

File No.: 2026-223

July 9, 2026

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 March 17, 2026 under the *Freedom of Information and Protection of Privacy Act* for:

Records about the concept, planning, production and post-production of the video on Mayor Ken Sim's Instagram account, posted March 3, 2026, of the Mayor on the roof of Vancouver City Hall, waving a FIFA 26 flag for the 100-day countdown to the World Cup. Date range: February 17, 2026 to March 3, 2026.

All responsive records are attached. Some information in the records has been severed (blacked out) under s.13(1), s.15(1)(l), s.21(1), and s.22(1) of the Act. You can read or download this section or 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@oipbc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (2026-223); 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,

Kevin Tuerlings, FOI Case Manager, for

[Signed by Kevin Tuerlings]

Siân Madsen, MA, MAS
Acting Director, Access to Information & Privacy

If you have any questions, please email us at foi@vancouver.ca and we will respond to you as soon as possible. You may also contact 3-1-1 (604-873-7000) if you require accommodation or do not have access to email.

Encl. (Response Package)

:lg

From: "Mathany, Erin" <Erin.Mathany@vancouver.ca>
To: "Ben Che" <ben@wearevictory.com>
"Joseph Prasetya" <joseph@wearevictory.com>
"Maheu, Julie" <Julie.Maheu@vancouver.ca>
"Jonathan Montaos" <jonathan@wearevictory.com>
"Dominique Termansen" <dominique@wearevictory.com>
CC: "Mark Starkey" <mark@wearevictory.com>
"Joyce Lacsamana" <joyce@wearevictory.com>
"Qereshniku, Natasha" <Natasha.Qereshniku@vancouver.ca>
Date: 3/3/2026 8:23:43 AM
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Ya'll make us look so good...constantly levelling up! Can never thank you enough!!

One ask this morning...we'd like to get some shots off to the Mayor so that he can post on his channels. Could you please send some selects of the shoot we did on the stairs? Any other shots from the roof we should send? Will send the one in the folder for sure. Thanks!

From: Ben Che <ben@wearevictory.com>
Sent: Tuesday, March 3, 2026 12:11:21AM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>; Joseph Prasetya <joseph@wearevictory.com>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

City of Vancouver Warning - This message is from an external sender

Do not click on links or open attachments unless you were expecting the email and know the content is safe.

Report Suspicious

Appreciate everyone's collaboration and teamwork on this one!! Pumped for launch tomorrow and bringing some incredible energy to the city 🌟🌟🌟🌟

Ben Che
VP, Client Services
@Victory

From: Mathany, Erin <Erin.Mathany@vancouver.ca>
Sent: Monday, March 2, 2026 11:55:18PM

To: Joseph Prasetya <joseph@wearevictory.com>; Ben Che <ben@wearevictory.com>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

It's great! Have sent off for approval.
Thanks for getting this across the line tonight guys.
Get some sleep!

From: Joseph Prasetya <joseph@wearevictory.com>
Sent: Monday, March 2, 2026 11:47:34PM
To: Ben Che <ben@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

Quick heads up the Dear Soccer video has been updated and the link stays the same.

Review s.15(1)(l)
Dropbox: s.15(1)(l)
s.15(1)(l)

Whenever the YouTube link is live, send it our way and we'll swap it onto the Dear Soccer page.

Thank you,
Joseph Prasetya
Account Coordinator, Client Services
Victory Creative Group, Inc.
+1 (604) 729-5578
WeAreVictory.com@Victory

From: Ben Che <ben@wearevictory.com>
Date: Monday, March 2, 2026 at 11:32PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha

<Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

It'll be same link!

From: Mathany, Erin <Erin.Mathany@vancouver.ca>

Date: Monday, March 2, 2026 at 11:28 PM

To: Ben Che <ben@wearevictory.com>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Amazing, thanks! Will the link to the vid change or can I press send to FIFA and it will be replaced later?

Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

VancouverFWC26.ca

I am humbly thankful that I live and work on the territories of the xʷ mə θ kʷ ə yə m (Musqueam), Sḵ wxwú7mesh (Squamish), and sə lilwə taʔ (Tsleil-Waututh) Peoples.

From: Ben Che <ben@wearevictory.com>

Sent: Monday, March 2, 2026 11:19 PM

To: Mathany, Erin <Erin.Mathany@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Joseph Prasetya <joseph@wearevictory.com>; Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

We're on it! Going to take a look at if we can quickly scrub the 'SCORE' on his shirt too.

Ben

From: Mathany, Erin <Erin.Mathany@vancouver.ca>

Date: Monday, March 2, 2026 at 11:15 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Bravo, guys, you killed it as usual!!! Pumped to put this out into the world tomorrow.

One additional thought - FIFA might make us scrub the 'SCORE' on Carl's shirt - how challenging would that be?

Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

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From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Sent: Monday, March 2, 2026 11:06 PM

To: Joseph Prasetya <joseph@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen

<dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;
Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Amazing!! Thanks so much for sending all together & for the caption options.

Dear Soccer Carl Valentine video:

- It looks great! I've added **2 minor edits** in frame.io - apologies for you having to re-export them again lol appreciate that!

YouTube:

- We'll look to message our CoV social team to upload the 16x9 Carl video first thing (once updated) and have it unlisted and send you the link.

100 in the Wild:

- Was able to download all successfully, and currently set up for 8am to post.

Thank you all!!



Julie Maheu | *she/her*
Marketing & Content Manager
FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l) | julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Joseph Prasetya <joseph@wearevictory.com>
Sent: Monday, March 2, 2026 10:22 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>;
Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen
<dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;
Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi everyone,

Sharing the launch assets below.

Dear Soccer website (staging):

<https://vancouver-fwc-26.webflow.io/community-hub/dear-soccer>

- Note: The hero video on the staging link is currently pulling from a Vimeo placeholder.

Dear Soccer Hero Video (V3):

This folder includes 16:9, 3:4, and 9:16 versions.

Review: s.15(1)(l)

Dropbox: s.15(1)(l)

s.15(1)(l)

If this looks good, could we have someone upload the 16:9 version to the CoVa YouTube channel (unlisted is totally fine) and share the link back? We'll use that URL to embed on the site.

100 in the Wild: Postcards + Carousel Post Order:

Carousel PDF: s.15(1)(l)

s.15(1)(l)

s.15(1)(l)

Postcards folder: s.15(1)(l)

s.15(1)(l)

s.15(1)(l)

Caption options (Dear Soccer + 100 in the Wild):

100 in The Wild:

s.15(1)(l)

s.15(1)(l)

Dear Soccer:

s.15(1)(l)

s.15(1)(l)

Let us know what you think!

Best,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

[+1 \(604\) 729-5578](tel:+16047295578)

WeAreVictory.com

[@Victory](https://www.instagram.com/Victory)

From: Joseph Prasetya <joseph@wearevictory.com>

Date: Monday, March 2, 2026 at 4:19 PM

To: Mathany, Erin <Erin.Mathany@vancouver.ca>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Thanks for letting us know Erin! Also, that soccer ball lighting looks awesome.

Best,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

+1 (604) 729-5578

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[@Victory](#)

From: Mathany, Erin <Erin.Mathany@vancouver.ca>

Date: Monday, March 2, 2026 at 4:15 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Team - confirming that Science World WILL NOT light up with 100s tonight.

They will have it lit as a soccer ball tomorrow PM - no need to capture, thanks!



Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

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t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

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Sk̓ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) Peoples.

From: Mathany, Erin <Erin.Mathany@vancouver.ca>

Sent: Friday, February 27, 2026 2:38 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Joseph Prasetya <joseph@wearevictory.com>;
Jonathan Montaos <jonathan@wearevictory.com>; Dominique Termansen
<dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;
Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

1000% agree - love the postcards!

Could we please get a photographer (and is a drone possible?) to city hall for 8:45am on Monday to shoot the mayor with the flag?

Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

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Sḵ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) Peoples.

From: Maheu, Julie <Julie.Maheu@vancouver.ca>
Sent: Friday, February 27, 2026 10:35 AM
To: Joseph Prasetya <joseph@wearevictory.com>; Jonathan Montaos <jonathan@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Prize Pack: Thanks for sending! I noticed there are a few missing, if you guys have the remaining picture of the **tote & the poster**? Let me know.

Flag: Great news!

100 Postcards: They are looking awesome! I really like the postcards. I'm putting some thought into the post layout for the other channels - X, FB, LK.

Social Layouts:

IG - carousel with video clips

X - 2 videos per post in a thread (thread 1 > thread 2 > thread 3 etc.)

FB - all videos in one post (won't look aesthetic, but would be fine I think)

LK - Doesn't accept more than one video in a post - maybe can use **stills**

/pictures for this one? Or perhaps combine all clips into one video, but would want to make the clips quicker <2 secs or so.



