



2026 FIFA LOS ANGELES

LOS ANGELES WORLD CUP 2026 HOST COMMITTEE

COMMUNITY ACTIVATION TOOLKIT

April 2026

LETTER FROM LEADERSHIP

On behalf of the Los Angeles Sports & Entertainment Commission (LASEC) team, we are grateful for your ongoing support of our mission to attract and secure high-profile sports and entertainment events that positively impact our community and the economy.

The Los Angeles World Cup 2026 Host Committee is responsible for delivering FIFA World Cup 26™ to Los Angeles. LASEC is the entity leading these efforts, and this tournament presents a tremendous opportunity for local engagement and participation from municipalities, community organizations, and the business community.

The purpose of this Los Angeles World Cup 2026 Community Activation Toolkit is to provide clear guidelines to regional stakeholders who are interested in producing activations in their communities. This toolkit includes ideas for creative ways to get involved, and outlines do's and don'ts to keep community activations in compliance with FIFA rules and regulations. The Host Committee will also be curating a 39-day fan engagement calendar that will be shared with Angelenos and visitors looking to experience the World Cup in Los Angeles.

The FIFA World Cup 26™ is one of many major events the Los Angeles region will host in the next several years – alongside the NBA All-Star Game (2026), the Women's U.S. Open Championship (2026), Super Bowl LXI (2027) and the 2028 Olympic and Paralympic Games. Together, these events present an unparalleled opportunity to showcase Los Angeles and work toward a stronger, more inclusive community that will leave a lasting legacy for generations to come.

Thank you for your support. We will continue to update this guide and recommendations as we work towards hosting the world's largest single-sport event, the FIFA World Cup 26™.



