

COMMUNITY ENGAGEMENT PLAYBOOK

UPDATED: APRIL 2026

This document will be updated on an ongoing basis as planning and preparations for the FIFA World Cup 2026™ progress.

FIFA WORLD CUP 2026™





NORTH TEXAS FWC ORGANIZING COMMITTEE

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The FIFA World Cup 2026™ is coming to North Texas, and the excitement is building. This global celebration will shine a spotlight on our region, uniting fans, cultures, and communities from around the world. For Texas, it is more than a series of matches. It is our chance to show the unmatched hospitality, pride, and spirit home.

Inside this playbook, you will find inspiration and practical tools to help you prepare, participate, and make an impact. Whether you are a business ready to welcome new customers, a nonprofit eager to share your mission, or a community leader looking to rally local pride, this guide will help you take part in something extraordinary.

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NORTH TEXAS FWC ORGANIZING COMMITTEE

AN OVERVIEW OF THE FIFA WORLD CUP 2026™

The FIFA World Cup 2026™ will be the largest tournament in history, featuring 48 nations, 104 matches, and millions of fans across North America. For the first time ever, the event will be hosted by three countries: the United States, Mexico, and Canada. With more than 6 billion viewers worldwide, it will be the biggest global event in history and the ultimate celebration of the world's game.

North Texas is at the center of it all. Dallas will host nine matches at Dallas Stadium in Arlington, including a coveted semifinal, more than any other Host City. The International Broadcast Center will welcome more than 3,500 media representatives to the Kay Bailey Hutchison Convention Center Dallas, while Fair Park will come alive as home to the 39-day FIFA Fan Festival™, one of the largest activations in the country.

The scale of the tournament is unlike anything seen before. North Texas can expect more than 100,000 visitors each day, adding up to nearly 3.9 million over the course of the event. Together, these activities are projected to generate \$2.1 billion in economic impact, fueling tourism, creating jobs, and driving growth that will strengthen the region for years to come.

Accommodations will play a central role in welcoming international guests. Research shows that 54% of these travelers, including many without match tickets, will stay in hotels or other lodging and spend an average of 9.7 days in the United States. Visitor insights show that 63% will be male, 32% will be ages 16–29, 46% ages 30–49, and 22% ages 50–69. While 41% of fans speak English, 68% are expected to carry a debit or credit card, supporting seamless spending throughout the region. These details highlight the importance of preparing accommodations, services, and experiences that meet the needs of a diverse global audience.



NORTH TEXAS FWC ORGANIZING COMMITTEE

With international visitors, global media, and cultural celebrations across the region, North Texas will become a true crossroads of the world. The impact will extend far beyond the matches, driving tourism, economic growth, cultural exchange, and lasting community legacy.

Dallas already holds a proud place in FIFA World Cup™ history. In 1994, the Cotton Bowl hosted six unforgettable matches and Fair Park served as home to the International Broadcast Center, connecting Dallas to millions of fans worldwide. Those moments cemented the city's status as a hub for the world's game. Now, more than three decades later, Dallas is ready to build on that legacy, welcoming the world once again in 2026.





NORTH TEXAS FWC ORGANIZING COMMITTEE

LEADING THE CHARGE: THE NORTH TEXAS FWC ORGANIZING COMMITTEE

The North Texas FWC Organizing Committee, alongside FIFA, is bringing the World Cup to life in North Texas. As an independent nonprofit, the Committee works closely with civic leaders, businesses, and community organizations to deliver an unforgettable experience for fans and residents alike.

Our mission is to showcase Texas hospitality on a global stage, ensure safe, accessible, world-class experiences and host the FIFA Fan Festival™ Dallas. We'll guide local businesses and residents on how to participate and how to leave a legacy of sport, culture, and community that endures well beyond 2026.