Julie Maheu | *she/her*
Marketing & Content Manager
FIFA World Cup 26™ Vancouver

City of Vancouver
s.15(1)(l) | julie.maheu@vancouver.ca

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From: Joseph Prasetya <joseph@wearevictory.com>
Sent: Friday, February 27, 2026 4:35 AM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

Prize Pack:

Sharing the prize pack imagery here:

DB: s.15(1)(l)

s.15(1)(l)

- Quick note: we weren't able to capture the packs at Killarney due to time constraints, so these were shot at UBC Thunderbird Arena (from the bleachers). We think the angle/background works really nicely for the giveaway callouts, but if you'd prefer Killarney for continuity, we can absolutely reshoot there as well.

Flag:

We just heard back from the printer, and we can have the flag ready for Monday! We'll make sure to include any attachments (pole and fittings) so Mayor Sim will be able to wave it around.

'100' in the Wild Postcards

Sharing a first look at the '100' in the Wild Postcards concept here:

DB: s.15(1)(l)

s.15(1)(l)

- Note: Originally, we were thinking a carousel of stills, but the team's recommendation is to treat it as a carousel of short "video postcards" instead — quick, punchy clips that feel more in the moment and capture the energy of the installations. We think it'll bring a fresh perspective to the channel and pair really well with what we captured.

Let us know what you think of the postcards direction, and if you'd like the prize pack reshot at Killarney we can make it happen.

Thank you,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

[+1 \(604\) 729-5578](tel:+16047295578)

WeAreVictory.com

[@Victory](https://www.instagram.com/Victory)

From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Thursday, February 26, 2026 at 2:28 PM

To: Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Dear Soccer Landing Page:

- Let us know ETA on version 1 of the Dear Soccer landing page and where you will put it on the website. We were thinking under "Community Activation" tab with a vanity URL. Let us know, thank you.

Prize Pack:

- Do you happen to have the picture of the Prize Pack by chance (that the team took at Killarney)? We're hoping to use the picture for both of the events next week (where were giving away similar packs).

BC Place and Science World 100 in the Wild display:

- Thank you!!! Will follow-up on exact timing.

Flag:

- Appreciate you doing that. Concerned that one is too big to wave and then handheld one if too small - hoping it can be somewhere in between? Tried to find an image on google of a good ratio (below), lmk your thoughts.
- Was told we could get Mayor Sim on the roof of City Hall and can capture a drone shot of him waving the flag, which could be an epic shot.



Dear Soccer:

- Thanks for your thoughts on Henri, makes sense!



Julie Maheu | *she/her*
Marketing & Content Manager
FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l)

| julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Sent: Thursday, February 26, 2026 12:37 PM

To: Joseph Prasetya <joseph@wearevictory.com>; Jonathan Montaos

<jonathan@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;

Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

See feedback/notes below! Thank you.

BC Place & Science World "100 In The Wild" display:

- Both BC Place (100 Days To Go text lit up around the stadium) & Science World (the dome/sphere lit up as a soccer ball?) will be displayed on the evening of Monday, March 2nd (when it's dark out, exact timing TBD).
- I understand it's a tight turnaround, but is your team able to capture both of these to add to the post Tuesday morning? Would be such a great add. Please let us know. Thank you in advance.

Flag:

- Would it be possible to get the **flag expedited** and can pay for the rush fee for Monday by chance? Let us know, would love to get the Mayor waving the flag in front of City Hall captured - the Mayor's Office have confirmed they would fit into their schedule.
- Would need a pole/stick to hold the flag so he can wave it around. Unsure of any specific dimensions.

Sticker Pack CTA:

- Looks good. Just thinking of being mindful of how low the "Submit your letter" text is, in case the staples go over it - but I think it should be ok, if same as before. (pictures attached)



Dear Soccer: [Mike Mosher](#) and [Henri Godbout](#)

- o Thanks for the heads up on Mike & Henri - looking forward to seeing the teaser/direction. Love the Mosher/UBC connect, was curious on Henri's story - American, 20 y/o, forward, he's on both Van FC & UBC rosters - why did we land on him, just curious!

100 In The Wild:

- o Looking forward to seeing some of your captures.



Julie Maheu | *she/her*
Marketing & Content Manager
FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l) | julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Thursday, February 26, 2026 2:05 AM

To: Jonathan Montaos <jonathan@wearevictory.com>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie and Erin,

Wanted to share more print assets here for review:

Sticker Pack CTA (will be placed on top of the sticker packaging similar to the ones from Final Draw):

StickerPackTopper_V1

s.15(1)(l)

s.15(1)(l)

Couple update here:

- Dear Soccer: while we were waiting on a few talent confirmations, we went ahead and locked in two key soccer figures in Vancouver, [Mike Mosher](#) and [Henri Godbout](#), and captured content yesterday. We are planning to share a short teaser video tomorrow to show the direction and how we see the Dear Soccer video coming to life.
- We've also been deep in production for 100 in the Wild, capturing some great moments. We'll be sharing a few carousel examples tomorrow as well, so you can see how the content will live and flow on Instagram.

Best,
Joseph Prasetya
Account Coordinator, Client Services
Victory Creative Group, Inc.
[+1 \(604\) 729-5578](tel:+16047295578)
WeAreVictory.com
[@Victory](#)

From: Joseph Prasetya <joseph@wearevictory.com>
Date: Wednesday, February 25, 2026 at 8:36 PM
To: Jonathan Montaos <jonathan@wearevictory.com>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie and Erin,

Quick update: we've sent the flag creative to print at 3 ft x 6 ft. We're waiting on the printer's ETA, but we've requested delivery by Tuesday 03.03 morning (or earlier).

Can you confirm we're still planning to place the flag at City Hall? And let us know if you have any callouts on the dimensions.

Thank you,
Joseph Prasetya
Account Coordinator, Client Services
Victory Creative Group, Inc.
[+1 \(604\) 729-5578](tel:+16047295578)
WeAreVictory.com
[@Victory](#)

From: Jonathan Montaos <jonathan@wearevictory.com>
Date: Wednesday, February 25, 2026 at 5:55 PM
To: Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana

<joyce@wearevictory.com>, Qereshniku, Natasha

<Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

Thanks so much for getting us connected with the Icons! Can't wait to connect with Carl tomorrow.

A quick one from us re: **Street Squad Volunteers** – could you share any insight into the vetting process / qualification requirements etc for the volunteers? We'll need this information as we coordinate with our insurers. Let us know please!

Thanks,
Jonathan

Jonathan Montaos
Director, Client Services
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From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Wednesday, February 25, 2026 at 4:33 PM

To: Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

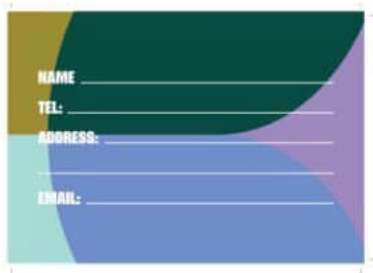
Flag creative

Looks good. Thank you.



Luggage tag

- Looks good. Thank you.



NAME _____

TEL: _____

ADDRESS: _____

EMAIL: _____

Newsletter copy

The copy only to input into our newsletter. I didn't realize our Comms Mgr took a stab at the copy already (see below) - would you mind reviewing the below and letting us know if any edits/concerns please? If possible to also have a newsletter graphic to input, would be helpful (1x1). I just want to make sure all info is correct.

s.13(1)



Dear Soccer talent outreach

- Thanks for following up on these emails! I've sent through all of the talent currently being considered. Heads up, realized that Holly Ward is with the CANWNT

Street Squad Volunteer:

We're running into some issues, as this activation would technically fall outside the scope of the volunteers' FWC26 responsibilities. **Would it be possible for Victory to have the volunteers covered under your insurance for this activation?** If that isn't feasible, we can look to engage our own staff to support the Street Squad instead - which we might do anyways. Happy to discuss further on best approach.

7-foot-high concrete "100" sculpture:

- Have you guys seen this? Could be a great add to the "100 In The Wild" video. It's located at the intersection of Granville Street and W 4th Avenue near Granville Island, granite-aggregate monument installed in 1986 to commemorate Vancouver's centennial (100th anniversary). It is situated near the south end of the Granville Street Bridge.



Julie Maheu | *she/her*
Marketing & Content Manager
FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l) | julie.maheu@vancouver.ca

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From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Wednesday, February 25, 2026 12:37 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

Sharing the updated flag creative and luggage tags below:

Flag creative (V3)

s.15(1)(l)

Luggage tags (V3)

s.15(1)(l)

Let us know if we're good to move both into print.

Side question: we sized the flag at 3' x 6' (common standard, typically used on 20' to 25' flagpoles). Could you confirm if that size works for City Hall?