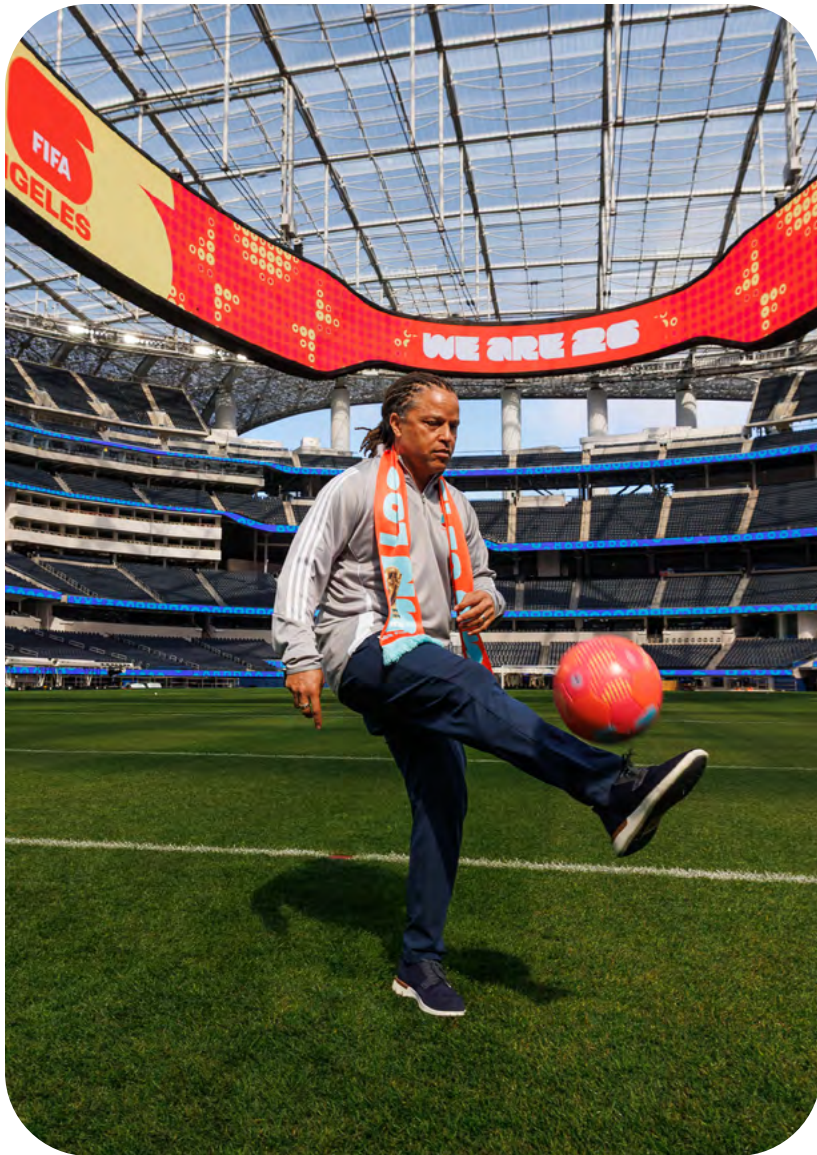
Sincerely,

Kathryn S. Schloessman

President & CEO, Los Angeles Sports & Entertainment Commission

CEO, Los Angeles World Cup 2026 Host Committee

TABLE OF CONTENTS



Los Angeles World Cup 2026 Host Committee	4
Overview	5
Key Tournament Dates	6
Host Committee Activations & Programming	7
Milestones	8
Start Your World Cup Experience in Los Angeles	9
Logos and Branding	10
Hosting a Viewing Party	11
How You Can Get Involved	12
Add Your Event To The 39-Day Fan Experience Guide	14
Decorate Your Neighborhood	15
Partners & Supporters	16
Key Contacts	18

LOS ANGELES WORLD CUP 2026 HOST COMMITTEE

The Los Angeles World Cup Host Committee was established to deliver a premier **FIFA World Cup 26™** experience and drive lasting social, cultural, and economic impact for the Los Angeles region.

The Host Committee serves as the liaison between FIFA and the Los Angeles region to harness opportunities surrounding the tournament to elevate our community.

The Host Committee is co-chaired by LAFC Co-President **Larry Freedman** and former U.S. Men's National Team player **Chris Klein** and includes representatives from the Los Angeles Sports & Entertainment Commission (LASEC), the Los Angeles Rams, SoFi Stadium and Hollywood Park, Los Angeles Football Club (LAFC), and the LA Galaxy.

The Host Committee is operated by the Los Angeles Sports & Entertainment Commission, with **Kathryn Schloessman** serving as the Los Angeles Host Committee CEO.

What is the Host Committee responsible for?

- Venues including the Host Stadium, Training Sites, Fan Festival and any additional fan-facing events
- Commercial Rights/Partnerships
- Marketing & Promotions, Communications & PR, Citywide Decor
- Legacy Initiatives & Community Engagement Programming
- Volunteers & Workforce
- Fan Services
- Municipal Services
- Government Relations
- Liaison for Safety & Security (Medical, Emergency Services)
- Transportation, Operations & Logistics
- Clean Zone/Brand Protection
- Personnel, Finance, Legal & Administration

