

**From:** ["Levitt, Karen" <karen.levitt@vancouver.ca>](mailto:karen.levitt@vancouver.ca)  
**To:** ["Direct to Mayor and Council - DL"](#)  
**Date:** 7/24/2025 2:56:05 PM  
**Subject:** FWC26 Local Licensee Opportunity

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Dear Mayor and Council,

Please see below for details on a FIFA-related opportunity being promoted by the FWC26 Vancouver Host Committee aimed at supporting and showcasing local businesses. We'd appreciate your assistance in amplifying this initiative, which presents an opportunity for local and social procurement, as directed by Council through its motion on [Kicking Off Community Benefits for the 2026 FIFA World Cup](#), passed on April 16, 2024.

## Description

FIFA is launching a new licensing opportunity to give local British Columbia businesses the ability to become Official Licensees of the FIFA World Cup 26™. This is a unique chance to design and sell official FIFA World Cup 26™ Vancouver merchandise that celebrates our culture and creativity. The opportunity complements FIFA's regional and global partnerships and focuses on locally made and distributed products that showcase an authentic BC flavour to the world.

## Timeline

Applications are now open and the submission deadline is November 30, 2025.

## Communications approach

Amplification on Host City social media channels and newsletter, as well as distribution through various partner networks including: Province of BC's distribution networks (i.e. food producers, Indigenous businesses, etc.), MST community networks, BIAs, and destination marketing partners including the Tourism Consortium.

## Key messages

- FIFA is launching a licensing opportunity for BC businesses to become Official Local Licensees for FIFA World Cup 26™
- This is a unique chance to design and sell FIFA World Cup 26™ Vancouver merchandise that reflects local culture and creativity

- The opportunity is open to a wide range of locally inspired products that can be sold wholesale, retail, or direct-to-consumer within an approved distribution area
- Businesses must apply directly to FIFA, who will review applications and work with approved businesses to finalize licensing agreements

## Related links

- FIFA application form: <https://bit.ly/4o3WzaL>
- Social media posts for amplification, as appropriate:
  - Instagram: [https://www.instagram.com/p/DMfw-bmRDte/?img\\_index=1](https://www.instagram.com/p/DMfw-bmRDte/?img_index=1)
  - Facebook: <https://www.facebook.com/share/p/16sLguCmWA/?mibextid=wwXIf>
  - X: <https://x.com/FWC26Vancouver/status/1948411797712912793>

If you have any questions, please email Jessie Adcock at [Jessie.Adcock@vancouver.ca](mailto:Jessie.Adcock@vancouver.ca).

Thanks,

Karen

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**Karen Levitt**, Deputy City Manager  
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm/Musqueam, Skwx̣wú7mesh/Squamish and səlilwətaɬ/Tsleil-Waututh nations