Board of Directors

Monica Paul - President, Dan Hunt - Co-Chair, Nina Vaca - Co-Chair, Jimmy Smith - Treasurer, Andy Swift - Secretary, Chad Estis, Adam McGough

North Texas FWC Organizing Committee

Monica Paul – President

Gillian Breidenbach – Chief Partnership Officer

Rick Burkhead – Chief Safety and Security Officer

Jaime Cabrera – Director of Donor Relations

Ginger Lively Cade – Accommodations Liaison

Minal Davis – Chief Human Rights Officer

Steve Davis – Director of Legacy Programs

Allie Dunlap – Director of Volunteer Services

Noelle LeVeaux – Chief Marketing Officer

Jacqueline Rutledge – Chief Financial Officer

Anita Simmons – Director of Marketing

Cindy Solomon – Director of Events and Entertainment

Meghna Tare – Chief Sustainability Officer

Joe Trahan – Director of PR and Communications

Rocky Vaz – Director of City Services and International Broadcast Center

J.D. Wood – Team and Venue Services Manager

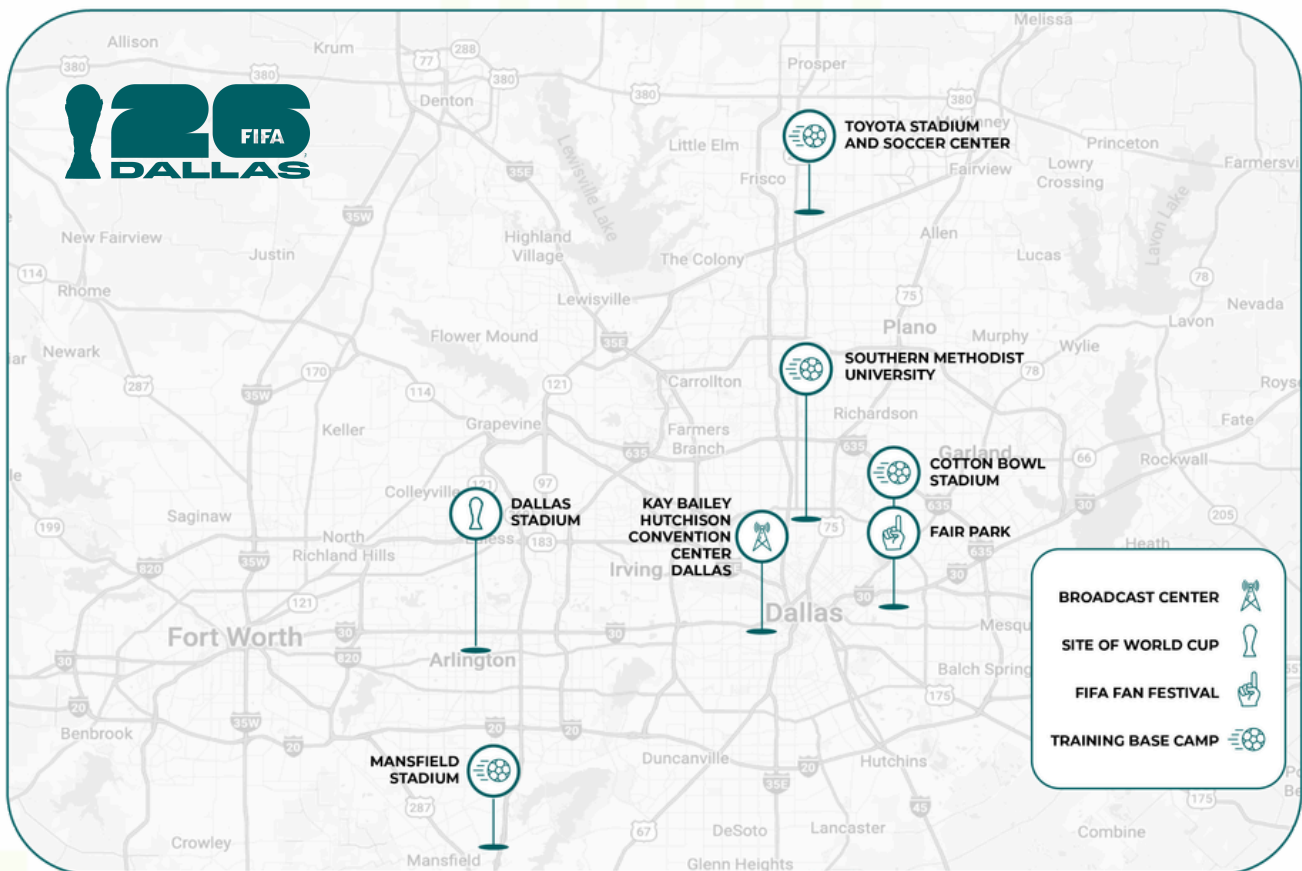


NORTH TEXAS FWC ORGANIZING COMMITTEE

A REGIONAL EVENT

While Dallas is the official Host City for the FIFA World Cup 2026™, the effort is truly regional. Every aspect of planning and delivery is guided by collaboration, with specialized “Working Groups” that bring together leaders and experts from across North Texas. From transportation and security to hospitality and cultural programming, these groups ensure that the entire region is aligned and prepared to welcome the world. This united approach reflects the spirit of Texas hospitality and demonstrates how much stronger we are when we work together.

“THE FIFA WORLD CUP 2026™ IS BIGGER THAN ANY ONE CITY, AND IT IS ONLY THROUGH THE STRENGTH OF OUR REGIONAL PARTNERSHIPS THAT WE CAN RISE TO THIS HISTORIC MOMENT. TOGETHER, WE ARE SHOWING THE WORLD WHAT NORTH TEXAS CAN ACHIEVE.”
-MONICA PAUL





NORTH TEXAS FWC ORGANIZING COMMITTEE

HOST CITY DALLAS LED EVENTS



FIFA WORLD CUP™ DRAW PARTY

December 5, 2025 | Billy Bob's Texas, Fort Worth – live watch party and celebration of the official FIFA World Cup 2026™ Draw



ROAD TO THE WORLD CUP

May 30, 2026 - 5K & Community Fun Run