Best,
Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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WeAreVictory.com
[@Victory](#)

From: Joseph Prasetya <joseph@wearevictory.com>
Date: Wednesday, February 25, 2026 at 11:21 AM
To: Maheu, Julie <Julie.Maheu@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

A few notes below:

Flag creative

- All good. We'll send an updated version shortly with the lines removed from the zeroes, and we'll remove the "We Are Vancouver" flag.

Luggage tag

- We'll share the updated asset shortly as well.

Newsletter copy

- Quick question: for the 03.03 newsletter, are we drafting the full newsletter or just the Dear Soccer section? If it's the full newsletter, could you share a couple recent examples so we can match tone and format.

Dear Soccer talent outreach

- Happy to support the outreach comms. Thank you for compiling the talent, we'll keep an eye out for the incoming comms.

Street Squad Volunteer:

- Could you confirm whether the 8–10 volunteers are locked in yet? We have a few BA vendors we need to update. If we're at 10 volunteers, we'll likely cut the BA coverage since it may won't be necessary.

Thank you,
Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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[@Victory](https://twitter.com/Victory)

From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Wednesday, February 25, 2026 at 10:27 AM

To: Joseph Prasetya <joseph@wearevictory.com>, Jonathan Montaos <jonathan@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Team -

Flag Creative: Please move forward with this design for "100 Days To Go" (screenshot below). Can we please take out the vertical lines in the zeros by chance? It was only needed for the "100's in the Wild" right? Let us know if possible.

Also, was just told we will not move forward with the "We Are Vancouver" flag at this point.



Luggage tag: Please, just update the Address to 2 lines (instead of 1), and then

Email to 1 line (instead of 2). Otherwise looks good, thank you!

NAME _____

TEL: _____

ADDRESS: _____

EMAIL: _____

Dear Soccer Talent: Just about to bring in Joseph, Jonathan, Dominique & Ben to all of our conversations to coordinate. We have received interest from the following athletes/alum, hoping you guys can take it from here to coordinate meet-up and negotiate please.

- Christian (Thomas Müller's agent)
- Seb Berhalter's team
- Tosaint Ricketts
- Carl Valentine
- Quinn's team
- Holly Ward's team

Newsletter Copy: Was asked from Elayne on our team to send her the newsletter copy when possible, whenever that's ready will send to her to add to our newsletter for Mar 3.

Thank you,



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

City of Vancouver

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| julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Wednesday, February 25, 2026 12:00 AM

To: Jonathan Montaos <jonathan@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie and Erin,

Sorry for the double email. Sharing back some assets that are pending approval before we send off to print:

Flag creatives
100DTG FlagOptions V1

s.15(1)(l)

Luggage inserts
100Days_TravelTag_V2

s.15(1)(l)

If everything looks good, we'll move these into print. Let us know if you have any callouts.

Best,
Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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@Victory

From: Jonathan Montaos <jonathan@wearevictory.com>
Date: Tuesday, February 24, 2026 at 6:22 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie & Erin,

Just a quick update from us... really successful day shooting at Killarney today. We really appreciate

you coordinating access for us!

As we approach mid-week, wanted to see if there was any traction on any of the talent we reached out to for Dear Soccer? Our team remains locked and ready to go so if there are any updates, please let us know!

Thanks,

Jonathan

Jonathan Montaos

Director, Client Services

Victory Creative Group, Inc.

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[@Victory](http://WeAreVictory.com)

From: Jonathan Montaos <jonathan@wearevictory.com>

Date: Tuesday, February 24, 2026 at 1:44 PM

To: Mathany, Erin <Erin.Mathany@vancouver.ca>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

Copy that! Aligned on the game plan with the volunteers, locations, and content team. Thank you for lining up that team for us!

If you think it'll be helpful, we can put together a short briefing document to circulate to Volunteer team as a pre-read. Let us know please.

Thanks,

Jonathan

Jonathan Montaos

Director, Client Services

Victory Creative Group, Inc.

+1 (845) 893-8399

WeAreVictory.com
[@Victory](https://twitter.com/Victory)

From: Mathany, Erin <Erin.Mathany@vancouver.ca>

Date: Tuesday, February 24, 2026 at 1:38 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya
<joseph@wearevictory.com>, Dominique Termansen
<dominique@wearevictory.com>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana
<joyce@wearevictory.com>, Qereshniku, Natasha
<Natasha.Qereshniku@vancouver.ca>, Jonathan Montaos
<jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Quick note - there will be NO MORNING STREET SQUADS - afternoon only. This is what we've told vols: 3-6pm (meet at Victory office 230pm/3pm and head out by 330/4pm to both locations)

Content team should be with the STADIUM STN/COUNTDOWN CLOCK please.

Thanks!

Erin Mathany

(She, Her)

Marketing & Brand Lead

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

VancouverFWC26.ca

I am humbly thankful that I live and work on the territories of the xʷ mə θ kʷ ə yə m (Musqueam),
Sḵ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) Peoples.

From: Maheu, Julie <Julie.Maheu@vancouver.ca>
Sent: Tuesday, February 24, 2026 10:42 AM
To: Joseph Prasetya <joseph@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

For today's Killarney shoot:

Katie Brougham's number if needed - s.15(1)(l)

Killarney Pitch Address: 2950 E. 45th (there is parking)

Confirmed prize pack items that I will be passed along to Katie to provide to you guys:

- 1 Adidas TRIONDA Soccer Ball – Value: \$235.00 CAD
- 1 FWC26 Vancouver Tote Bag – Value: Estimate \$40.00 CAD

- 1 FWC26 Vancouver Scarf – Value: Estimate \$60.00 CAD
- 1 FWC26 Vancouver Poster – Value: \$30.00 CAD
- 1 FWC26 Vancouver Luggage Tag – Value: estimate \$15.00 CAD
- 1 FWC26 Vancouver Keychain – Value: estimate \$20.00 CAD
- 5 FWC26 Vancouver Tattoos – Value: Estimate \$3.00 CAD

Street Squad - I feel like we would prefer to have the content team be at the Stadium Station & then the BC Place FWC Clock, to get the clock/BC Place in the shot, am hoping there will be enough foot traffic at both spots. Unsure about the morning session - assuming one of the stations as well? We're considering to put a callout on our socials to get more people to the clock as well.



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

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From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Monday, February 23, 2026 2:32 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

Thank you for locking in Killarney Training Facility. To be safe, we'll plan for a 2-hour window on site.

On Street Squad volunteers, that's great news. One quick question from our side: which of the two locations would you like our content team stationed at? They'll capture b roll of the activation, and they can also record Dear Soccer submissions on the spot since they'll have the full filming setup with them.

Let us know your which one you'd prefer.

Thank you,

Joseph Prasetya

Account Coordinator, Client Services

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From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Monday, February 23, 2026 at 2:14 PM

To: Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Re: Street Squad Volunteers - We are in the process of confirming volunteers for March 3 to help with the afternoon shift (3-6pm).

This was the information that was provided to our volunteer lead - please let us know if any incorrect information:

- **Shift Date** - March 3
- **Shift Start Time/End Time** - 3-6pm (meet at Victory office 230pm/3pm and head out by 330/4pm to both locations)
- **How many volunteers** - 8-10 ideally (to be confirmed)
- **Shift Location** - meet at Victory HQ 2230 Yukon St, Vancouver, BC V5Y 3P2
- we will deploy to 2 transit stations and countdown clock
 - **squad 1** - goes to Commercial/Broadway
 - **squad 2** - goes to stadium station then countdown clock by 5:15 ish
- **Who is supervising** - Victory Creative team - HC will be there too (either Erin or Julie or both)
- **Uniform** - black jacket to wear & black pants. Comfortable shoes. FWC26 Vancouver toque & scarf to be provided.



Julie Maheu | *she/her*

Marketing & Content Manager

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From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Sent: Monday, February 23, 2026 1:35 PM

To: Joseph Prasetya <joseph@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

From Katie for Killarney: I put aside a 1.5hr for them. I could probably make it two

if they need.

Hopefully that works for your team.



Julie Maheu | *she/her*

Marketing & Content Manager

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City of Vancouver

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From: Joseph Prasetya <joseph@wearevictory.com>
Sent: Monday, February 23, 2026 10:33 AM
To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

Thank you, all received on the Street Squad.

Quick question on Killarney pitch access: do we have a set time window or any limits on how long we can shoot on site? We're planning to capture a few "100 in the wild" setups plus some general b roll, so just want to make sure we have enough time in the facility.

Thank you,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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[@Victory](#)

From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Monday, February 23, 2026 at 10:20 AM

To: Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Following up on a couple of action items:

Killarney Pitch Access: Katie has confirmed that tomorrow/Tuesday at **12pm /noon** would work best for her schedule and that the b-roll, 100 content, and premium items would be ok to capture on the field, which is great. A little earlier than anticipated, but let me know if that works for your team.

Street Squad: Confirmed from Erin, to move forward with having the BAs wear their own black jackets and then we'll supply the FWC26 Vancouver scarves and the toques.



