

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

To: "Direct to Mayor and Council"

Date: 5/21/2026 9:35:25 AM

Subject: CONFIDENTIAL: News Release: Vancouver announces world-class Host City Supporter lineup ahead of FIFA World Cup 2026™

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EMBARGOED UNTIL MAY 21 @ 10 AM

Dear Mayor and Council,

The City will be issuing the news release shown below later today, announcing Vancouver's Host City Supporters program. FIFA granted the City the ability to sell ten "Supporter" packages – essentially event sponsors who are granted packages comprised of event tickets, event merchandise, and IP rights (with their logos placed on banners and at other locations) – primarily for the purpose of raising revenues to offset hosting costs.

This information remains confidential until it is released publicly.

Thanks,

Karen

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

News Release  
May 21, 2026

Vancouver announces world-class Host City Supporter lineup ahead of FIFA World Cup 2026™

Today, Vancouver unveiled the list of partners that will play a key role in bringing the FIFA World Cup 2026™ tournament to life across the city and province this summer.

The Host City Supporter program, made possible through a new agreement with FIFA, features nine legacy and brand partners that will help showcase the best of Vancouver and British Columbia as we prepare to host an unforgettable tournament experience for residents and visitors alike.

The program will play a key role in promoting FIFA World Cup 2026 and provide the opportunity for Vancouver's Host Committee to generate revenue and help offset hosting costs.

"As we prepare to welcome the world to Vancouver this summer, I'm thrilled to announce the world-class roster of partners who have joined our Host City Supporter program," said Jessie Adcock, Vancouver Host Committee Lead and Chief Delivery Officer. "We're grateful to FIFA for providing this opportunity to strengthen our relationships with our supporter partners and harness the economic and cultural opportunities of this once-in-a-generation tournament."

Official FIFA World Cup 2026 Vancouver™ Host City Supporters include: xʷməθkʷəy̓əm (Musqueam Indian Band), Skwxwú7mesh Úxwumixw (Squamish Nation), səliłwətał (Tsleil-Waututh Nation), Concord Pacific, Bell, Coca-Cola, PNE, Science World and TransLink.



The support of these partners reflects a shared commitment to highlighting the city's unique diversity and inclusive Team Vancouver spirit while showcasing the traditional territory of the Musqueam, Squamish and Tsleil-Waututh Nations. The Host City Supporter program will help generate economic and tourism benefits during FIFA World Cup 2026, and for generations to come.

These partners will play a crucial role in bringing the city to life through colourful fan engagement opportunities throughout the city of Vancouver and [FIFA Fan Festival™ Vancouver](#) at Hastings Park.

#### About FIFA World Cup 2026

FIFA World Cup 2026 will be the biggest sporting event ever, with three Host Countries, 16 Host Cities, 48 teams and 104 matches uniting an entire continent to showcase a momentous new tournament format. With more countries, cities, teams and games, FIFA World Cup 2026 will be the most inclusive tournament ever, engaging millions of fans across 16 unique stadiums and billions worldwide. The tournament will take place from June 11 to July 19, 2026. To learn more or sign up for our newsletter, please visit our website at [www.vancouverFWC26.ca](http://www.vancouverFWC26.ca) and follow our [Instagram](#), [X](#) and [Facebook](#) accounts @FWC26Vancouver.

#### Supporter quotes

yəxʷyaχʷələq Chief Wayne Sparrow, Musqueam Indian Band

"Musqueam is proud to be a Host City Supporter for the upcoming FIFA World Cup. We look forward to welcoming both the FIFA organization and soccer fans from around the world to our territory. Soccer unites us all, just as our traditions have always done. It fosters community through respect and shared experiences centered around a love for the game. This historic event will help create a legacy of support through soccer, enriching the shared experience for future generations."