FIFA FAN FESTIVAL™ DALLAS

June 11 - July 19, 2026 | Fair Park, Dallas – live match screenings, concerts, food, activations, art, and more.



DONOR EVENTS

Private gatherings across North Texas designed to inspire support, foster connections, and generate funding for lasting legacy. Learn more about the [North Texas Sports Foundation](#).



SUSTAINABILITY EVENTS

Including community tree plantings, and more, to promote a greener and more resilient North Texas.



NORTH TEXAS FWC ORGANIZING COMMITTEE

THE FIFA WORLD CUP 2026™ DRAW (DECEMBER 5, 2025)

The FIFA World Cup 2026™ Draw will take place on Friday, December 5, 2025, at the Kennedy Center in Washington, D.C., marking a major milestone on the road to the tournament. During this global broadcast, the 48 qualified nations will learn their paths to glory as matchups and host cities are revealed. The Draw officially sets the stage for the world's largest and most inclusive tournament ever, uniting fans, cultures, and countries in the spirit of the beautiful game.

NORTH TEXAS' OFFICIAL DRAW PARTY EXPERIENCE

Mark your calendars for The Official Draw Party Experience, taking place Saturday, December 5, 2025, from 10 AM to 2 PM at Billy Bob's Texas in Fort Worth. Hosted by the North Texas FWC Organizing Committee and Visit Fort Worth, this once-in-a-generation event will bring fans together to witness the official reveal of which nations will play right here in North Texas. Expect an unforgettable day filled with live music, giveaways, exclusive merchandise, and soccer personalities.

DRAW PARTY IN A BOX

Businesses across North Texas can join in the excitement by hosting their own celebration with the Host City Draw Party in a Box. This curated package provides everything needed to bring World Cup spirit to your space, including promotional posters, coasters, themed décor, and official Host City merchandise. It's an easy and engaging way to show your pride, connect with fans, and be part of the region-wide festivities leading up to the FIFA World Cup 2026™. Secure yours now and we will be in touch to confirm your order - [CLICK HERE](#).