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

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| julie.maheu@vancouver.ca

From: Joseph Prasetya <joseph@wearevictory.com>
Sent: Sunday, February 22, 2026 7:12 PM
To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Dominique Termansen <dominique@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

Thank you for the detailed notes, super helpful. All received on the storyboard and the print assets.

Print materials, luggage tag insert:

Got it on the copy updates for the luggage. We'll scale the layouts down and pull key copy further in so it won't get clipped.

100 In The Wild, stencils and BC Parks plate:

Agree that 100DTG can be a head scratcher at first glance. Since this is a prop moment for the sizzle, we can keep it super readable and just go with "100" for the license plate and stencils to prioritize clarity on camera. Also noted on using a KIA if the vehicle is visible.

WC Vancouver stickers:

Instead of adding the QR and CTA onto the sticker itself, we recommend keeping the sticker as is and including a small insert card in the sticker pack that carries the same QR and CTA as the luggage tag. This keeps the sticker premium but still drives action.

Talent outreach:

Thanks for the update here. Tos and Carl feel like the fastest path. We would love to capture them this Thursday or Friday (or sooner if their schedules permit). Please let us know their availability for briefing and shoots!

Newsletter (Mar 3):

Yes, we can draft the full copy. We will align it to the website landing page and add in the CTA as well.

Web, embeddable forms:

Thanks, we'll connect with Natasha or Arthur to clarify what is needed and get the web team moving on it.

100 In The Wild swaps and flag:

Copy that. Doing it at City Hall makes sense and should help save time given the sprint. We'll prioritize the sense of place options and leave out loonies and toonies and hockey pucks. We'll also get the flag design out shortly so it can move to print ASAP, and proceed on the two flags (100 DAYS TO GO and the FIFA WC 26 Vancouver lockup)

Killarney:

Sounds good, we will hold Tuesday and wait for Katie's confirmation on timing so we can plan accordingly.

Prizing callout:

Yes, we can build this into the CTA end frame and also carry it across the newsletter messaging so it stays consistent.

Partner social post

Understood, we'll pause on this for now.

Thank you,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Sunday, February 22, 2026 at 5:30 PM

To: Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>,

Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Sorry for multiple emails - Perhaps let's add the **prizing call-to-action** on both the luggage tag and the stickers as well. Laid out like the following.

DEAR SOCCER,

<BARCODE>

SUBMIT YOUR LETTER **TO BE ENTERED TO WIN!**



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l)

| julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Maheu, Julie <Julie.Maheu@vancouver.ca>
Sent: Sunday, February 22, 2026 5:24 PM
To: Joseph Prasetya <joseph@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi team - Still looking through storyboard - may want to jump on a call. **Please see additional notes /thoughts in RED.**

Dear Soccer Storyboard: Still reviewing. Yes to a call - Erin & I can do tomorrow/Monday 8:30am-9am.

- Dropbox: s.15(1)(l)
s.15(1)(l)
s.15(1)(l)
- Let us know if you'd like to run through our vision over a call! Happy to do so.

Print Materials:

Luggage Tag Insert (CTA Cards): Make the Address 2 lines and the Email 1 line (assuming the address will be longer). Make the overall size of both layouts/text smaller - assuming 1+ centimetres or so will be cut off from the edges of the luggage tag itself. Let me know if that doesn't make sense. (picture attached) I just don't want the "DEAR SOCCER" etc. to be cut off visually.

- Dropbox: s.15(1)(l)
s.15(1)(l)

100 In The Wild - Stencils + BC Parks License Plate:

- Was it decided to move forward with "100DTG"? I feel like people won't understand what that means at first glance... Maybe we do "100DAYS"? BC only allows technically up to 7 characters so "100DAYS2GO" or "100DAYSTOGO" wouldn't technically be legal, but I don't think we're concerned about that. Car should be a KIA if noticeable (due to being a partner).
- Dropbox: s.15(1)(l)
s.15(1)(l)

WC Vancouver Stickers

- Dropbox: s.15(1)(l)
s.15(1)(l)
s.15(1)(l)
- Same creative as watch party. If you can let us know how many you have remaining, we can adjust quantity on our end.
 - Please update the stickers to have the same CTA as the Luggage tags for consistency

- o (ie. Submit your letter to win + barcode) . Can give to Street Squad for CTA as well as a takeaway. Move forward with printing a new batch, will use them during day and upcoming days.

A few quick check ins from our side:

1. Dear Soccer Talent Outreach: Any traction here? Would love to lock in 1-2 piece of talent at the top of the week to brief in and schedule a shoot!

1. Reached out to Thomas Müller's agent, Sebastian Berhalter, Tosaint Ricketts & Carl Valentine (instead of Bob Lenarduzzi) - waiting on responses. Tos & Carl would probably be the most likely ones to respond & easiest ones to coordinate right away. Will follow-up again tomorrow.

2. Newsletter (03.03): do you have a copy ready, or would you like us to draft full copy for the send?

1. Would you be able to create copy to be added to our newsletter please (Mar3)? A call-to-action for people to send their letter - perhaps utilize the copy you'd use for the website landing page.

3. Web: any updates on the embeddable forms for our web team?

1. Erin & I are unsure what this is - is this from/for Natasha?

4. 100 In The Wild: can we proceed with swapping in a few updated ideas?

Re: flag - I think we order a 100 DAYS TO GO flag and a plain FWC26 Vancouver logo one - if not at City Hall for 100 DTG we can try to do it somewhere else (Thinking outside BC place at plaza of nations and get the stadium in background). Looks like we may be able to do it at City Hall though, chatting with Arthur about execution.

Re: alternative ideas - please proceed with those you feel with execute the best, and look best for content. Don't love the "Loonies/toonies" or the "hockey pucks on ice", would like to keep it more focused on creating a sense of place.

1. Pine cones arranged into 100 at Stanley Park
 2. Vinyl '100' on a BC Parks license plate
 3. Stones arranged into 100 in front of an inukshuk
 4. ~~Loonies and toonies arranged into 100~~
 5. ~~Hockey pucks arranged into 100 on an ice rink~~
 6. Baguette and round loaves arranged into 100 at a bakery

5. Killarney shoot: can we lock Tuesday, and what time should we plan to arrive?

1. I've reached back out to Katie (Killarney contact) to confirm with her and follow-up on exact timing.

6. Need to add a prizing component for the "Dear Soccer" Campaign to entice fans to submit:

1. "Enter/submit your letter for your chance to win 1 of 10 FWC26 Vancouver prize packs (including 1 TRIONDA ball, scarf, water bottle, etc. = valued at \$100+) (exact prizing TBD)"

2. We have a meeting tomorrow morning to confirm T&C's for the prizing/giveaway with legal.

7. Partner Social Post: thank you for sending - we may kill this as Erin has been sending the high level call-to-action to them directly and they can just post their 100 and put textual reference in the copy.

Can chat through this tomorrow on call. Thank you.



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l)

| julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Saturday, February 21, 2026 12:41 PM

To: Dominique Termansen <dominique@wearevictory.com>; Maheu, Julie <Julie.Maheu@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin & Julie,

Happy Saturday! Sharing a few items for review:

Dear Soccer Storyboard:

- Dropbox: s.15(1)(l)
s.15(1)(l)
s.15(1)(l)
- Let us know if you'd like to run through our vision over a call! Happy to do so.

Print Materials:

Luggage Tag Insert (CTA Cards):

- Dropbox: s.15(1)(l)
s.15(1)(l)

100 In The Wild - Stencils + BC Parks License Plate:

- Dropbox: s.15(1)(l)
s.15(1)(l)

WC Vancouver Stickers

- Dropbox: s.15(1)(l)
s.15(1)(l)
s.15(1)(l)
- Same creative as watch party. If you can let us know how many you have remaining, we can adjust quantity on our end.

For the print materials above, we'd love to go to press on **Monday, 2.23** at the latest, so if you can let us know any notes / approvals prior, that would be much appreciated.

A few quick check ins from our side:

1. Dear Soccer Talent Outreach: Any traction here? Would love to lock in 1-2 piece of talent at the top of the week to brief in and schedule a shoot!
2. Newsletter (03.03): do you have a copy ready, or would you like us to draft full copy for the send?
3. Web: any updates on the embeddable forms for our web team?
4. 100 In The Wild: can we proceed with swapping in a few updated ideas?
5. Killarney shoot: can we lock Tuesday, and what time should we plan to arrive?

Please let us know if it's more convenient to sync over Zoom and we can coordinate with you and the team this weekend or Monday!

Thanks,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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@Victory

From: Joseph Prasetya <joseph@wearevictory.com>
Date: Thursday, February 19, 2026 at 11:48 PM
To: Dominique Termansen <dominique@wearevictory.com>, Maheu, Julie <Julie.Maheu@vancouver.ca>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin & Julie,

Been hustling with the team here and have some updates to share as we keep moving quickly on all workstreams!

