

Posts should drive anticipation for any Host City Brand Launch event while also seeding portraits and #WeAre26.

Daily Cadence will begin with a lower frequency on the first few seeding days, with a gradual increase to higher frequency of posts in the days closer to the Brand Launch events:

Time daily	Focus
9am	In feed post on TW/IG/FB, seeding brand launch event
11am	1-3 Stories seeding portraits and #WeAre26, include influencer (TBD) where possible
1pm	1-3 Stories seeding portraits and #WeAre26, include influencer (TBD) where possible
6pm	In feed post, seeding portraits on TW/IG/FB

Anticipated frequency increase of seeding posts during lead up:

Date	Cadence per platform
May 11th	1 post
May 12th	1 post
May 13th	2 posts
May 14th	2 posts
May 15th	3 posts
May 16th	3 posts
May 17th	3 posts



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Tournament Brand Launch (May 17):

Seed Tournament Brand Launch event with huge push across all social channels. Amplify portraits, #WeAre26 and #WeAreHostCity.

Important note: Host Cities can only amplify the Tournament Brand on the launch day of May 17 from one (1) minute after the official FIFA Tournament Brand launches at the official launch event in Los Angeles, CA, at approximately 7:30 PM PDT / 10:30 PM EDT until 11:59:59 PM PDT / 2:59:59 AM EDT.

Time on launch day	Focus
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11am	1-3 Stories seeding portraits and #WeAre26, include influencer (TBD) where possible
1pm	1-3 Stories focused on Brand launch event*, include influencer (TBD) where possible. *This content is to be provided by FIFA directly
4pm	In feed post on all platforms, seeding portraits
Anytime between 7:30pm-11:59pm (PDT)	Share posts on Tournament Brand Launch Reveal and event, include message to drive audience to live stream*: <ul style="list-style-type: none"> - Live stream posts from FIFA will be shared by: <ul style="list-style-type: none"> o Quote tweet on Host City Twitter o Shared onto Host City Facebook page o Promoted on Host City Instagram stories with link for where to watch <p>*ONLY sharing FWC26 brand and content – nothing specific to Vancouver/Host City Brand *AFTER Midnight – Vancouver accounts are NOT permitted to share FWC26 Brand.</p>

Host City Brand Launch (May 18):

Push Host City Brand Launch with huge push across all social channels. Amplify Host City Branding, #WeAre26 and #WeAreHostCity.

Cadence for Host City Brand Launch:

Time on launch day	Focus
8am (PDT)(TBD)	In feed post on all platforms of brand reveal Direct partners and influencers to amplify (Mayor, DVAN, DBC, etc.)
11am	1-3 Stories with Host City Brand, use hashtags and influencer (TBD) where possible
1pm	In feed post on all platforms using Host City Brand

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3pm	1-3 Stories with Host City Brand, use hashtags and influencer (TBD) where possible
6pm	1-3 Stories with Host City Brand, use hashtags and influencer (TBD) where possible

Post event (May 18 onwards):

This section of the strategy will be expanded on and structured after May 18th. General guidelines for the interim:

- 2–3 posts/week per social channel to drive continued scale (in-feed, stories, reels)
- Posts can engage with FIFA’s social channels or with other Host Cities
- FIFA will support by reposting Host City content
- Update FIFA with a quarterly social plan as available for FIFA to identify moments to amplify, co-create, identify branded content partners, etc.

From: ["Geelhoed, Taunya" <Taunya.Geelhoed@vancouver.ca>](mailto:Taunya.Geelhoed@vancouver.ca)
To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
["Seib, Kayla" <Kayla.Seib@vancouver.ca>](mailto:Kayla.Seib@vancouver.ca)
Date: 5/17/2023 2:18:40 PM
Subject: FW: FWC26 Vancouver Brand Launch Update
Attachments: CONFIDENTIAL - FWC26 Vancouver Host City Social Media
Calendar - Tournament and Host City Brand Launch.pdf
CONFIDENTIAL - FWC26 Vancouver Third Party Social Media
Amplification Guidelines.pdf
230516_FWC26 Brand Launch_ShowBlocks.xlsx
FWC26Vancouver_Watch Party Event Run of Show.docx

FYI.