NORTH TEXAS FWC ORGANIZING COMMITTEE

KEY TOURNAMENT DATES & NORTH TEXAS MATCH SCHEDULE

Tournament duration: June 11 – July 19, 2026

All North Texas matches played at Dallas Stadium in Arlington, Texas

- June 14, 2026
- June 17, 2026
- June 22, 2026
- June 25, 2026
- June 27, 2026

Knockout Matches: Round of 32

- June 30, 2026
- July 3, 2026

Knockout Matches: Round of 16

- July 6, 2026

Semifinal

- July 14, 2026

Final will be played at MetLife Stadium in New Jersey

- July 19, 2026





NORTH TEXAS FWC ORGANIZING COMMITTEE

KEY LOCATIONS

Host City Dallas will showcase three iconic locations during the FIFA World Cup 2026™. Dallas Stadium in Arlington will serve as the stage for the tournament matches. The Kay Bailey Hutchison Convention Center Dallas will house the International Broadcast Center, connecting Dallas to a global audience of millions. Fair Park will come alive for 34 days with the FIFA Fan Festival™, featuring watch parties, concerts, interactive activations, cultural showcases, and countless opportunities for fans to celebrate together.



**TOURNAMENT MATCHES
DALLAS STADIUM
ARLINGTON, TEXAS**



**INTERNATIONAL BROADCAST
CENTER AT KAY BAILEY
HUTCHISON CONVENTION
CENTER DALLAS
DALLAS, TEXAS**



**FIFA FAN FESTIVAL™ DALLAS
AT FAIR PARK
DALLAS, TEXAS**



NORTH TEXAS FWC ORGANIZING COMMITTEE

FIFA FAN FESTIVAL™ DALLAS

For 34 days, Fair Park will transform into the beating heart of the FIFA World Cup 2026™ celebration in North Texas. Spanning more than one million square feet, FIFA Fan Festival™ Dallas will welcome an average of 35,000 fans per day to experience the world's game like never before.

96 matches will be broadcast live on giant screens, surrounded by activations from FIFA's global partners and Dallas's own Host City Supporters. The festival will be alive with energy and entertainment, with concerts, cultural showcases, chalk talks, and interactive programming filling the calendar each day. Fans will also enjoy food and beverages from some of North Texas's best local restaurants and participate in youth soccer clinics, skills contests, and family-friendly activities that make the sport accessible to everyone.

It is important to note that FIFA Fan Festival™ Dallas is not a vendor marketplace. This global celebration is curated with official FIFA partners, Host City Supporters, and select local restaurants to deliver a world-class fan experience rather than a merchant fair.

Admission will be free to the public with a digital code required for entry, creating an inclusive space for fans from across the region and around the world. For those seeking an elevated experience, premium access tickets will be available for purchase, with on-sale details to be announced soon.



[suppliers.dallasfwc26.com/
registration](https://suppliers.dallasfwc26.com/registration)



[www.dallasfwc26.com/
community-engagement-
opportunities](https://www.dallasfwc26.com/community-engagement-opportunities)



NORTH TEXAS FWC ORGANIZING COMMITTEE

BASE CAMPS & *VENUE SPECIFIC TRAINING SITES

A Team Base Camp is a combined training site and accommodation facility selected by national teams to use as their “home away from home” during the group stage of the tournament. In addition to training, rest, and day-to-day preparation, Base Camps are where teams orient themselves, recover between matches, and fine-tune strategy.

In North Texas, two locations have been designated as Base Camps, Mansfield Stadium and FC Dallas Stadium. [Click here](#) to read more about the selected base camps of North Texas.

A venue-specific training site is a designated practice facility linked to a specific World Cup stadium, used by the teams playing there to prepare for their matches.



MANSFIELD STADIUM
MANSFIELD, TEXAS



***COTTON BOWL STADIUM**
DALLAS, TEXAS



FC DALLAS STADIUM
FRISCO, TEXAS



***SOUTHERN METHODIST UNIVERSITY**
DALLAS, TEXAS



NORTH TEXAS FWC ORGANIZING COMMITTEE

GET READY NORTH TEXAS

The FIFA World Cup 2026™ is the opportunity of a lifetime for North Texas businesses and organizations. With millions of visitors, global media attention, and unmatched local pride on the horizon, now is the time to prepare. This is your chance to attract new customers, elevate your brand, and create experiences that showcase the best of our region. Whether you decorate your storefronts, host themed events, sponsor community activities, or partner with local initiatives, your involvement will put your business at the center of the excitement. The world is coming to North Texas, and your business should be ready to welcome it.