OVERVIEW

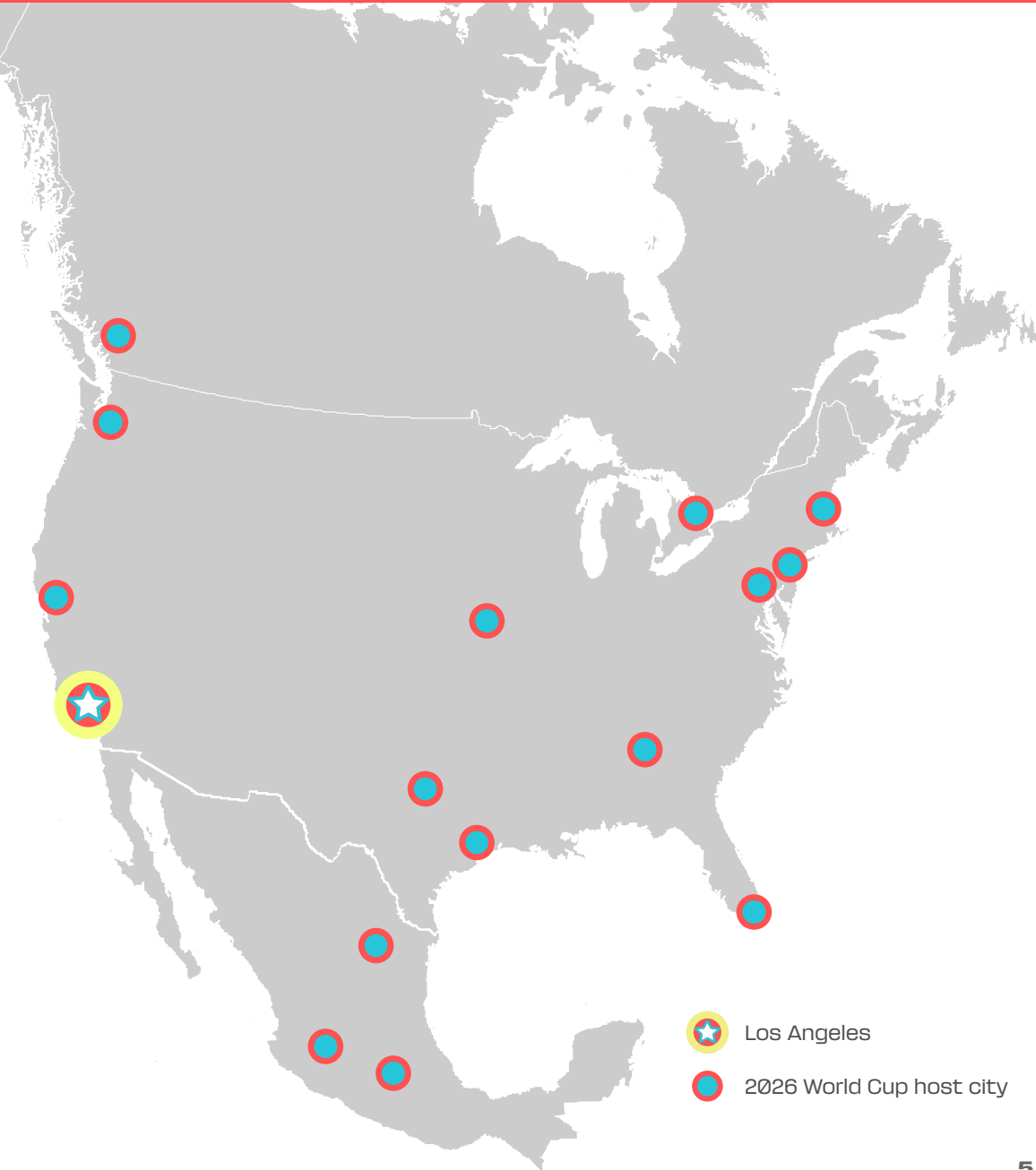
FIFA World Cup 26™ Overview

Canada, Mexico, and the United States will host FIFA World Cup 26™ June 11- July 19, 2026. This marks the first time three nations have been selected to co-host a FIFA World Cup™ and the first time the FIFA World Cup™ will be played in North America in 32 years. It will be the first 48-team FIFA World Cup™ in history.


The FIFA World Cup™ is the world's premier international football competition, and the FIFA World Cup 26™ will be the largest single-sport event in history.

Los Angeles is one of the main U.S. host cities welcoming eight (8) matches, including the U.S. Men's National Team (USMNT) opening and third match. Los Angeles will also host three additional Group Stage matches, two Round of 32 knockout matches, and one Quarterfinal match.

FIFA World Cup 26™ is a generational opportunity to welcome the world for an extraordinary celebration of sport while showcasing the beauty of Los Angeles in its diversity of people, history, and experiences. Our goal is for fans to “Start Your World Cup Experience in Los Angeles” and to deliver an exceptional experience to drive tourism demand to our region for decades to come.



KEY TOURNAMENT DATES TO KNOW

The full FIFA World Cup 26™ match schedule—including all games across the United States, Mexico, and Canada—is available [here](#). 

- ✓ **Total Matches:** 104
- ✓ **Tournament Duration:** June 11- July 19, 2026
- ✓ **Los Angeles Venue:** SoFi Stadium, Inglewood CA



FIFA LOS ANGELES MATCH SCHEDULE

JUNE 12 6:00 PM	UNITED STATES VS. PARAGUAY	JUNE 25 7:00 PM	UNITED STATES VS. TÜRKIYE
JUNE 15 6:00 PM	IR IRAN VS. NEW ZEALAND	JUNE 28 12:00 PM	ROUND OF 32
JUNE 18 12:00 PM	SWITZERLAND VS. BOSNIA AND HERZEGOVINA	JULY 02 12:00 PM	ROUND OF 32
JUNE 21 12:00 PM	BELGIUM VS. IR IRAN	JULY 10 12:00 PM	QUARTER-FINALS

HOST COMMITTEE ACTIVATIONS & PROGRAMMING

The following **official** events will have exclusive access to Host Committee intellectual property and branding rights.