From: Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Sent: Wednesday, May 17, 2023 11:54 AM
To: Stefan Hawes <shawes@destinationvancouver.com>; Maya Lange
<Maya.Lange@destinationbc.ca>; Meaghan Benmore <mhenmore@bcpavco.com>; Jenny McKenzie
<JMckenzie@bcpavco.com>; Chris May <cmay@bcpavco.com>; Fillion, Corinna GCPE:EX
<Corinna.Fillion@gov.bc.ca>; Lapointe, Marie-Helene GCPE:EX <MarieHelene.Lapointe@gov.bc.ca>;
Burnes, Jane I TACS:EX <Jane.Burnes@gov.bc.ca>; Harmon, Linda TACS:EX <Linda.Harmon@gov.bc.ca>
Cc: Pontikis, Maria <Maria.Pontikis@vancouver.ca>; Geelhoed, Taunya
<Taunya.Geelhoed@vancouver.ca>; Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>; McMahon, Megan
<Megan.McMahon@vancouver.ca>; Chang, Johann <Johann.Chang@vancouver.ca>
Subject: FWC26 Vancouver Brand Launch Update
Importance: High

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Hi Team Vancouver,

We are nearing the final stretch of the brand launch and are excited for what's to come over the next few days.

Please see below for latest updates and how your teams can continue the amazing support to ensure Vancouver is leading the charge on May 18.

□ **Social media**

- **Social media content calendar for May 17 and 18** – Currently with FIFA/Sid Lee for approval. Please amplify as much as possible via your channels and networks.
- **Social media amplification guidelines** –Help us get our following up and ask your networks to follow @FWC26Vancouver on Instagram, Twitter and

Facebook.

☐ **Media**

- **EMBARGOED May 18 News Release** – Waiting on FIFA quote. This will be distributed to local media outlets and live on our host city website tomorrow at 8 am.
- **Triaging and interviews** – For May 17 and 18, Mayor Sim will be our spokesperson. He will be doing a scrum at this evening's event where 5 media outlets will be represented, as well as available tomorrow for interviews. Should you receive any media requests, please share with us so that we can coordinate responses as per usual.

- ☐ **Website:** Please share the link with your networks when it's live tomorrow morning. www.VancouverFWC26.ca [not yet live].

☐ **FIFA Brand Launch (May 17)**

- **FIFA Brand Launch Livestream** – Run of show
- **Vancouver's FIFA Brand Launch Watch Party** – Run of show

☐ **Key messages**

- **Host City Fun Facts Key messages** – FIFA will be including "Fun Facts" on each host city on their 2026 website. Below are Vancouver's for your reference. Big thanks to Stefan for helping us land these.

☉FIFA's About Vancouver Fun Facts

- ☐ Hollywood star and Wrexham FC co-owner Ryan Reynolds was born in Vancouver in 1976.
- ☐ British Columbia's most-visited landmark is the Capilano Suspension Bridge, a 450-foot long suspended wooden pedestrian bridge.
- ☐ Vancouver's Whitecaps FC, the club of celebrated homegrown player Alphonso Davies, were winners of the Canadian Championships in 2015 and 2022.
- ☐ Season 2 of The Last of Us is set to film in Vancouver. Hit Superhero movies Deadpool, Man of Steel and Fantastic Four were all filmed in Vancouver.
- ☐ Greenpeace, the California roll and Botox™ were all founded /invented in Vancouver.
- ☐ Vancouver's iconic seawall is the longest uninterrupted waterfront path in the world.

We appreciate the collaborative efforts it's taken to get this far so quickly and look forward to what's next on the FIFA Vancouver journey. If you have any questions, let us know.

Thanks all,

[Natasha Qereshniku](#) (she/her)
Communications Manager – Media and Issues
Civic Engagement and Communications
natasha.qereshniku@vancouver.ca

c s.15(1)(l)



I am grateful to live and work on the traditional, ancestral and unceded territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) nations.

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FIFA World Cup 26 Social Media Content Calendar: Phase 2 & 3

Phase 2: Tournament Brand Launch Reveal

Host Cities can only **amplify** the Tournament Brand on the launch day of May 17 from one (1) minute after the official FIFA Tournament Brand launches at the official launch event in Los Angeles, CA, at approximately 7:30 PM PDT / 10:30 PM EDT until 11:59:59 PM PDT / 2:59:59 AM EDT.