NORTH TEXAS FWC ORGANIZING COMMITTEE

WHAT YOU CAN DO TO PREPARE

OPERATIONS & STAFFING

Prepare for larger crowds at restaurants, airports, hotels, and attractions.

EVENTS & ACTIVATIONS

Plan watch parties, cultural festivals, and soccer-themed gatherings.

MARKETING & PROMOTIONS

Offer World Cup-themed specials, discounts, or products.

BEAUTIFICATION

Enhance streetscapes, storefronts, and signage to create a welcoming environment.

PARTNERSHIPS

Collaborate with local businesses, chambers, CVBs, and cultural groups to amplify efforts.



NORTH TEXAS FWC ORGANIZING COMMITTEE

BRAND USAGE GUIDELINES

Use of the FIFA World Cup 2026™ intellectual property including, but not limited to: logos and emblems, official slogans, Host City logos and designs, event imagery, or official merchandise designs is strictly regulated and protected by FIFA's global IP rights.

Who Can Use the Dallas Host City Marks?

Authorized Parties:

- North Texas FIFA World Cup Organizing Committee (NTFWCOC)
- Official Dallas Host City Supporters

ANY use of the official marks, internal or external, including internal documents, presentations, signage, marketing materials, or merchandise, MUST be submitted for approval.

Who Cannot Use the Dallas Host City Marks?

Non-sponsor companies, individuals, donors, or organizations, even those with good intentions

Vendors, suppliers, or subcontractors without explicit rights

Nonprofits, community partners, or media unless officially contracted

Internal NTFWCOE departments without prior approval

Approval Process - Submit for Review

Email materials to: marketingsubmissions@dallasfwc26.com

Await Written Approval (Up to 72 hours). Do not proceed without formal written approval.

Unauthorized use of FIFA marks may result in: Cease and desist orders, legal enforcement actions, or seizure of materials.



NORTH TEXAS FWC ORGANIZING COMMITTEE

BRAND USAGE GUIDELINES SUPPORTING COLLABORATION

For Non-Rights Holders & Local Destination Collaborators Helping your community welcome the world, without violating FIFA’s brand guidelines.

What You Cannot Use Per FIFA’s Brand Guidelines?

Do not use official logos, emblems, mascots, slogans, posters, or the FIFA World Cup trophy image

Do not use FIFA or World Cup branding on merchandise, signage, websites, banners, etc.

Avoid misleading terms like “official,” “partner,” or “sponsor” unless you have formal and contractual rights with FIFA and/or the Host City Dallas

Do not name events in a way that implies affiliation (e.g. “World Cup Watch Party” or “FIFA Celebration”)

APPROVED IMAGES

The North Texas FWC Organizing Committee, in partnership with regional collaborators including Dallas Sports Commission, Visit Dallas, Visit Arlington, Visit Fort Worth, and Visit Frisco, have compiled a set of approved photography assets to help you promote the region, milestones, and events surrounding the beautiful game. Please note that FIFA and Host City intellectual property such as logos, patterns, fonts, and even verbiage like “FIFA World Cup” may not be used. You can download the assets by [clicking here](#).



NORTH TEXAS FWC ORGANIZING COMMITTEE

BRAND USAGE GUIDELINES SUPPORTING COLLABORATION

What Can You Do?

Collaborators, such as CVBs, Chambers, Public Improvement Districts/Business Improvement Districts, can still support tourism and the guest experience during the World Cup by focusing on location, hospitality, and general celebration of international sport and culture. Here's how:

Welcoming Language (use terms like):

"Welcome World Travelers," "Dallas Welcomes the World," "Celebrating Global Football in Texas," "Experience North Texas During the Summer of Soccer," "Catch the Action. Explore the Region."

Avoid: "World Cup," "FIFA," or "2026" directly adjacent to claims or visuals without rights.