FIFA Fan Festival

To kick off the tournament, Los Angeles will host an official FIFA Fan Festival at the iconic Los Angeles Memorial Coliseum from June 11-15. The Stadium will set the stage for a multitude of activations, culinary delights, performances and immersive experiences.

Los Angeles World Cup Fan Zones

In addition to the Fan Festival, the Host Committee released an RFP for venues around LA County interested in partnering to host a Fan Zone. In January the Host Committee announced 10 Fan Zones, which will provide additional opportunities for fans to come together to watch the matches, experience partnership activations and celebrate the beautiful game at destinations throughout LA County. To view the Fan Zones and their dates of activation, click [here](#).

Grow the Game Clinics

Our Grow the Game of Soccer initiative will kick off an inspiring series of soccer clinics designed to develop and empower the next generation of soccer players, coaches, and referees in Southern California. This program will provide hands-on training and will also foster a deep connection to the sport, leveraging the star power and expertise of LA Galaxy, LA Football Club, and the Angel City Football Club players and alumni to elevate skills, build confidence, and inspire passion for soccer in athletes and mentors alike.

This program is a partnership between the Host Committee and the LA84 Foundation and Play Equity Fund.

Community Days

As the world's attention turns to Los Angeles for the FIFA World Cup 26™, the Road to World Cup Community Days Presented by Amgen will mobilize communities across the region to ensure our city shines as a world class destination. This volunteer-driven initiative will bring together individuals, families, and organizations to actively participate in beautification efforts creating a more vibrant Los Angeles for visitors and residents alike. Community organizers can express interest in co-hosting these a Community Day with the Host Committee.

Mobile Bus Tour

The Kick It With Us Mobile Bus Tour will bring the excitement of the World Cup directly to communities across the Los Angeles Region, popping up at high-foot-traffic locations and culturally significant events leading up to FIFA World Cup 2026™. With its adaptable, on-the-go setup, the tour will provide soccer education, inspire grassroots participation and fandom through various interactive engagement elements from March - June 2026.

For more information on these programs, visit LosAngelesFWC26.com.



MILESTONES



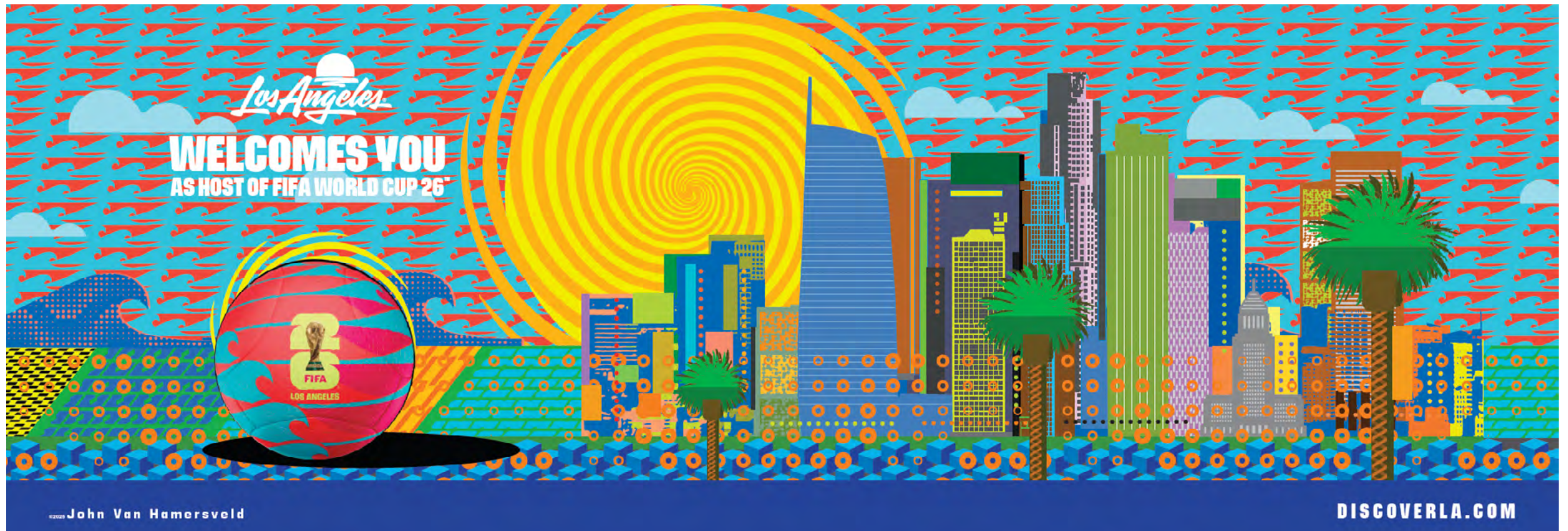
LA SONIC ID LAUNCHED March 2025	LA POSTER REVEALED March 2025	LEGACY PROJECTS ANNOUNCED June 2025	LA ONE YEAR TO GO CELEBRATION June 2025	FIFA VOLUNTEER RECRUITMENT LAUNCHED August 2025	TICKETS ON-SALE September 2025
FIFA MASCOT ANNOUNCEMENT September 2025	OFFICIAL BALL ANNOUNCEMENT October 2025	GROW THE GAME CLINIC December 2025	FINAL DRAW December 2025	FIFA WORLD CUP OFFICIAL SONG RELEASE Q1 2026	LEGACY VIDEO SERIES LAUNCH Q1 2026
GROW THE GAME CLINIC February 2026	TROPHY TOUR March 2026	100 DAYS TO GO March 2026	COMMUNITY DAY #1 March 2026	KICK IT WITH US MOBILE BUS TOUR March 2026	GROW THE GAME CLINIC May 2026
	COMMUNITY DAY #2 May 2026	FIFA FAN FESTIVAL June 2026	LOS ANGELES WORLD CUP FAN ZONES June/July 2026	39 DAYS OF WORLD CUP ACTIVITIES June/July 2026	