<p>May 17, 7:30 pm* see note above</p>	<p><u>Twitter thread (quote tweet start of live stream from FIFA):</u> It's happening! The official FIFA World Cup 26™ brand reveal is live now! [soccer emoji]</p> <p>Tune in and show your support with #WeAre26: [FIFA's post will be displayed] 1/8</p> <p><i>*Translated to Traditional and Simplified Chinese, Tagalog, Spanish, Punjabi, Vietnamese, French *</i></p> <p><i>It's happening! The official FIFA World Cup 26™ brand reveal is live now! [soccer emoji]</i></p> <p><i>Tune in and spread the word: [FIFA's post will be displayed] x/8</i></p> <p><u>Facebook (re-post start of FIFA's live stream):</u> It's happening! The official FIFA World Cup 26™ brand reveal is live now! [soccer emoji]</p>	<p>No imagery required since re-sharing FIFA's post</p>	<p>All amplifying accounts to re-share and help boost exposure and leverage.</p>
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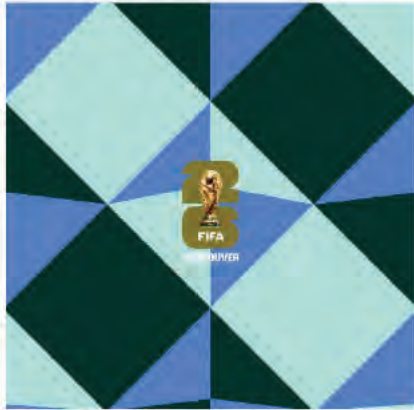
	<p>Tune in and show your support with #WeAre26: [FIFA's post will be displayed]</p> <p><i>*Translated to Traditional and Simplified Chinese, Tagalog, Spanish, Punjabi, Vietnamese, French *</i></p> <p><i>It's happening! The official FIFA World Cup 26™ brand reveal is live now! [soccer emoji]</i></p> <p><i>Tune in and spread the word: [FIFA's post will be displayed]</i></p>		
	<p><u>IG Story amplifying start of FIFA's live stream:</u></p> <p>It's happening! The official FIFA World Cup 26™ brand reveal is live now! [soccer emoji]</p> <p>Tune in and show your support with #WeAre26:</p> <p><i>*Action: add link to click to FIFA Instagram account or Livestream link with custom button text that reads "watch it now!"</i></p>		
May 17, 8:00 pm	<p><u>Twitter (quote tweet during live stream from FIFA):</u></p> <p>Did you see it yet? 📺</p> <p>The official FIFA World Cup 26™ Tournament Brand is here!</p> <p>[FIFA's post will be displayed]</p>	No imagery required since re-sharing FIFA's post	
	<p><u>Facebook (re-post during live stream from FIFA):</u></p>		

	<p>Did you see it yet? 📺</p> <p>The official FIFA World Cup 26™ Tournament Brand is here!</p> <p>[FIFA's post will be displayed]</p>		
	<p><u>IG Story during of FIFA's live stream:</u></p> <p>Did you see it yet? 📺</p> <p>The official FIFA World Cup 26™ Tournament Brand is here!</p> <p><i>*Action: add link to click to FIFA Instagram account or Livestream link with custom button text that reads "don't miss out!"</i></p>		
<p>May 17, 9 pm or post-live stream close</p>	<p><u>Twitter (quote tweet end of live stream from FIFA):</u></p> <p>Well, that brand launch was #SquadGoals [soccer emoji][fire emoji]</p> <p>We can't wait to show you what's next, Vancouver!</p> <p>Stay tuned and show up with #WeAre26</p> <p>#WeAreVancouver #FIFA World Cup</p>	<p>No imagery required since re-sharing FIFA's post</p>	
	<p><u>Facebook (re-post end of live stream from FIFA):</u></p> <p>Well, that brand launch was a #SquadGoals [soccer emoji][fire emoji]</p>		

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	<p>We can't wait to show you what's next, Vancouver!</p> <p>Stay tuned and show up with #WeAre26</p> <p>#WeAreVancouver #FIFA World Cup</p>		
	<p><u>IG Story (amplify end of live stream from FIFA):</u></p> <p>Well, that brand launch was #SquadGoals [soccer emoji][fire emoji]</p> <p>We can't wait to show you what's next, Vancouver!</p> <p>Stay tuned and show up with #WeAre26</p> <p>#WeAreVancouver #FIFA World Cup</p> <p><i>*Action: add link to click to Vancouver's Host City Instagram account with custom button text that reads " follow us and don't miss out!"</i></p>		