Generic Design & Celebration (you can use):

Country flags, Soccer balls (not stylized like the official logo), Texas or city-specific icons and hospitality, Themes of unity, sport, international culture

Sample taglines: "Where the World Comes to Play," "Explore Texas Hospitality During the Summer of Soccer," "Your Gateway to the Global Game"

Digital & Print Content Tips (you may):

Share public FIFA links from the Host City Dallas (dallasfwc26.com) such as ticketing, volunteer, calendar listings event pages. Create itineraries, "Where to Stay," "What to Eat," and "Fan-Friendly" guides

Suggested phrases:

"We're excited to host fans of the global game this summer," "Find your fan experience in [City]."

If you are ever unsure whether a design, phrase, or idea violates FIFA's IP guidelines, you can contact the North Texas FWC Organizing Committee marketing department via email: marketingsubmissions@dallasfwc26.com.



NORTH TEXAS FWC ORGANIZING COMMITTEE

CITY DRESSING & KIT OF PARTS

During the FIFA World Cup 2026™, City Dressing will play a vital role in transforming North Texas into a stage worthy of the world's biggest sporting event. The North Texas FWC Organizing Committee will lead the effort by branding the city with official FIFA Host City designs, creating a cohesive and celebratory look that welcomes fans from across the globe.

Beyond the city core, regional partners have had the opportunity to participate by purchasing specially curated “Kit of Parts” packages. These kits allowed communities to tailor the look and feel of their areas while staying aligned with the official branding. Options included street pole banners, window clings, busker stations for live performances, and a variety of other elements. This initiative ensures that the entire region, not just central Dallas, can showcase its pride and Texas hospitality as part of this historic moment.

As the tournament nears, Kit of Part orders may be limited due to production schedules. If interested in items and ordering, please email [**dallasfwc26@the.team**](mailto:dallasfwc26@the.team)



NORTH TEXAS FWC ORGANIZING COMMITTEE

NORTH TEXAS BUSINESS CONNECT: HOW LOCAL BUSINESSES CAN GET INVOLVED IN THE FIFA WORLD CUP 2026™

The FIFA World Cup 2026™ is coming to North Texas, and with it comes a once-in-a-lifetime opportunity for our local businesses. The North Texas FWC Organizing Committee has launched the North Texas Business Connect Program, designed to connect regional suppliers with procurement opportunities tied to the tournament and beyond.

This program is your chance to be part of the excitement while showcasing the strength and diversity of North Texas businesses. Whether your company provides catering, printing, event services, transportation, or countless other goods and services, Business Connect is your gateway to upcoming Requests for Proposals (RFPs) and official opportunities.

Who Can Apply?

To qualify for the program, businesses must:

- Be located in North Texas. You must operate a physical office in one of the following counties: Dallas, Tarrant, Collin, Denton, Kaufman, Parker, Johnson, Ellis, Rockwall, Hood, or Wise.
- Be the direct provider of the goods or services offered (no brokers).
- Be in good standing and eligible to do business in Texas.



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NORTH TEXAS FWC ORGANIZING COMMITTEE

NORTH TEXAS BUSINESS CONNECT: HOW LOCAL BUSINESSES CAN GET INVOLVED IN THE FIFA WORLD CUP 2026™

Step-by-Step: How to Register

- Visit the North Texas Business Connect page on the DallasFWC26.com website.
- Enter the email address and business name to receive an OTP verification code by email.
- Enter the code online and complete the registration forms, including general information, business category, and any applicable certifications or licensing.
- Review and complete all registration acknowledgements to receive an email confirmation of successful submission.
- Once registered, your business information is shared among FIFA, the Organizing Committee, and their partners for procurement opportunities across the region.

Why Register?