Dates subject to change

START YOUR WORLD CUP EXPERIENCE IN LOS ANGELES


Los Angeles has been selected to host the U.S. Men's National Team Opening Match on June 12, 2026 at SoFi Stadium and the Host Committee, in partnership with LA Tourism, is capturing the moment by launching a marketing campaign focused on asking fans to start their World Cup experience in LA.

The campaign will focus on the global soccer fan starting their World Cup experience in Los Angeles and enjoying 39 days of activities around the LA region during the tournament. The campaign will eventually shift focus to domestic and direct drive markets as more specifics for the Fan Festival and Fan Events around the region are announced.




LOGOS AND BRANDING


As you plan your World Cup-inspired events or promotions, here are a few key guidelines to keep in mind about the use of logos and branding:

- You can't use **official FIFA logos or branding** unless you're an official partner or rights holder. Do not create any lockups with the Host City logo or the official FIFA logo.
- You may use the event title **"FIFA World Cup 26™"** in a standard font for the sole editorial purpose of informing members of the public of the time and place of your event, as long as no association is created between you/the event and FIFA and/or the Competition.
Example: "Join us for food and drink specials on June 12th to celebrate the first U.S. Men's Match of FIFA World Cup 26™"
- Single-branded sports retail stores; breweries; restaurants; and airports **MAY NOT** use **"FIFA World Cup 26™"**.
- **Feel free to use general soccer themes, national flags, and team colors in your promotional materials.**
- Refer to FIFA's guidance regarding use of competition marks on their [Public Viewing page](#) , section 6.



HOSTING A VIEWING PARTY

Host your own Community Viewing Party in plazas, rooftops, local parks, or community centers. Whether you're planning a community event, a local business gathering, or a soccer celebration during the **FIFA World Cup 26™**, you can find more information via the [FIFA Public Viewing website](#)  which will be updated as needed.

Please note: Depending on your event's size and purpose, you may need a broadcast license from FIFA, so be sure to review the regulations above. Click [here](#)  to access FIFA's public viewing license portal.

Does NOT Require Public Viewing License

Non-Commercial Events

- ✓ These are events that occur as part of a venue's usual course of business (e.g., bars, restaurants, hotels).
- ✓ Includes small-scale community-driven events, under 1000 people.
- ✓ These do NOT require FIFA review and a license from FIFA's Media Partners.

Requires Public Viewing License

Special Non-Commercial Events

- ✓ Larger non-commercial events, over 1000 people, in spaces including but not limited to community centers, schools, and universities.
- ✓ No commercial benefits for the organizer.
- ✓ These require FIFA review and a license from FIFA's Media Partners.

