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To: "[Direct to Mayor and Council - DL](#)"  
Date: 9/18/2024 3:29:40 PM  
Subject: FWC26 Vancouver – Host City Poster Contest Update

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EMBARGOED UNTIL NOON THURSDAY SEPTEMBER 19, 2024

Dear Mayor and Council,

I am writing to share an update regarding the FIFA World Cup 26 Vancouver™ Host City Poster contest. In response to feedback from the Association of Registered Graphic Designers and the Design Professionals of Canada, we have altered the process in the following ways.

- A new intake stream has been added to the FWC26 Vancouver Host City poster contest. This new stream allows interested professional artists or designers to submit a portfolio of their past work, rather than having to submit completed poster design (per the original process). With this change, artists and designers may now submit either a poster design, or a design portfolio with three pieces of work and a design concept statement.
- The requirement to include a supporting presentation in the initial submission has been removed, reducing the work required of all proponents. With this new approach, only those proponents who are selected as finalists will be asked to provide a supplemental presentation, which is required by FIFA.
- The Expression of Interest deadline will be extended from September 20, 2024 to September 27, 2024. (The final deadline for design or portfolio submission remains October 25, 2024.)
- After October 25, 2024, a selection panel will review all submissions and select the top five finalists. If any portfolio submissions are within this top five (as opposed to a design submission), these artists will have two weeks to create their poster design for submission.

The above changes make the application process less onerous for all proponents, and also ensure that professional artists and designers can participate (in accordance with their industry rules). They also aim to better highlight diverse artistic talents and perspectives, ensuring that Vancouver's official Host City poster represents a broad range of creative excellence.

As in the original process, the top five proponents will be compensated: C\$25,000 for the winner, and C\$1,500 for the four runners-up.

We will be sharing these updates out to relevant stakeholders and via social media, and invite you to amplify these this messaging via your own social networks.

Staff will be collaborating with FIFA on media requests that come in, so if you receive any, please refer them to [media@vancouver.ca](mailto:media@vancouver.ca).

All the best,

Karen

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Karen Levitt, Deputy City Manager (she/her)  
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x m k y m/Musqueam, S wxwú7mesh/Squamish and s liiw ta /Tsleil-Waututh nations