Phase 3: Host City Brand Launch Reveal

<p>May 18, 8 am</p>	<p><u>Twitter thread:</u></p> <p>Here it is ... say hello to the official FIFA World Cup 26™ Vancouver brand!</p> <p>Welcome, soccer fans, to where our beautiful nature meets the beautiful game: [link to web page] 1/9</p> <p>We're stunning & natural, with a wild & bold spirit where mountains meet ocean meet the pitch, for a soccer stage like no other.</p> <p>We are so pumped to welcome soccer fans from far and wide to the FIFA World Cup 26™.</p> <p>#WeAre26 #WeAreVancouver #FIFAWorldCup 2/9</p> <p><i>*Translated to Traditional and Simplified Chinese, Tagalog, Spanish, Punjabi, Vietnamese, French *</i></p> <p><i>We are proud to announce our official FIFA World Cup 2026 Vancouver brand!</i></p> <p><i>Where mountains meet ocean meet your local soccer spot, the Vancouver soccer stage is like no other!</i></p> <p><i>Let's go, Vancouver!</i> x/9</p>	<p>Asset named: FWC26 Host City Brand reveal - All channels - 8AM Post</p> <p>All channels are the same size (1080x1080):</p> 	<p>All amplifying accounts to re-share and help boost exposure and leverage.</p>
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	<p><u>Facebook:</u></p> <p>Here it is ... say hello to the official FIFA World Cup 26™ Vancouver brand!</p> <p>Welcome, soccer fans, to where our beautiful nature meets the beautiful game: [link to web page]</p> <p>We are stunning and natural, with a wild and bold spirit where mountains meet ocean meet the pitch, for a soccer stage like no other.</p> <p>We are so pumped to welcome soccer fans from far and wide to the FIFA World Cup 26™.</p> <p>Let's go, Vancouver!</p> <p><i>*Translated to Traditional and Simplified Chinese, Tagalog, Spanish, Punjabi, Vietnamese, French *</i></p> <p><i>We are proud to announce our official FIFA World Cup 2026 Vancouver brand!</i></p> <p><i>Where mountains meet ocean meet your local soccer spot, the Vancouver soccer stage is like no other!</i></p> <p><i>Let's go, Vancouver!</i></p> <p>#WeAre26 #WeAreVancouver #FIFAWorldCup</p>		
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	<p><u>Instagram:</u></p> <p>Here it is ... say hello to the official FIFA World Cup 26™ Vancouver brand!</p> <p>Welcome, soccer fans, to where our beautiful nature meets the beautiful game.</p> <p>We are stunning and natural, with a wild and bold spirit where mountains meet ocean meet the pitch, for a soccer stage like no other.</p> <p>We are so pumped to welcome soccer fans from far and wide to the FIFA World Cup 26™.</p> <p>Visit our link in bio for more exciting details!</p> <p>#WeAre26 #WeAreVancouver #FIFAWorldCup</p>		
May 18, 11 am	<p><u>IG Story:</u></p> <p>Text on graphic to read:</p> <p>Here it is ... say hello to the official FIFA World Cup 26™ Vancouver brand!</p> <p><i>*Action: add link to click to [landing page] with custom button text that reads "WE ARE 26"</i></p>	<p>Asset named: FWC26 Host City IG Story - 11AM Post</p> 	

<p>May 18, 1 pm</p>	<p><u>Twitter:</u> In 2026, Vancouver along with 15 other incredible Host Cities in North America welcome 48 nations to the biggest collaboration on Earth!</p> <p>Are you ready? Together, WE ARE 26! [link to landing page]</p> <p>#WeAre26 #WeAreVancouver #FIFAWorldCup</p>	<p>Asset named: FWC26 Host City FB TW</p> 	
	<p><u>Facebook:</u> In 2026, Vancouver along with 15 other incredible Host Cities in North America welcome 48 nations to the biggest collaboration on Earth!</p> <p>Are you ready? Together, WE ARE 26!</p> <p>Learn more and stay up to date on Vancouvers FIFA World Cup 26™ [link to landing page]</p> <p>#WeAre26 #WeAreVancouver #FIFAWorldCup</p>	<p>Asset named: FWC26 Host City FB TW</p> 	
	<p><u>Instagram:</u> In 2026, Vancouver along with 15 other incredible Host Cities in North America welcome 48 nations to the biggest collaboration on Earth!</p> <p>Are you ready? Together, WE ARE 26!</p> <p>Learn more and stay up to date on Vancouvers FIFA World Cup 26™ journey through the link in bio.</p> <p>#WeAre26 #WeAreVancouver #FIFAWorldCup</p>	<p>Asset named: FWC26 Host City IG Story and Reel</p> 	