'100 in the Wild' Update:

As we were planning out our execution on this one, we were going back and forth on a few of the ideas and thinking through how much time we have to bring this to life.. there are some select ones where we'd love to align to see if we want to move ahead or potentially swap it for another idea:

- Flag at City Hall or boats – pending approvals/possibility + requires flag production (may need a longer lead time)
- 100 lit up at BC Place – pending possibility
- 100 flag on rainbow boats - pending approvals/possibility + requires flag production (may need a longer lead time)
- 100 flag on pole at full mast at City Hall - pending approvals/possibility + requires flag production (may need a longer lead time)
- 100 as a seawall kilometre marker – might require a longer lead time to create the marker
- 100 stamped in the snow at Cypress – logistically a bit more involved than we thought

As alternative ideas, we came up with a few more concepts that might be great to 'swap' for:

- Pine cones arranged into 100 at Stanley Park
- Vinyl '100' on a BC Parks license plate
- Stones arranged into 100 in front of an inukshuk
- Loonies and toonies arranged into 100
- Hockey pucks arranged into 100 on an ice rink

- Baguette and round loaves arranged into 100 at a bakery

Let us know what you think on the above!

Workback Schedule:

In addition, we have drafted a workback schedule for the various workstreams for review here:

s.15(1)(l)

Partner Social Post:

Here is the updated design for the Partner Social Post (if helpful) for review - COVA7036_FIFAWC_PartnerSocialPost_V1

PDF: s.15(1)(l)

s.15(1)(l)

s.15(1)(l)

Dear Soccer Storyboard:

Our team is putting together a storyboard and plan to share over for EOD tomorrow (Friday) along with how we envision the carousel coming to life for Launch day.

Dear Soccer Web Page:

A couple quick technical questions from our web team as we plan the Dear Soccer page and submission flow:

1. We're suggesting the final link for the page live on <https://vancouverfwc26.ca/dear-soccer>, can you confirm whether we can go through with this?
2. Can the CoV team provide an embeddable submission form that supports video upload (similar to past embedded forms like Campayn)

Let us know if you have any questions and/or if it's easier to hop on a call to go through these notes!

Thanks!

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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WeAreVictory.com
[@Victory](https://twitter.com/WeAreVictory)

From: Dominique Termansen <dominique@wearevictory.com>

Date: Thursday, February 19, 2026 at 5:22 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>, Joseph Prasetya <joseph@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Jonathan Montaos <jonathan@wearevictory.com>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie,

We are in alignment on the content creators. Our preference is to lean on the athletes heavily for our content capture for the "ICON" features for Dear Soccer. Looking at a work back for our initial content capture, it would be ideal to prioritize reaching out to those Tier 1 Icons so that we can lock in 3-4 names to begin our capture of those stories early next week. We would also love to know if these athletes have access to artifacts they can bring to set to capture for b-roll.

Another name we may want to consider is Julia Grosso. She is a younger active member of the WMNT, Texas alum and an active member of Juventus (also from Burnaby). If you are looking for assistance with reach outs tomorrow, we are more than happy to assist.

Copy on the archival database. Please let us know if there's anything we can do to help with gaining access. We've storyboarded 2 concepts for Dear Soccer, one that relies on archival content and one that does not. We will wait on that approval to inform that direction. Work back schedules for the 3 phases soon to follow!

Best,

--

Dom Termansen
Producer
Victory Creative Group, Inc.
604-802-7302
wearevictory.com
@victory

From: Maheu, Julie <Julie.Maheu@vancouver.ca>
Date: Thursday, February 19, 2026 at 4:54 PM
To: Joseph Prasetya <joseph@wearevictory.com>, Mathany, Erin <Erin.Mathany@vancouver.ca>, Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Was just reflecting on the email template - appreciate you sending that over.

For the **content creators**, I just wanted to confirm, their deliverable would be around the idea of a call-to-action right? More so to spread the word of the "Dear Soccer" campaign (rather than filming with them)?

Hoping to start reaching out to athletes/influencers starting tomorrow - and cc your team. I may ask your team to reach out to some though, if that's ok.

Thank you.

Subject Line: Share Your Story Ahead of FIFA World Cup 2026™

Hi [Name],

My name is [Name], and I'm reaching out on behalf of the FIFA World Cup 2026™ Vancouver Host Committee.

With 100 Days to Go of the FIFA World Cup 2026™ on the horizon, we're launching Dear Soccer, a city-wide storytelling series celebrating the passion, culture, and community that soccer has built here in Vancouver. It's a collective love letter to the game, told by the people who live it every day.

We would love to feature your story and invite you to sit down with us for a short filmed conversation, sharing what soccer means to you, how it's shaped your journey, and what it

feels like to see the world coming to our city.

This is a moment for Vancouver and we know your story would help set the tone.

Would you be open to connecting this week to explore further?

Thank you,
[Name]



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

City of Vancouver

s.15(1)(l) | julie.maheu@vancouver.ca

VancouverFWC26.ca

From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Wednesday, February 18, 2026 7:22 PM

To: Maheu, Julie <Julie.Maheu@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Julie and Erin,

Thank you again for the call earlier, and for sending over the Brand Manuals. As promised, below is the email template for talent outreach:

Subject Line: Share Your Story Ahead of FIFA World Cup26™

Hi [Name],

My name is [Name], and I'm reaching out on behalf of the FIFA World Cup 26™ Vancouver Host Committee.

With 100 Days to Go on the horizon, we're launching Dear Soccer, a city-wide storytelling series celebrating the passion, culture, and community that soccer has built here in Vancouver. It's a collective love letter to the game, told by the people who live it every day.

We would love to feature your story and invite you to sit down with us for a short filmed conversation, sharing what soccer means to you, how it's shaped your journey, and what it feels like to see the world coming to our city.

This is a moment for Vancouver and we know your story would help set the tone.

Would you be open to connecting this week to explore further?

Thank you,

[Name]

Next steps: We'll share a more detailed WBS for each concept by tomorrow.

Best,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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WeAreVictory.com

[@Victory](#)

From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Date: Wednesday, February 18, 2026 at 5:03 PM

To: Joseph Prasetya <joseph@wearevictory.com>, Mathany, Erin

<Erin.Mathany@vancouver.ca>, Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana

<joyce@wearevictory.com>, Dominique Termansen

<dominique@wearevictory.com>, Qereshniku, Natasha

<Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Brand Manuals (FIFA & Host City): WeTransfer (expires 3 days)

s.15(1)(l)

s.15(1)(l)

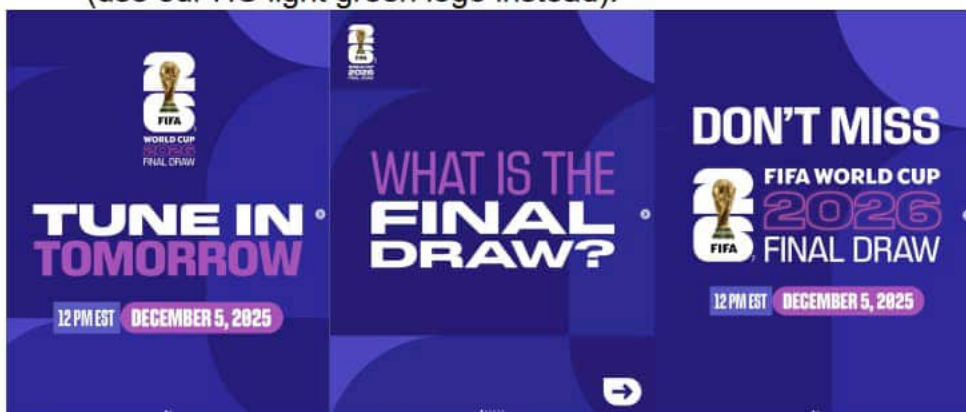
1. Official Look Brand Manual
2. Host City Brand Manual
3. Assets Brand Manual

Special flags:

- Do not repeat the pattern (indicated on slide 301, host city manual) - for example, do not use the repeated pattern in the 'partner graphic' that was proposed in your deck.



- Can use the '26 Unity pattern' as background texture to the background - make sure to use our Host City colours. Also, do not use the white FWC logo (use our HC light green logo instead).



- Reminder our Host City slogan is "We Are A Force of Nature" - therefore,

- want to emphasize to capture as many "100 in the wild" installations/moments outside as possible
- Do not use the colour red in our branding (although it is included in the deck)



Julie Maheu | *she/her*

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

City of Vancouver

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| julie.maheu@vancouver.ca

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From: Maheu, Julie <Julie.Maheu@vancouver.ca>

Sent: Wednesday, February 18, 2026 3:26 PM

To: Joseph Prasetya <joseph@wearevictory.com>; Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi team - don't have all the answers yet, will follow-up on some below.

