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To: "Direct to Mayor and Council - DL"

Date: 4/27/2026 11:16:42 AM

Subject: FWC26 Event-Time City Inquiries and Requests

Attachments: 2026-04-27 FWC26 Inquiries Referral Guide.pdf

Dear Mayor and Council,

This email is a follow-up to the one I sent you a few weeks ago on March 16, 2026 concerning responding to FWC26 inquiries ...

As the City prepares to host FIFA World Cup 2026™ (FWC26), we anticipate an increase in urgent, high-priority inquiries and requests into the City from a wide range of visitors, elected officials and dignitaries, as we have experienced in the past – most recently during last year's Web Summit conference.

In order to efficiently handle such requests leading up to and during the FWC26 event, and to ensure the City's responses are appropriately coordinated and aligned among City staff members and Council members, we have created the FWC26 Event-Time City Request Process . In addition, we have also created a simple reference guide to help staff and Council direct simple FWC26-related inquiries to the right place – the FWC26 Inquiries Referral Guide . Both of these are described below.

A. FWC26 Event-Time Requests to the City

- **Types of requests.** The FWC26 Event-Time City Request Process will apply to requests that come into the City that (a) fall outside of regular City services/processes, (b) are time sensitive, and/or (c) come from a high-profile individual or organisation. We anticipate the nature of these requests could vary widely – e.g., a desire to meet the Mayor or a Council member, a request to rent or use City space for a private function, to request for an introduction to a high-profile member of the City's business community, and even more exotic requests that aren't directly related to the City, such as information concerning where to park one's private jet, or how to rent out Grouse Mountain for a private event.
- **Source of the requests.** We anticipate that these requests will come from a variety of people, such as Mayor and Council, Park Board Commissioners, trade delegations, ambassadors, government officials, sports officials, prominent figures in the business community, and Indigenous leaders.
- **FWC26 Event-Time City Request Process.** To support coordinated and timely responses to these requests, we ask that starting now, all such requests are immediately forwarded to [Siobian Smith](#) , **Director, Business and Economy Office** . The Business and Economy Office will:
 - ensure the request is directed to the appropriate person,
 - ensure coordination preparing a response among departments where relevant,
 - serve as a single point of response for the requestor, and
 - track these requests to ensure they are resolved.

B. FWC26-Related Inquiries

- FWC26 Inquiries Referral Guide. We have attached here a slightly updated version of this document, which is intended to serve as a useful reference guide to help you respond to event-related questions that come your way.

All the best,

Karen

Karen Levitt, Deputy City Manager
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The City of Vancouver acknowledges that it is situated on the traditional territories of the xʷməθkʷəy̓əm/Musqueam, Skwxwú7mesh/Squamish and səlilwətał/Tsleil-Waututh nations

FIFA WORLD CUP 26 INQUIRIES REFERRAL GUIDE
LAST UPDATED: APRIL 27, 2026

The purpose of this document is to provide Vancouver City Council referrals to often-asked questions concerning the upcoming FIFA 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 explaining how to join the FIFA World Cup 2026™ celebrations, including tips on activating, permitting and public viewing. The Playbook includes: • 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 branding cannot be used without formal licensing or an official partnership. • Guidance for Vancouver-based businesses on hosting events during FIFA World Cup 2026™ and obtaining 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 Business and Economy Office https://van311.ca/services/business-support-request Or email > business@vancouver.ca Business guide for FIFA World Cup 2026™ in British Columbia

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 are still available: FIFA Fan Festival opportunity enquiry form For purchase of suites, skyboxes or boxes ("group hosting"), hosting@brandlivegroup.com or online 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 play a role in decisions related to event music and programming for matches at BC Place.

QUESTION	REFERRAL PATH
9. Consular engagement	Any requests for information from consular representatives in Vancouver should be directed to Bianca Jones, City of Vancouver's Assistant Chief Protocol Officer at bianca.jones@vancouver.ca
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 contact BC Pavilion 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 Marquee.Events@gov.bc.ca
15. Human rights	Vancouver's draft Human Rights Action Plan aligns with FIFA's Human Rights Framework and outlines the City's commitment to protecting and upholding internationally recognized human rights standards throughout the planning and delivery of the World Cup. For related questions, email: FWC26inquiries@vancouver.ca

QUESTION	REFERRAL PATH
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