May 18, 3 pm	<p>IG Story: No text, just graphic <i>*Action: add link to click to [landing page] with custom button text that reads "WE ARE 26"</i></p>	<p>Asset named: FWC26 Host City IG Story and Reel</p> 	
May 18, 6 pm	<p>Twitter: VANCOUVER TURN IT UP! Bring your game to the beautiful game and show your support with #WeAre26!</p> <p>#WeAreVancouver #FIFAWorldCup</p>	<p>Asset named: FWC26 Host City FB TW 2</p> 	All amplifying accounts to re-share and help boost exposure and leverage.
	<p>Facebook: VANCOUVER TURN IT UP. Bring your game to the beautiful game and show your support with #WeAre26!</p> <p>#WeAreVancouver #FIFAWorldCup</p>	<p>Asset named: FWC26 Host City FB TW 2</p>	

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Phase 4: Post-event content calendar			



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Twitter	@FWC26Vancouver
Instagram	@FWC26Vancouver
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Amplification considerations

Affiliated accounts may amplify any of the posts from the official Host City accounts listed above. Please refer to these considerations when looking to amplify:

Platform	Options available for amplification	Suggested key messages to add to your own post when amplifying
Twitter	<ul style="list-style-type: none">Quote TweetRetweet	<ul style="list-style-type: none">Let's show them how we play soccer in Vancouver. Follow @FWC26Vancouver, and show up with #WeAre26Football, meet soccer. North America is hosting this party! Follow @FWC26Vancouver and show up with #WeAre26Let's show them how we play soccer in Vancouver! #WeAre26North America is hosting this party! #WeAre26
Facebook	<ul style="list-style-type: none">Share on Facebook pageShare on Facebook page with additional message	
Instagram	<ul style="list-style-type: none">Comment on IG PostAdd IG Post to your own IG story	
Instagram or Facebook Stories	No actual amplification action possible on stories, however; please engage by liking the story, and taking part in any actions we add to the story.	



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		<ul style="list-style-type: none"> Where mountains meet the ocean and ocean meets the pitch, the soccer stage in Vancouver is like no other! Show up with #WeAre26
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Cadence

Here is the Host City social media account cadence for your amplification timing and considerations:

Lead up (May 11 – 16):

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Anticipated frequency increase of seeding posts during lead up:

Date	Cadence per platform
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Anytime between 7:30pm-11:59pm (PDT)	Share posts on Tournament Brand Launch Reveal and event, include message to drive audience to live stream*: <ul style="list-style-type: none"> - Live stream posts from FIFA will be shared by: <ul style="list-style-type: none"> o Quote tweet on Host City Twitter o Shared onto Host City Facebook page o Promoted on Host City Instagram stories with link for where to watch <p>*ONLY sharing FWC26 brand and content – nothing specific to Vancouver/Host City Brand *AFTER Midnight – Vancouver accounts are NOT permitted to share FWC26 Brand.</p>

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Cadence for Host City Brand Launch:

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3pm	1-3 Stories with Host City Brand, use hashtags and influencer (TBD) where possible
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Post event (May 18 onwards):

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- Posts can engage with FIFA's social channels or with other Host Cities
- FIFA will support by reposting Host City content
- Update FIFA with a quarterly social plan as available for FIFA to identify moments to amplify, co-create, identify branded content partners, etc.