- Be part of history. The FIFA World Cup™ is the world's largest sporting event, and North Texas will be in the global spotlight.
- Expand your reach. From official Host City events to regional celebrations, your business could play a role in delivering world-class experiences.
- Leave a legacy. Your participation helps build a stronger, more inclusive economy across North Texas that extends well beyond 2026.



suppliers.dallasfwc26.com/registration



NORTH TEXAS FWC ORGANIZING COMMITTEE

COMMUNITY ENGAGEMENT OPPORTUNITIES

Community engagement is the soul of the FIFA World Cup 2026™ in North Texas. The North Texas FWC Organizing Committee is actively collecting contacts from local businesses to connect with upcoming RFI, RFQ, and RFP opportunities. We are also gathering information on potential sites for mini-pitch installations that will leave a lasting legacy across the region. In addition, we invite North Texans to share their talent in music, dance, and culture for performances at the FIFA Fan Festival™ Dallas, and we are compiling restaurant and entertainment venue listings for official guidebooks that will showcase the best of our community to the world.



[www.dallasfwc26.com/
community-engagement-
opportunities](http://www.dallasfwc26.com/community-engagement-opportunities)

Mini-pitches are lasting community hubs that inspire youth, build pride, and create safe spaces for play. Submit a request to bring a mini-pitch to your area and help grow the game close to home.

As part of the FIFA Fan Festival™ Dallas at Fair Park, we are proud to spotlight North Texas nonprofits that strengthen our communities and inspire positive change. Participating organizations will be recognized on festival screens and invited to gather for a group photo, celebrating the unity and spirit that define North Texas.

The FIFA Fan Festival™ Dallas will showcase the best of North Texas talent, from music and dance to cultural performances. Share your creativity with fans from around the world and be part of this historic global celebration. Submit your act today.

Showcase the best of North Texas! Restaurants and entertainment venues are invited to submit their information for the official guidebook. In exchange to welcome global fans, highlight what makes you unique, and be featured for thousands of visitors eager to explore our region.

CLOSED

CLOSED



NORTH TEXAS FWC ORGANIZING COMMITTEE

LICENSING / PUBLIC VIEWING

What is a Public Viewing License?

A public viewing license is permission granted by FIFA (or one of its media rights licensees) that allows an entity to show live broadcasts of FIFA World Cup 2026™ matches to an audience in a public or semi-public setting (bars, restaurants, parks, hotels, schools, etc.). It regulates use of the broadcast and of official FIFA intellectual property.

When is a License Required?

The requirement depends on several factors, including:

1. Commercial vs Non-commercial Event

- If you charge admission, sell sponsorships, or otherwise derive commercial benefit, a commercial license is required.
- If it's purely non-commercial (free events, community gatherings without profit motive), the licensing requirements may be more relaxed but still may require review or registration depending on size

2. Size of Audience / Venue Type

- Small non-commercial events (e.g., under ~1,000 people) at churches, parks, or community centers might be exempt from licensing in some jurisdictions.
- Larger gatherings, or events in more formal or large-capacity public spaces, likely require licensing.

3. Use of Broadcast & Official FIFA Branding

- If you want to show the live match broadcast (i.e. display of moving images) to an audience outside of a private dwelling, and/or use FIFA's official logos, match schedule, mascots, etc., then you need a license.
- Any commercial association using FIFA intellectual property (IP) or implying sponsorship must be authorized.

4. Local Laws & Permits

- Apart from FIFA licensing, local permits may be required (for gatherings, public safety, sound/noise permits, zoning, etc.)



NORTH TEXAS FWC ORGANIZING COMMITTEE

LICENSING / PUBLIC VIEWING

How to Apply / Steps to Get the License

In the U.S., Fox and Telemundo have the legal rights for broadcasting the FIFA World Cup 2026™ matches. Often, they are also the ones who administer public viewing licenses in that territory.

1. Determine Type of Event & Licensing Needs

- Identify whether your event is commercial / non-commercial.
- Estimate attendance size.
- Decide if you will sell tickets, sponsorship, etc.

2. Submit an Application

- Use FIFA's Public Viewing Platform (expected to open in Q4 2025) to apply for a license. FIFA has stated that for World Cup 2026™, they will open this application process through publicviewing.fifa.org.
- Include details like date, location, expected attendance, whether admission fee will be charged, whether sponsorship will be involved, etc.

3. Pay License Fee and Possibly Other Costs

- License fees are required for many events, especially commercial ones or large non-commercial ones.
- There may also be technical costs (screening equipment, signal / broadcast feed rights, sound system, etc.) that you'll need to cover.