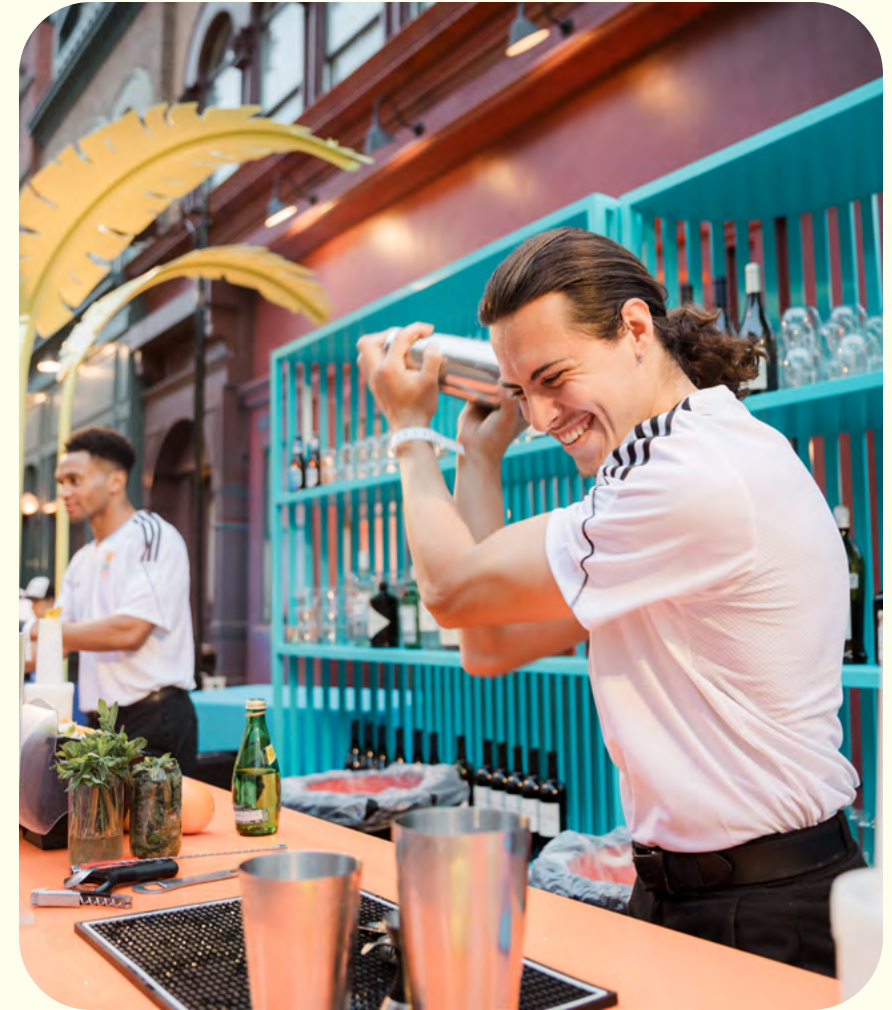
Commercial Events

- ✓ Events involving a commercial element such as sponsorships, admission fees, or any other financial benefit.
- ✓ These require FIFA review and a license from FIFA's Media Partners.

HOW YOU CAN GET INVOLVED

Bars and Restaurants can:

- **Optimize your business hours** during key match days to welcome fans and create a festive atmosphere.
- **Run World Cup trivia nights** or fan lounges with themed drinks, décor, and giveaways.
- **Partner with local artists or DJs** for live music nights inspired by World Cup countries to bring a global vibe to your space.
- **Set up interactive photo booths** with soccer-themed props or murals for fans to capture and share their experience.
- **Create a “Fan Wall”** where visitors can leave messages, predictions, or shout-outs to their favorite teams.
- **Offer discounts or freebies** to customers who wear their team’s jersey or colors on match days.