- **Influencer and affiliate contact list:**

- **Christine Sinclair** - Erin mentioned she's locked in to support!
- **Local soccer players & alum** - Bob Lenarduzzi (former 'Caps & CANMNT player), Carl Valentine (former 'Caps & CANMNT player), Tosaint Ricketts (former 'Caps & CANMNT player), Quinn (Rise FC player & former CANXNT player), Holly Ward (Rise FC player & former CANWNT player), Sebastian Berhalter (USMNT player, 'Caps player), Thomas Müller ('Caps player, former German international), others?
- **Celebs:** Trying to set up a ticket exchange internally, currently working on this to entice any celebs partnerships.
- **Local Influencers:**

- o Daniella Atkinson (@daniella_atk) - s.22(1) (worked with her previously at the 'Caps, very keen on getting involved, even if not for this opp. Family connection to football - growing up).
- o Luca Vlad (@_lucavlad) - s.22(1) // Samantha Phan s.22(1) - he attended our Final Draw party, a football content creator, local.
- o Breanne Allarie (@breanneallarie) - s.22(1) - lifestyle /family/comedy type of content. Worked with her at the 'Caps. Fun personality.
- o Sean & Lacey (@thatvancouvercouple) - s.22(1) - lifestyle couple, cover events and attended a 'Caps game previously and built content around it.
- o Emmy Raine (@emraine) - s.22(1) - Worked with her at the Final Draw, sports content creator. Great in front of camera.
- o Kirby Ip (@eatingwithkirby) - food - s.22(1) - haven't connected with them previously, unsure of connection to football.
- o Ben Kielesinski (@Benkielesinski) - s.22(1) - haven't connected with them previously, unsure of connection to football.
- o Sam (@omgheysam) - cool things to do around Van - s.22(1) haven't connected with them previously, unsure of connection to football.

- **Prize inventory and quantities (Fan Fest tickets, curated packs, etc.)**

- o Yes, could probably get both FFF tickets & curated packs. Will follow-up on quantity with Arthur.

- **Street Squad details: volunteer headcount, giveaway inventory, and confirmation on BC Place "100" lighting timing**

- o Unsure - will follow-up asap.



Julie Maheu | she/her

Marketing & Content Manager

FIFA World Cup 26™ Vancouver

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VancouverFWC26.ca

From: Joseph Prasetya <joseph@wearevictory.com>

Sent: Tuesday, February 17, 2026 6:50 PM

To: Mathany, Erin <Erin.Mathany@vancouver.ca>; Ben Che <ben@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;

Dominique Termansen <dominique@wearevictory.com>; Qereshniku, Natasha
<Natasha.Qereshniku@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

Quick one to keep us moving. When you get a sec, could you send over a few items from the CoVa side?

- Influencer and affiliate contact list
- Prize inventory and quantities (Fan Fest tickets, curated packs, etc.)
- Street Squad details: volunteer headcount, giveaway inventory, and confirmation on BC Place "100" lighting timing

Once we have these, we can start pulling the talent shortlist and kicking off outreach.

Thank you,

Joseph Prasetya

Account Coordinator, Client Services

Victory Creative Group, Inc.

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[@Victory](https://www.instagram.com/Victory)

From: Joseph Prasetya <joseph@wearevictory.com>
Date: Thursday, February 12, 2026 at 5:28 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>, Ben Che
<ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana
<joyce@wearevictory.com>, Dominique Termansen
<dominique@wearevictory.com>, Qereshniku, Natasha
<Natasha.Qereshniku@vancouver.ca>, Maheu, Julie
<Julie.Maheu@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

Thank you again for the call. Super helpful to align on the concepts. As we start diving in,

sharing a high-level recap and next steps from today.

Key takeaways:

- Dear Soccer video campaign runs across Microsite (story submission hub), Newsletter (launch + sustain), and Social (hero + weekly).
- Launch moment is March 3 with a Street Squad commuter activation (late afternoon) driving traffic and quick story capture.
- 100 Days Everywhere “city tease film” to drop early morning March 3. Shoot week of the 23rd, edit and finalize ahead of launch.
 - Curated 100 installations or visual moments across the city
- Sustained content post launch: 1–2 influencer or community videos per week plus featured fan submissions and ongoing prizing.

Victory Next steps:

- Build a refined Dear Soccer journey and kickoff plan (channels, kickoff date, asset list) and send a one pager for review.
- One pager for Dear Soccer + Street Squad including proposed assets, phases, and Street Squad engagement items beyond sticker packs.
- Refine 5–10 “100 everywhere” ideas and a shortlist of locations for capture. Plan for shoot coordination the week of the 23rd.
- Pull a short list of local talent and community voices we can tap for the hero video and weekly content.

Items we need from CoV

- Influencer and affiliate contact list
- Prize and incentive approach for story submissions plus inventory and quantities (Fan Fest tickets, curated packs, etc).
- Street Squad details: volunteer headcount, giveaway inventory, and confirmation on BC Place “100” lighting timing.

Let us know if you have any comments or notes!

Best,

Joseph Prasetya

Account Coordinator, Client Services

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From: Mathany, Erin <Erin.Mathany@vancouver.ca>
Date: Thursday, February 12, 2026 at 3:41 PM
To: Ben Che <ben@wearevictory.com>, Joseph Prasetya <joseph@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Maheu, Julie <Julie.Maheu@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Oh strange - the pic didn't come through, trying again

CHANNEL STRATEGY



OWNED

- Website (dedicated FFF section)
- Newsletter (Monthly or dedicated)
- Social Channels - Insta, FB, X, LI (see next slide) + potentially TikTok
- FWC26Tournament App
- FWC26 Vancouver Whatsapp Channel

EARNED

- News releases and information bulletins
- Media pitching + interviews (morning shows, news segments, radio)
- Tech briefings and pressers
- Photo/video b-roll & fact sheet packages
- Destination event calendars
- Creator/influencer seeding
- New target: Local music media

PAID

- Meta (prospecting + retargeting)
- Google Search
- Google Display (GDN) + retargeting
- YouTube
- Streaming audio (Spotify)
- Radio
- OOH + DOOH
- Potential: TikTok
- Creators / influencers

PARTNER

- DBC/DVan/ITBC channels and websites
- Partner amplification on their social channels i.e. MST, Province, Federal, PavCo, YVR, TransLink etc.)
- Hotels- provide offer?
- BC Soccer and local soccer orgs social channels and newsletters
- VSB parent/community notices, regular meetings
- Consulate channels (materials for visitors incoming, locals whose teams will be playing in Vancouver)

Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

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VancouverFWC26.ca

I am humbly thankful that I live and work on the territories of the xʷ mə θ kʷ ə yə m (Musqueam), Sk̓ wx̓wú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) Peoples.

From: Ben Che <ben@wearevictory.com>
Sent: Thursday, February 12, 2026 1:01 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>; Joseph Prasetya <joseph@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hey Erin! Was there supposed to be an attachment? Didn't make it over!

From: Mathany, Erin <Erin.Mathany@vancouver.ca>
Date: Thursday, February 12, 2026 at 12:54 PM
To: Ben Che <ben@wearevictory.com>, Joseph Prasetya <joseph@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Qereshniku, Natasha

<Natasha.Qereshniku@vancouver.ca>, Maheu, Julie
<Julie.Maheu@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Put this together the other day for FFF marketing channel strat - following our convo, thought it might be a good point of reference.

Thanks for the chat - looking forward to connecting on Tues!

Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

VancouverFWC26.ca

I am humbly thankful that I live and work on the territories of the xʷ mə θ kʷ ə yə m (Musqueam), Sk̓ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) Peoples.

From: Ben Che <ben@wearevictory.com>

Sent: Wednesday, February 11, 2026 1:42 PM

To: Mathany, Erin <Erin.Mathany@vancouver.ca>; Joseph Prasetya <joseph@wearevictory.com>

Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;

Dominique Termansen <dominique@wearevictory.com>; Qereshniku, Natasha

<Natasha.Qereshniku@vancouver.ca>; Maheu, Julie <Julie.Maheu@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

Love it and thank you!! SB Event went phenomenal ☺☺

Some quick thoughts for us:

- Re Dear Soccer - Can we define the influencer engagement a bit more? Would like to make sure that we're only charged if we need to pay fees to influencer for engagement and would like to ideally try to get some free engagement/leverage existing relationships where possible. **For sure – curious.. is there a list of influencers /key folks that the City has a relationship with that we can tap into? Also, are there any gear/swag/gifting that we might be able to utilize as a compensation for folks?**
- Re Dear Soccer - launch assets are in here but thinking we might need a couple designed social posts over the coming 4-6 weeks to sustain momentum and encourage submissions, maybe a post that incentivizes with a prize? Could we be sure to build a couple designed posts into the plan to support with this? **Yep, we can definitely help with this and work with you all on the 'launch plan' for this**
- Re Street squads - we might divert one to the countdown clock and we're looking to supplement the ambassadors with volunteers from our program to support and get the vibes up - 2-3 doesn't feel like enough peeps to do that. **Lets discuss and we can figure out the optimal number for each location + how we want to 'activate' the squad**
- Re Street squads - could we build more stickers to hand out into this budget? Would be great to incorp QR code on the package with a CTA. **Absolutely we can – we can discuss and dive into more details**

For tomorrow – noon PT works. Lets do it. @Joseph Prasetya can you send an invite for us?

