

From: "Levitt, Karen" <karen.levitt@vancouver.ca>

To: "[Direct to Mayor and Council](#)"

Date: 3/16/2026 4:51:14 PM

Subject: FWC26 Inquiries Referral Guide

Attachments: 2026-03 FWC26 City Council Inquiries Referral Guide.pdf

Dear Mayor and Council,

As we get closer to the start of the FIFA World Cup 2026™ on June 11th, we expect to see an increasing number of inquiries from members of the public, businesses, community organizations, international organizations, visiting delegations and media.

As some of these questions are certain to come your way, we're providing here a simple referral guide that will help you direct these to the right place.

As usual, we encourage you to direct media inquiries to media@vancouver.ca.

Thanks,

Karen

Karen Levitt, Deputy City Manager
karen.levitt@vancouver.ca

The City of Vancouver acknowledges that it is situated on the traditional territories of the x̱m̱əθḵəy̱əm/Musqueam, S̱ḵwx̱u817 _wú7mesh/Squamish and s̱əlilwətał/Tsleil-Waututh nations

**WORLD CUP 26 CITY COUNCIL INQUIRIES REFERRAL GUIDE
LAST UPDATED: MARCH 16, 2026**

The purpose of this document is to provide Vancouver City Council referrals to often-asked questions concerning World Cup 26 event.

QUESTION	REFERRAL PATH
1. Media inquiries	For media inquiries concerning Vancouver’s Host Committee’s FIFA World Cup 2026™ plans media@vancouver.ca For media inquiries related to FIFA or FIFA’s activities > media@fifa.org
2. Community activations and event permits	The Community Activation Playbook is the definitive guide for businesses and community groups on how to join the FIFA World Cup 2026™ celebrations, including tips on activating, permitting and more. The Playbook includes: <ul style="list-style-type: none">• Ideas for celebrating creatively with country flags, soccer themes, and community pride.• Information on when a FIFA Public Viewing License is needed and how to obtain one.• Rules on brand use, including a reminder that FIFA marks, logos, wordmarks, slogans, and other marks cannot be used without formal licensing or an official partnership.• Guidance for Vancouver-based businesses on hosting events during FIFA World Cup 2026™ via permits via the City of Vancouver.
3. FIFA World Cup 2026™ business opportunities/questions	For local business owners who need information/assistance, contact the City of Vancouver’s Economy Office https://van311.ca/services/business-support-request Or email > business@vancouver.ca Business guide for FIFA World Cup 2026™ in British Columbia

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QUESTION	REFERRAL PATH
4. Public viewing licences	Information at Public Viewing - FIFA Public Viewing Or, contact publicviewing@fifa.org
5. Business hosting/ economic development during the FIFA World Cup	Contact BC Ministry of Jobs and Economic Growth at wc26ecdev@gov.bc.ca June 2025 cost and economic benefit update
6. FIFA Congress, taking place April 30, 2026	This event will be taking place on April 30, 2026 at the Vancouver Convention Centre For information, contact BC Pavilion Corporation (PavCo) info@bcpavco.com
7. FIFA Fan Festival	FIFA Fan Festival For questions related to FIFA Fan Festival performance and/or vending opportunities that a Fan Festival opportunity enquiry form
8. Performers, entertainment, musicians at World Cup games inside the BC Place Stadium	These questions should be directed to FIFA Canada; the Vancouver Host Committee does not make decisions related to event music and programming for matches at BC Place.
9. Consular engagement	Any requests for information from consular representatives in Vancouver should be directed to the City of Vancouver's Assistant Chief Protocol Officer at bianca.jones@vancouver.ca

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QUESTION	REFERRAL PATH
10. Volunteers	FIFA is leading the volunteer program, for information: www.fifa.com/en/volunteers The FWC26 volunteer program intake has been closed.
11. Road closures	Road Closures
12. Tickets and hospitality	Match tickets can be purchased at FIFA.com/tickets For questions related to sponsorship, hospitality and suites: Commercial Opportunities , or PavCo Corporation (PavCo) at fwc26@bcpavco.com
13. FIFA World Cup 2026™ costs, revenues and economic benefits	Contact BC Ministry of Jobs and Economic Growth at wc26ecdev@gov.bc.ca June 2025 cost and economic benefit update
14. FIFA World Cup 2026™ legacies	Contact BC Ministry of Tourism, Arts, Culture and Sport: TACS.Minister@gov.bc.ca or Marqu
15. Human rights	Vancouver's draft Human Rights Action Plan aligns with FIFA's Human Rights Framework and our commitment to protecting and upholding internationally recognized human rights standards in the planning and delivery of the World Cup. For related questions, email: FWC26inquiries@vancouver.ca
16. Website, newsletter, social media links	Vancouver's FWC26: vancouverfwc26.ca Road to Vancouver newsletter: vancouverfwc26.ca/newsletter Vancouver's FWC26 socials: Instagram , X and Facebook General inquiries, email: FWC26inquiries@vancouver.ca