HOW YOU CAN GET INVOLVED

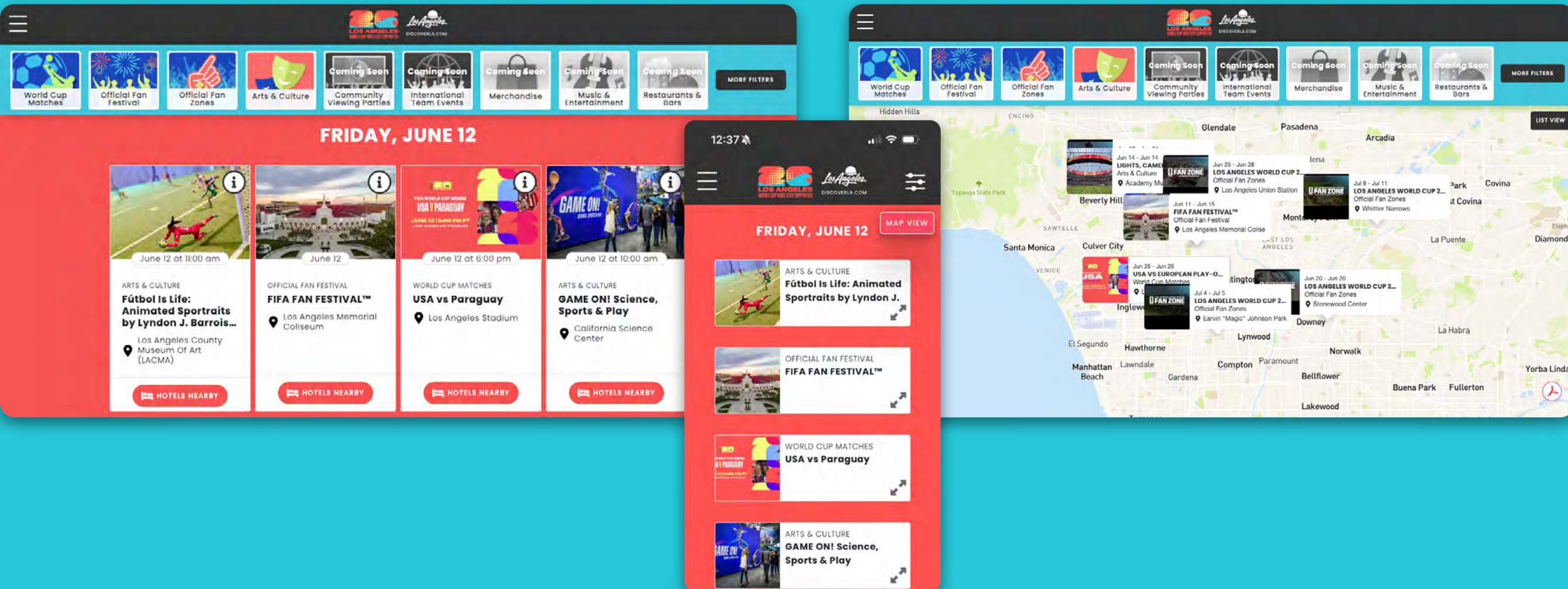
Community Organizations can:

- **Host cultural celebrations** tied to countries playing—with music, dance, art, or interactive activities.
- **Decorate your neighborhood** with soccer-themed art in storefront windows, FIFA-branded street pole banners, creative sidewalk and crosswalk art, and public mural programs.
- **Organize storytelling or film nights** featuring soccer documentaries, player stories, or cultural shorts from participating countries.
- **Host language and culture exchange meetups** inspired by the countries competing to celebrate diversity and connection.
- Collaborate with other local businesses to **create a “World Cup Market”** weekend featuring global foods, crafts, and pop-ups.
- **Create Do-It-Yourself fan gear kits for kids** and families to decorate scarves, hats, or face paint.
- **Offer “World Cup Combo Deals”** pairing themed food, drinks, or merchandise.




ADD YOUR EVENT TO THE 39-DAY FAN EXPERIENCE GUIDE

Once your details are finalized, follow [these step-by-step instructions](#) to submit your event to our 39-Day Fan Experience Guide. **PLEASE NOTE:** you cannot edit event details after you've submitted them, so please make sure all information is accurate and final before you submit. To view the 39-Day Fan Engagement Guide, click [here](#).



DECORATE YOUR NEIGHBORHOOD



- Purchase official Los Angeles World Cup 2026 **branded street pole banners** with the opportunity to include a welcome message with your city name. Complete this interest [form](#)  and our team will be in touch.
- Print and display the **Official FIFA World Cup 26™ Los Angeles Poster**
- Brand open spaces with World Cup inspired **artwork, murals, and installations** to create a festive environment and photo opportunities around the region for visiting fans.

Contact Heidi Hoff at hhoff@lasec.us to learn more.

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**THANK
YOU!**

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