Lets get it!!

Ben

From: Mathany, Erin <Erin.Mathany@vancouver.ca>
Date: Wednesday, February 11, 2026 at 11:21 AM
To: Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana

<joyce@wearevictory.com>, Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>, Maheu, Julie <Julie.Maheu@vancouver.ca>

Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Ben,

s.21(1)

Following up on our call on Fri - we are cleared to move forward! Would like to make the following edits to the scope:

- Re Dear Soccer - Can we define the influencer engagement a bit more? Would like to make sure that we're only charged if we need to pay fees to influencer for engagement and would like to ideally try to get some free engagement/leverage existing relationships where possible.
- Re Dear Soccer - launch assets are in here but thinking we might need a couple designed social posts over the coming 4-6 weeks to sustain momentum and encourage submissions, maybe a post that incentivizes with a prize? Could we be sure to build a couple designed posts into the plan to support with this?
- Re Street squads - we might divert one to the countdown clock and we're looking to supplement the ambassadors with volunteers from our program to support and get the vibes up - 2-3 doesn't feel like enough peeps to do that.
- Re Street squads - could we build more stickers to hand out into this budget? Would be great to incorp QR code on the package with a CTA.

Think we need to get some planning meeting in the books asap please. Could do tomorrow at noon, I'm off on Friday, could do Tues at 3 or 4pm. Would like to include Julie in all please.

Ps. Might need your team's support on designing another DVan deck - let's talk about this when we connect.

Thanks Ben!

E

Erin Mathany (She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

VancouverFWC26.ca

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Sḵ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) Peoples.

From: Ben Che <ben@wearevictory.com>
Sent: Thursday, February 5, 2026 11:38 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>;
Joseph Prasetya <joseph@wearevictory.com>; Dominique Termansen
<dominique@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

As promised, please see attached for an initial SOW around the various workstreams outlined below!

Key things to note:

- This SOW includes workstreams/requests across:
 - 100 In The Wild;
 - Dear Soccer;
 - And Street Squad

- There are some key items that are earmarked amounts – we can dial up/down as needed:
 - **100 In The Wild Execution:** Depends on how many places/what we'd want to do – we earmarked ~\$2.5k per execution and goal is to do 10 right now
 - **Dear Soccer:** We noted that we'd capture 10 Fans for this – we can go up /down as needed on this too
 - **Influencer Engagement:** We earmarked \$20k for this line – TBD on whether we need more or less depending on the level of talent we'd want to engage and how we want to negotiate with each

Hope this helps get us to a closer 'locked in' scope to start really building an actionable plan around!

Reach out with any questions as you go through and of course, happy to hop on a call to go through too.

Thanks,
Ben

From: Ben Che <ben@wearevictory.com>
Date: Tuesday, February 3, 2026 at 1:34 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin!

Amazing to hear on the below and appreciate you breaking it down by workstream too. Knowing we want to move head with a few different ideas/initiatives, we can dive into mapping out each a bit more and associated/anticipated costs. This way, we can review and see if we can tackle it all within budgets!

Will aim to get this back over to you by Thursday EOD (2/5) so that we can get moving on things!

Thanks,

Ben

From: Mathany, Erin <Erin.Mathany@vancouver.ca>
Date: Monday, February 2, 2026 at 9:48 PM
To: Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>, Joyce Lacsamana <joyce@wearevictory.com>, Joseph Prasetya <joseph@wearevictory.com>, Dominique Termansen <dominique@wearevictory.com>, Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Cool "letter" spots for the Olympics for inspo....minus the Olympic footage and pricy track lol.

<https://www.instagram.com/reel/DUQo1q8Ds-O/?igsh=cXNoc3pqODZmaTFo>

<https://www.instagram.com/reel/DUQo-PCjrFf/?igsh=MXF3eHAXbzIkcRnYg==>

From: Mathany, Erin <Erin.Mathany@vancouver.ca>
Sent: Monday, February 2, 2026 8:32:50 PM
To: Ben Che <ben@wearevictory.com>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Joseph Prasetya <joseph@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>; Qereshniku, Natasha <Natasha.Qereshniku@vancouver.ca>
Subject: Re: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Ben,

Woo! We have approval to move things forward!

Here's some quick feedback on the direction:

1. **Projections** - let's kill this, too expensive and sounds like City Hall dressing won't be ready in time to double up our efforts

2. Alt Approach - "100" Around Vancouver - let's do this but my thoughts:

1. Re name something like "100 in the Wild" - so that we can get partners to action across the province
2. Let's shoot pics in advance and post on 100 days (photo - carousal + stories and reel)
3. Please scope costs to get appx 7-10 shots across the city and spec them (with brand overlay?) for social channels
4. I want to position this as an opportunity to get partners involved eg Province, YVR, First Nations - take your own 100 shots and post to your channels and we will re share

3. Dear Soccer

1. I don't think we have much runway to be able to pull off the pre heat so thinking that we lean on launching on '100 days to go' and storytelling right through tournament time
2. So let's plan a cool launch for 100 days on our social channels - How can we make this sing on the day of? Please include creative development for launch (socials + newsletter + webpage) and a few reminder social posts throughout March to encourage submissions
3. Let's lean on influencer integration and save some budget to pay them to participate and would like you to manage this - I can get Sinc but we use her for everything so best to start leaning elsewhere and on folks who have big followings. We can also lean on some legends like Bobby L or Carl V. To submit letters but they don't have socials. BC Soccer will also be game so let's think about how we can use them.
4. Let's include 7 - 10 shoots with fans reading their letters/lines from their letters + photo and creative of the letters to support - Imagine a carousal with letter + video + pic
5. Let's have a sub site but should live as page within our main site (could have a vanity url) - all 100 letters should live here + top 7-10 pulled to top with video /photo
6. We want this to stand alone without OOH integration (digital first) but if we're able to get OOH assets, that will be a bonus
7. Soooo....FIFA makes us call it Football but feel like that could be weird here - food for thought...
8. Do we need to incentivize submissions? Eg Fan Fest Tickets?
9. Let's think about how partners (BC Soccer, Prov, YVR, MST, etc) could amplify/participate...

4. Street Squads

1. We'd like to do 2 street squads at transit stations on March 3rd in the late afternoon to capture commuter traffic home
2. Would like to make sure it's enough people handing out stickers etc to make an impact
3. Would like content capture at one location
4. Understood that this will take us above the previously discuss budget

5. Potential - Press Conference

1. We might need support on a press conference on the day of - will confirm

2. Let's leave this out of scope for now

Next Step: Could you work on landing the scope of work and budget for the above elements? Would like to get all locked and moving before end of week if possible.

Can I encourage the Victory team to follow us on socials @fwc26vancouver? Noticed in the deck that we were referenced as City of Vancouver and want to try to remove /differentiate ourselves from COV as much as possible.

Thanks!

E

Erin Mathany

(She, Her)

Marketing & Brand Lead

FIFA World Cup 26 Vancouver™

City of Vancouver

t: 604-871-6446 | m: s.15(1)(l) | erin.mathany@vancouver.ca

VancouverFWC26.ca

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From: Ben Che <ben@wearevictory.com>

Sent: Wednesday, January 28, 2026 3:16 PM
To: Mathany, Erin <Erin.Mathany@vancouver.ca>
Cc: Mark Starkey <mark@wearevictory.com>; Joyce Lacsamana <joyce@wearevictory.com>; Joseph Prasetya <joseph@wearevictory.com>; Dominique Termansen <dominique@wearevictory.com>
Subject: CoV x Victory, 100 Days to Go - Refined Concepts

Hi Erin,

A big big push on some additional thinking here on the two (2) concepts we wanted to further expand on. Here are the slides to review:

260128_COVA7036_FIFAWC100DaysToGo_Creative_Updated

s.15(1)(l)



Hope this helps with the conversation!

Thanks,

Ben

--

Ben Che

VP, Client Services

Victory Creative Group, Inc.

+1 (604) 771-1080

WeAreVictory.com

@victory

From: "Cavrlj, Anthony" <Anthony.Cavrlj@vancouver.ca>
To: "Ruiz, Arthur" <Arthur.Ruiz@vancouver.ca>
"Mallen, Mike" <Mike.Mallen@vancouver.ca>
"Kennedy, Kim" <kim.kennedy@vancouver.ca>
CC: "Mathany, Erin" <Erin.Mathany@vancouver.ca>
Date: 3/1/2026 5:31:40 PM
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Hi Arthur,

I will be there at 8am to meet you as well.