Special Events						
FWC26 Brand Launch Show						
17:30hrs Doors Open						
No.	START	END	DUR	FORMAT	SEGMENT	DESCRIPTION
P1	17:30:00	19:25:00	1:55:00	LIVE	AMBIENT PRE SHOW	
P2	19:40:24	19:30:26	0:05:02	LIVE	5MIN TO LIVE BROADCAST	
No.	START	END	DUR	FORMAT	SEGMENT	DESCRIPTION
1	19:45:00	19:45:40	0:00:40	VT	OPENING TITLES	Pick-up from the HC annoucement - Very dynamic fast cuts.
2	19:45:40	19:46:00	0:00:20	VT	RED CARPET PACKAGE + AERIAL SHOT	Aerial shots of venue + Green Carpet arrivals
3	19:46:00	19:46:20	0:00:20	LIVE	VOG #1 - PRESENTER INTRO	
4	19:46:20	19:47:05	0:00:45	LIVE	PRESENTERS WALK-ON	
5	19:47:05	19:47:50	0:00:45	LIVE	PRESENTERS GREETING + LINK TO QATAR	Thank GO & intro QATAR
6	19:47:50	19:50:10	0:02:20	VT	QATAR VT	
7	19:50:10	19:50:40	0:00:30	LIVE	PRESENTER INTRODUCES PRESIDENT	
8	19:50:40	19:51:10	0:00:30	LIVE	FIFA PRESIDENT WALK UP	
9	19:51:10	19:53:40	0:02:30	LIVE	FIFA PRESIDENT WELCOME #1	President thanks hosts and guests and builds hype for the tournament
10	19:53:40	19:54:25	0:00:45	LIVE	PRESIDENT WALK-OFF - HOSTS LINK TO VT	President exits, HOSTS LINK TO VT
11	19:54:25	19:56:30	0:02:05	VT	WE ARE LEGACY VT	2.05m video clip
12	19:56:30	19:57:30	0:01:00	LIVE	PRESENTERS LINK 2 - LEGENDS	s.21(1)
13	19:57:30	20:02:30	0:05:00	LIVE	Q&A: CLASS OF '94 / '99 - FIFA LEGENDS	Hosts lead Q&A.
14	20:02:30	20:03:15	0:00:45	LIVE	s.21(1)	Cut in RETURNS from 3 CITIES
15	20:03:15	20:04:45	0:01:30	LIVE	CARLI & ANDRES CANTOR - INTERVIEWING AUDIENCE MEMBERS	in audience talking to Confederation MAPS OR Celeb
16	20:04:45	20:05:00	0:00:15	LIVE	THROW BACK TO STAGE	On Stage
17	20:02:30	20:03:00	0:00:30	LIVE	PRESENTERS LINK 3 - Cue VT	Hosts thank LEGENDS and intro VT
18	20:03:00	20:04:30	0:01:30	VT	WE ARE NOW- VT	s.21(1)
19	20:04:30	20:05:00	0:00:30	LIVE	PRESENTERS LINK 4 - FIFA P Intro	The P is invited to the stage
20	20:05:00	20:05:30	0:00:30	LIVE	FIFA PRESIDENT WALK-UP WITH RONALDO	
21	20:05:30	20:07:00	0:01:30	LIVE	FIFA P & RONALDO Q&A	TBC - quick Q&A, focus on trophy
22	20:07:00	20:07:20	0:00:20	LIVE	PRESENTERS LINK 6 - LAUNCH INTRO	s.21(1)
23	20:07:20	20:07:35	0:00:15	LIVE + VT	FIFA P + RONALDO TROPHY MOMENT	Flags will reveal sculpture. Trophy moment music starts
24	20:07:35	20:08:50	0:01:15	LIVE + VT	FWC26 BRAND REVEAL - TRIGGER ON MUSIC	s.21(1)
25	20:08:50	20:10:42	0:01:52	LIVE + VT	WE ARE 26 - PORTRAITS	s.21(1)
26	20:10:42	20:10:57	0:00:15		HOST SIGN OFF - ON TOP OF FINALE VT	
27	20:10:57	20:12:52	0:01:55	LIVE + VT	FINALE DANCE PARTY BACK ON STAGE	DANCER FINALE
28	20:12:52	20:13:07	0:00:15	VT	CLOSING TITLES - BROADCAST ONLY	Emblem animation sting for closing titles
					STAGE - AMBIENT BRAND LOOP AND DJ	
	20:13:07				END	
	20:13:07	20:13:27	0:00:20	LIVE	VOG - THANKING AUDIENCE + HOSPITALITY GUIDANCE	
	20:13:27	20:18:27	0:05:00	LIVE	PHOTOS + TROPHY IN 26	
	20:18:27	20:18:43	0:00:16		ANNOUNCEMENTS RE Event end?	
	20:18:43				END	

LIVE
VT
LIVE + VT

SPECTACLE
BRAND
FOOTBALL

FIFA World Cup 26

Watch Party: Run of Show

Date: Wednesday, May 17, 2023

Time: 7 to 9 pm

Location: Brewhall (92 E 2 Ave, Vancouver, BC, V5T 1B3)