4. Comply with FIFA's Intellectual Property & Brand Guidelines

- Avoid unauthorized use of logos, slogans, mascots, match schedule or any official marks unless your license or media partner agreement allows it.
- Promotions, advertising, how you name your event, and whether you use signage with "FIFA World Cup 26™" etc. must follow the guidelines.

5. Obtain Local Permits / Permissions

- In many cities, showing an event to the public (especially outdoors or in public spaces) will require permits related to crowd control, health & safety, noise, alcohol licensing if you serve alcohol.

6. Promotion & Publicity (Within Rules)

- Once licensed, you can promote the event, but you must follow rules about how you use FIFA trademarks or references, what fonts or logos are allowed, how sponsorship is indicated, etc.
- If the license is non-commercial / small-scale, promotion may be more limited.



NORTH TEXAS FWC ORGANIZING COMMITTEE

MILESTONE MOMENTS

These milestones are chances to rally your community and tie in your business, nonprofit, or neighborhood with the excitement.

2025

- **March 16:** Official Host City Sonic ID launch
- **April 17:** Official Host City Dallas poster reveal
- **June 11:** One-Year-To-Go Celebration, National Soccer Hall of Fame, Frisco, TX
- **September 10-19:** Visa Pre-Sale Ticket Draw
- **September 25:** Official FIFA World Cup 2026™ Mascots revealed
- **September 29:** Visa Pre-Sale selection begins
- **October 2:** Official FIFA World Cup 2026™ Adidas Match Ball revealed
- **October 11:** FIFA World Cup 2026™ Mascots at the Mexico vs. Colombia, Arlington, TX
- **October 12:** FIFA World Cup 2026™ Mascots at the State Fair of Texas, Dallas, TX
- **October 25:** Sustainability Service Day at the North Texas Food Bank
- **October 27-31:** Early Ticket Draw
- **November 6:** Sustainability Service Day of tree planting
- **November 18:** Volunteer Center opens at Fair Park, Dallas, TX
- **December 5:** Official FIFA World Cup 2026™ Draw, Fort Worth, TX

2026

- **January:** Team Base Camps confirmed
- **March 3:** 100 Days To Go until the FIFA World Cup 2026™
- **April 21:** EarthX
- **April 24:** Beyond the Game: A Human Rights Discussion
- **April 24-26:** FIFA World Cup™ Trophy Tour
- **April 28 & 29:** FIFA World Cup™ Volunteer Uniform Reveal
- **May 25:** World Soccer Day
- **May 30:** [Countdown to the Cup 5K & Community Fun Run](#)
- **June 14-July 14:** Matches commence at Dallas Stadium, Arlington, TX
- **June 11-July 19:** FIFA World Cup 2026™ & Fan Festival™ Dallas at Fair Park, Dallas, TX

[Click here](#) for a list of current events.



NORTH TEXAS FWC ORGANIZING COMMITTEE

STAY TUNED FOR ADDITIONAL UPDATES

Stay tuned for more updates as we continue to build excitement for the FIFA World Cup 2026™. This playbook will be updated regularly and will live on our website at dallasfwc26.com/community-engagement-opportunities. Check back often for new information and resources to help you get involved and stay informed.

Upcoming updates will include details on transportation, human rights, sustainability, events, event access, and much more.

NEWSLETTER: FROM THE PITCH

Stay connected and in the know by exploring past issues of our newsletter, From the Pitch (dallasfwc26.com/news). Each edition offers behind-the-scenes insights, event highlights, and stories that bring the journey to the FIFA World Cup 2026™ to life. Make sure you are signed up to receive future editions so you never miss important updates, opportunities, and ways to get involved. Sign up today at: dallasfwc26.com/email-signup.

MERCHANDISE: GET IN THE SPIRIT



Show your Dallas pride as an official Host City for the FIFA World Cup 2026™. Explore the exclusive Dallas 2026 collection at store.fifa.com for apparel, accessories, and the official poster by Fort Worth artist Matt Cliff. Celebrate North Texas' role on the world stage.



Updates to this document will be made regularly as FIFA World Cup 2026™ planning continues