Sxwíxwtn Wilson Williams, Chairperson, Skwxwú7mesh Úxwumixw (Squamish Nation)

"It's an honour for Skwxwú7mesh Úxwumixw (Squamish Nation) to be a Host City Supporter for the FIFA World Cup 2026™. With just weeks to go until the opening match, the tournament represents an extraordinary opportunity to share our history and culture with a global audience — and to build legacies that will benefit our community for generations to come. We can't wait for kick-off!"

Chief Justin George, səliłwətał (Tseil-Waututh Nation)

"Soccer has a unique power to bridge cultures and connect us all. We are honoured to serve as a Host City Supporter in welcoming the world during the FIFA World Cup 2026™ in Vancouver, standing alongside our relatives at Musqueam and Squamish and our corporate friends. We are proud to share our vibrant history, culture, and passion for the beautiful game with each and every one of you. Together, we will celebrate a tournament defined by diversity, unity, and build a meaningful legacy for our Tseil-Waututh family and all who call this region home."

Terry Hui, Concord Pacific President and CEO

"Our final neighbourhood in the Expo Lands has played a key role in hosting globally significant events — from the Molson Indy to the 2010 Olympics — while generating major economic impact for more than three decades. We are pleased to support the FIFA World Cup 2026, which will mark the culmination of that legacy. Over the coming weeks, Concord Pacific will be unveiling its plans for the FIFA World Cup period, including initiatives focused on the 'last mile' experience and special opportunities designed to help first-time buyers achieve their homeownership goals."

David Kennedy, Vice-President Brand & Sponsorship, Bell Canada

"This is a defining moment for Vancouver and for Canada, and we're incredibly proud stand alongside the city as a FIFA World Cup 2026 Host City Supporter. From our most advanced 5G network, to our powerful on-site presence at the FIFA Fan Festival where tens of thousands of fans will gather every day, we're creating moments that bring people closer to the beautiful game, to each other, and the world, because at Bell, connection is everything."

Tony Chow, President of Coke Canada Bottling

"As Canada's Local Bottler, Coke Canada Bottling is proud to help bring the excitement of the FIFA World Cup™ to millions of fans across the city of Vancouver. We are a Canadian, family-owned business with deep roots in many communities from coast-to-coast-to-coast and our operations are embedded in the communities we serve every day. Our partnership with the Host City of Vancouver gives us a unique opportunity to ignite soccer fandom across the city and province at an unprecedented scale, creating meaningful moments of connection and a lasting legacy that will be felt for years to come."

Shelley Frost, PNE President and CEO

"The PNE is incredibly proud to be the site of FIFA Fan Festival™ Vancouver. For more than a century the PNE and Hastings Park have been the location in BC where Vancouverites, British Columbians and guests from around the world have gathered to create collective memories and share once-in-a-lifetime moments. With our spectacular new outdoor amphitheatre being the centre of the FIFA Fan Festival™ Vancouver experience, the PNE is excited to launch a new era of momentous experiences at FIFA Fan Festival™ as a Host City Supporter!"

Tracy Redies, President and CEO, Science World

"As Vancouver welcomes the world to our beautiful city during the FIFA World Cup, Science World is delighted to be a Host City Supporter, offering an exciting summer of science and sport. From our new exhibition, Soccer & Technology from the FIFA Museum presented by the Province of British Columbia, to our themed kids' camps, signature After Dark adult nights and live Centre Stage shows, Science World will be a hub of discovery. We're bringing extra buzz and excitement by transforming our 40-metre dome into 'The Beautiful Dome', the official FIFA World Cup 2026™ match ball—a symbol of the beautiful game that will unite and inspire."

Kevin Quinn, TransLink CEO

"TransLink is proud to be a FIFA World Cup 2026™ Vancouver Host City Supporter and help welcome the world to Metro Vancouver during one of the largest events our region has ever hosted. We're preparing to move hundreds of thousands of residents and visitors safely and reliably throughout the tournament, with expanded service, improved wayfinding, and a customer experience that reflects the spirit and hospitality of our region. We're excited to help showcase Metro Vancouver, and the strength of our transit system, on the world stage."

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