Run of Show

Time	Item	Responsible	Audio	Visual
<i>Pre-event</i>				
4:30 pm	Event Set up: <ul style="list-style-type: none"> Crew from AV Strategies arrive at venue to set up audio. CEC staff to plug in laptop to Brewhall's wall plug to test video and audio for streaming. 	AV Strategies Johann Megan M.	N/A	N/A
5:30 pm	Start streaming Whitecaps game on screens, using Apple TV on City laptop	Megan M. Johann	House music through PA system	Whitecaps game
6 pm	Dry run Put up filming/photography + arrows signs + flag strings	Megan F. Natasha	House music through PA system	Whitecaps game
6:30 pm	DJ arrival	DJ AV Strategies to help setting up DJ audio	Mute house music once DJ starts playing	Whitecaps game
6:30 to 7:30 pm	Greeting VIPs and guests as they arrive MO's office: Assist with identifying people not on guest list at door	Megan F. Natasha Kevin Taunya Kayla Arthur David Grewal	DJ music in background	Whitecaps game

	Walk line to ensure Electeds and MST are pulled ahead as VIPs	Trevor Ford		
7 pm	Media arrival (Set up in designated area)	Johann	DJ music in background	Whitecaps game
Event details				
7:00 to 7:30 pm	Whitecaps game on screens Flip to FIFA's livestream holding screen when it's available. (Hopefully at around 7:20 pm)	Megan M.	DJ music in background	Whitecaps game
7:15 to 7:20 pm	Welcome remarks, territorial land acknowledgement, special guest acknowledgement and event overview	Mayor Ken Sim	AV Strategies No DJ music	Whitecaps game
	*If remarks and land acknowledgement end early, DJ will fill in with music until livestream starts.	DJ	DJ music until livestream starts	FIFA holding screen
7:45 pm to 8:18 pm	Livestreaming FIFA brand launch	Megan M.	Livestream through house PA system No DJ music	FIFA livestream
Immediately after livestream to 9 pm	Event underway, guests mingling	All	DJ music	FIFA Brand + Social media handles
9 pm	Official event wraps up, party continues for those guests who want to stay on own accord	All	DJ music ends at 9 pm	Switch back to Brewhall's usual setup
Media sidebar				
Immediately after livestream at 8 pm	Mayor available for media questions from invited media guests.	Mayor Ken Sim	Media to use their own mics	N/A

		Coordinated by Taylor and Johann		
<i>Event wrap</i>				
Post-event	Clean-up/removal from venue	All COV staff	N/A	N/A

From: ["Enns, Melissa" <Melissa.Enns@vancouver.ca>](mailto:Melissa.Enns@vancouver.ca)
To: ["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
Date: 5/16/2023 10:14:14 AM
Subject: RE: FIFA, Hotels, Economic Planning

Hi Michelle,
Happy to assist in setting up something with our team.

Would you have any availability on the following dates:

June 6 @ 10:00, 3:30, or 4:00

June 12 @ 10:00, 10:30, 2:00, or 2:30

June 13 @ 10:00, 3:30, or 4:00

Please also let me know if you'd prefer to meet in-person, and I can book a room for the meeting.

Thanks!
-Melissa

Melissa Enns | Administrative Assistant III
Planning, Urban Design and Sustainability | City of Vancouver
510 West Broadway | Vancouver BC | V5Z1E9
t. 604.829.9478 x89478
melissa.enns@vancouver.ca

I acknowledge that the land I work, live and play on is the unceded territory of the Coast Salish peoples, including the territories of the xʷməθkʷəy̓əm (Musqueam), the Skwxwú7mesh (Squamish), and the Səlilwətaʔ/Selilwitulh (Tsleil-Waututh) Nations.

Pronouns: she/her/hers

From: Robertson, Chris <chris.robertson@vancouver.ca>
Sent: Friday, May 12, 2023 4:21 PM
To: Collens, Michelle <Michelle.Collens@vancouver.ca>
Cc: Bourke, Matthew <matthew.bourke@vancouver.ca>; Enns, Melissa <Melissa.Enns@vancouver.ca>
Subject: FIFA, Hotels, Economic Planning

Hi Michelle,

Apologies for the delay, but as discussed my Economic Planning division led by Matt would like to meet with to make introductions, share their current work program and discuss FIFA, hotels, economic development, etc. Copying Matt and my EA Melissa to assist with scheduling. Let us know if you want to meet in person and potential dates/times that might work for you.

Thanks and have a great weekend.