Cheers,
Anthony

Anthony Cavrlj | Manager, FIFA Security Programs
City Protective Services | Office of the Chief Safety Officer
CITY OF VANCOUVER
453 West 12th Avenue – 11th Floor
Vancouver, BC V5Y 1V4

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From: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Sent: Sunday, March 1, 2026 3:31:30PM
To: Mallen, Mike <Mike.Mallen@vancouver.ca>; Cavrlj, Anthony <Anthony.Cavrlj@vancouver.ca>; Kennedy, Kim <kim.kennedy@vancouver.ca>
Cc: Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Fantastic, will do.

Cheers,
Arthur

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From: Mallen, Mike <Mike.Mallen@vancouver.ca>
Sent: Sunday, March 1, 2026 3:24:09PM
To: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>; Cavrlj, Anthony <Anthony.Cavrlj@vancouver.ca>; Kennedy, Kim <kim.kennedy@vancouver.ca>
Cc: Mathany, Erin <Erin.Mathany@vancouver.ca>

Subject: Re: City Hall Rooftop Content Plan for the Mayor

Hi Arthur,

Meet at the security desk at the rotunda on the main floor outside Revenue Services.

Regards,

Mike

Mike Mallen (he/him) | Director

CITY OF VANCOUVER | City Protective Services

453 W 12th Avenue | Vancouver, BC V5Y 1V4

Cell: s.15(1)(l) | Office: 604.673.8255 | mike.mallen@vancouver.ca



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From: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>

Sent: Sunday, March 1, 2026 8:08:22AM

To: Mallen, Mike <Mike.Mallen@vancouver.ca>; Cavrli, Anthony <Anthony.Cavrli@vancouver.ca>; Kennedy, Kim <kim.kennedy@vancouver.ca>

Cc: Mathany, Erin <Erin.Mathany@vancouver.ca>

Subject: Re: City Hall Rooftop Content Plan for the Mayor

Good morning Mike, I'm happy to support with the assessment at 8 am tomorrow, please confirm where to meet. I'm guessing by CPS's room on the ground level?

Thank you as well for the notes on the drone flight.

Cheers,
Arthur

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From: Mallen, Mike <Mike.Mallen@vancouver.ca>

Sent: Sunday, March 1, 2026 7:17:59AM

To: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>; Cavrli, Anthony <Anthony.Cavrli@vancouver.ca>; Kennedy, Kim <kim.kennedy@vancouver.ca>

Cc: Mathany, Erin <Erin.Mathany@vancouver.ca>

Subject: RE: City Hall Rooftop Content Plan for the Mayor

Morning!

@Ruiz, Arthur – Could you have someone meet CPS and Workplace Safety at 8 am on Monday, March 2nd (tomorrow)? WS will complete the risk assessment and confirm any safety requirements.

I suggest notifying internal communications and VPD about the drone flight. There will likely be staff and public questions on it.

@Cavrlj, Anthony – Could you please coordinate having someone from the Management team onsite tomorrow at 08:00? I would prefer that it's not left to the onsite team, given the overall plan.

Looping in **@Kennedy, Kim**, who is coordinating the Workplace Safety team member, will be on-site.

I think this should cover our review and allow us to meet the 09:00 timing. I will let Sandra, Magnus and Jessie know where we are with things. Thanks for your patience, everyone!

Regards,
Mike

Mike Mallen (he/him) | Director

City Protective Services | Office of the Chief Safety Officer
City of Vancouver
453 W 12th Avenue | Vancouver, BC V5Y 1V4

Cell: **s.15(1)(l)** | Office: 604.673.8255 | mike.mallen@vancouver.ca



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From: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Sent: February 28, 2026 2:23 PM
To: Mallen, Mike <Mike.Mallen@vancouver.ca>
Cc: Cavrlj, Anthony <Anthony.Cavrlj@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: RE: City Hall Rooftop Content Plan for the Mayor

Thank you Mike, we appreciate your efforts in making this work for us. We totally understand if it doesn't, especially on the compliance implications but will keep hoping for a good outcome.

Thanks again,

Arthur Ruiz (he/him)
Senior Marketing and Digital Strategist
FIFA World Cup 26 Vancouver™

From: Mallen, Mike <Mike.Mallen@vancouver.ca>
Sent: February 28, 2026 11:17 AM
To: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Cc: Cavrlj, Anthony <Anthony.Cavrlj@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Hi Arthur,

I spoke to Magnus after he touched base with Sandra on this. The consensus is there's support for it, but with the late notice and work involved there's little chance this is approved for Monday. This requires a fall protection plan, review of the proposed operation and then a notification to CMO/Staff about operating a drone around City Hall.

Magnus is setting up a call with Jessie, Sandra, Kim Kennedy (workplace safety), and myself. That messaging will go out today, but the call is likely not going to happen before Monday.

Sorry I could not make this work, but roof access has been like this for several years since it was flagged by the OH&S Committee and on the annual First Aid assessment. Moving forward without the minimum protections in place would require us to report non-compliance to WorkSafeBC. Ultimately, my team is responsible for ensuring appropriate access and fall plans and safety sit with Kim (under Magnus). You have the right people, but the notice period to mobilize this is the issue.

I will update as I hear more and am monitoring my emails so there should be minimal delays in my responses.

Regards,
Mike

Mike Mallen (he/him) | Director

CITY OF VANCOUVER | City Protective Services

453 W 12th Avenue | Vancouver, BC V5Y 1V4

Cell [s.15\(1\)\(l\)](tel:604.673.8255) | Office: 604.673.8255 | mike.mallen@vancouver.ca



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From: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Sent: Saturday, February 28, 2026 9:41:45 AM

To: Mallen, Mike <Mike.Mallen@vancouver.ca>
Cc: Cavrli, Anthony <Anthony.Cavrli@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Appreciate the update, thank you Mike.
Cheers,

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From: Mallen, Mike <Mike.Mallen@vancouver.ca>
Sent: Saturday, February 28, 2026 9:27:30 AM
To: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Cc: Cavrli, Anthony <Anthony.Cavrli@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Hi Arthur,
Quick update. This is with Magnus Endfeldt, Chief Safety Officer (my boss). He will review with Sandra and Karen today and get back to me asap. I'll update you as soon as I have more for you.

Regards,
Mike

Mike Mallen (he/him) | Director

CITY OF VANCOUVER | City Protective Services

453 W 12th Avenue | Vancouver, BC V5Y 1V4

Cell: [s.15\(1\)\(l\)](#) | Office: 604.673.8255 | mike.mallen@vancouver.ca

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From: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Sent: Friday, February 27, 2026 6:41:36 PM
To: Mallen, Mike <Mike.Mallen@vancouver.ca>
Cc: Cavrli, Anthony <Anthony.Cavrli@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Thank you Mike, much appreciated.
Cheers,

Arthur

From: Mallen, Mike <Mike.Mallen@vancouver.ca>
Sent: Friday, February 27, 2026 6:31:29 PM
To: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Cc: Cavrlj, Anthony <Anthony.Cavrlj@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: Re: City Hall Rooftop Content Plan for the Mayor

Hi Arthur,
I just need to run this by my boss and the deputy city manager. Give me a bit and I'll get back to you.

Regards,
Mike

Mike Mallen (*he/him*) | Director
CITY OF VANCOUVER | City Protective Services
453 W 12th Avenue | Vancouver, BC V5Y 1V4
Cell s.15(1)(l) | Office: 604.673.8255 | mike.mallen@vancouver.ca

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From: Ruiz, Arthur <Arthur.Ruiz@vancouver.ca>
Sent: Friday, February 27, 2026 5:33:26 PM
To: Mallen, Mike <Mike.Mallen@vancouver.ca>
Cc: Cavrlj, Anthony <Anthony.Cavrlj@vancouver.ca>; Mathany, Erin <Erin.Mathany@vancouver.ca>
Subject: City Hall Rooftop Content Plan for the Mayor

Hi Mike,

Anthony has requested that I shared the content plan for the Mayor on the top of the City Hall rooftop this upcoming Monday morning. We wish to have him face north at a safe distance from the barrier waving a flag with our "100 Days To Go" message. He will be directed to stay stationary at all times while waving the flag. We will be capturing the content from a drone.

Please let me know as soon as possible if we can get the permission we need to proceed.

Thank you,



Arthur Ruiz (he/him)
Senior Marketing and Digital Strategist
FIFA World Cup 26 Vancouver™

City of Vancouver
604-363-6085 | Arthur.Ruiz@vancouver.ca

VancouverFWC26.ca

I am grateful to work on the traditional, ancestral and unceded territories of the xʷ mə θ kʷ ə yə m (Musqueam), Sk̓ wxwú7mesh (Squamish), and sə lilwə tał (Tsleil-Waututh) nations.