Chris

From: ["Geelhoed, Taunya" <Taunya.Geelhoed@vancouver.ca>](mailto:Taunya.Geelhoed@vancouver.ca)
To: ["James Raymond" <JRaymond@vancouvereconomic.com>](mailto:JRaymond@vancouvereconomic.com)
["Collens, Michelle" <Michelle.Collens@vancouver.ca>](mailto:Michelle.Collens@vancouver.ca)
CC: ["Fionn Li" <fli@vancouvereconomic.com>](mailto:fli@vancouvereconomic.com)
["Marley, Eleena \ \(Vancouver Economic\)" <emarley@vancouvereconomic.com>](mailto:emarley@vancouvereconomic.com)
Date: 5/18/2023 2:19:49 PM
Subject: RE: Partnership Inquiry for FIFA 2026 Project

Hi James,

I think the preference is certainly for local companies to get the share of opportunities – this is a major focus and priority of the Province's. But it's a good flag that we need somewhere for things like this to live so we can understand the options, especially in capacity building as you describe.

Thanks for flagging and lets circle back. We have received a similar email from the group below as well directly to the City. Would love to know what you propose.

Thanks,

T

From: James Raymond <JRaymond@vancouvereconomic.com>
Sent: Monday, May 08, 2023 1:02 PM
To: Collens, Michelle <Michelle.Collens@vancouver.ca>; Geelhoed, Taunya <Taunya.Geelhoed@vancouver.ca>
Cc: Fionn Li <fli@vancouvereconomic.com>; Marley, Eleena (Vancouver Economic) <emarley@vancouvereconomic.com>
Subject: [EXT] FW: Partnership Inquiry for FIFA 2026 Project

Hi both

Fionn and I had an excellent call this morning with the Orange Sports Forum (for details see below).

We already flagged this lead with Karen, but pl let us know if/how you want to be involved in leads such as this going forward? (There's no pressure to at all)

One question that did come up though is the opportunity for overseas business to bid on RFPs eg to provide services request as part of the WC by FIFA/BC/CoV. Will there be anything of this nature (like for the Winter Games?) or will everything be organized in-house by FIFA, PavCo & CoV?

Specifically to provide an example there are Dutch companies with experience at organizing Fanzones at other WCs. Might be of interest, these companies would be keen to partner with Canadian/local businesses in any potential bids to help build local capacity.

Thanks

James

From: Khoo, Brendan B.R. <b.khoo@student.fontys.nl>

Sent: Wednesday, April 19, 2023 7:25 AM

To: Info <info@vancouvereconomic.com>

Subject: Partnership Inquiry for FIFA 2026 Project

You don't often get email from b.khoo@student.fontys.nl. [Learn why this is important](#) [aka.ms]

Dear Sir/Madam,

I hope this email finds you well. My name is Brendan Khoo, and I am reaching out to you on behalf of Orange Sports Forum. We are an organisation that is a platform for connecting, promoting, and supporting Dutch sports related organisations worldwide. Within our network we represent over 300 Dutch companies, organisations and institutions affiliated to sports. We are currently based in Eindhoven, the Netherlands.

Recently, we have been currently working on a project related to the FIFA2026 World Cup to create a joint program to bring forth Dutch companies to Canada who are interested in exploring potential opportunities within the Vancouver and Toronto regions during the World Cup.

As a leading economic development agency in Vancouver, the Vancouver Economic Commission plays a crucial role in promoting the city as an attractive destination for businesses and investors. We believe that your expertise and resources could be valuable for our project, which aims to highlight Vancouver as an ideal destination for Dutch companies interested in leveraging the business opportunities associated with the FIFA 2026 World Cup.

Our project involves conducting research on various aspects, including transportation, tourism, sustainability, sport vitality, and more, to showcase the potential economic benefits and opportunities that the FIFA 2026 World Cup can bring to Vancouver. We are interested in learning from the Vancouver Economic Commission's insights and expertise in these areas, as well as exploring potential collaboration opportunities to further promote our project and amplify its impact.

We would greatly appreciate the opportunity to connect with you or a representative from the Vancouver Economic Commission for an online meeting or a call to discuss potential collaboration, gather information, and explore areas of mutual interest. We are open to discussing how we can work together to promote Vancouver as an attractive destination for Dutch companies during the FIFA2026 World Cup, and how we can collectively contribute to the economic growth and development of the region.

Thank you for considering our request. We look forward to your positive response and the opportunity to further discuss our project with the Vancouver Economic Commission.

Best regards,

Brendan Khoo

For more info on OSF:

<https://www.orangesportsforum.com> [orangesportsforum.com]

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