

Your Chance to Get Involved with FIFA World Cup 26™: Public Viewings

What is a Public Viewing?

A Public Viewing Event (PVE) is any organized gathering where FIFA World Cup 26™ matches are shown to an audience outside of a private home.

- Could take place in a bar, restaurant, cinema, stadium, park, office, school, or community center - anywhere fans can come together to watch.
- Brings people together to share the biggest football moments, creating atmosphere and connection far beyond the stadiums.

Public Viewing Categories

Public Viewings can vary in size and purpose:

- **Commercial** – Designed to generate income (e.g., charging entry, having sponsors, or gaining other commercial benefits).
- **Non-Commercial** – Organized purely for enjoyment, with no commercial activity linked to it.
- **Special Non-Commercial** – A large non-commercial event with more than 1,000 attendees.

Your category determines if you need a license and what activities are permitted.

For full definitions, please refer to the [FIFA Public Viewing Regulations](#) or email publicviewing@fifa.org.

Why Some Public Viewings Require a License

- The broadcast feed belongs to FIFA's Official Media Partner(s) in your territory.
- A public viewing license gives permission to show their product to a public audience.
- Protects the value of the tournament and maintains a consistent, high-quality experience for fans.
- The FIFA Public Viewing Portal will confirm your category, tell you if you need a license, and guide you on the next steps.

Planning My Event

Sponsorship

- Allowed only for commercial public viewing events.
- FIFA Commercial Partners can sponsor your event.
- Local businesses that do not compete with FIFA Commercial Partners may be eligible to sponsor your event. Please contact publicviewing@fifa.org for more information.
- All sponsorships must be approved before confirmation.

Admission

- Charging entry is possible for certain public viewing categories.
- Must be declared in your application and reflected in your license.

Concessions

- Sale of food, beverages, and goods is allowed.
- Working with FIFA partners is recommended.
- If working with a non-FIFA Partner as a vendor:
 - Food & beverages must be served in unbranded packaging.
 - Menu boards must be free of branding.
 - No implication of sponsorship or association with FIFA or the Competition.
- Contact publicviewing@fifa.org if you require more clarity.

Branding & Promotion

- All rights to the Competition Marks (emblem, title, logos, mascot, and trophy) belong to FIFA and may not be used in the branding or promotion of your event.
- You may use the term “FIFA World Cup 26™” only in plain text for editorial purposes, without implying any official association. E.g. "Join us for a public screening of the

FIFA World Cup 26™ match between Country A and Country B at Central Park on June 15."

- Avoid using “FIFA” or “World Cup 26™” in your event name or marketing materials.
- Use general terms like “soccer” or “tournament” instead.
- Team names (e.g., USA vs. Canada) can be shown in plain text for editorial purposes, but not with official logos or trademarks.

Branding Do’s & Don’ts

Do’s

- Use neutral event names: “Football in the Park,” “Summer Soccer Celebration”.
- Show country names in text only.
- Use your own branding, colors, and style.

Don’t

- Use FIFA marks, logos, or trophy images.
- Include “FIFA” or “World Cup” in your event name.
- Use team logos.

Other Key Considerations

- **Broadcast Rules**
 - Live only: No delays or replays.
 - No broadcast modifications: No edits, overlays, or replacements.
- **Coverage Windows**
 - Opening/Closing Matches – Start 20 min before kick-off, ends at least 10 min after.
 - All Other Matches – Start 10 min before kick-off, ends at least 10 min after.

- **Political Association**
 - Do not link the event or broadcast to any political party, candidate, or campaign.

 - **Exhibitor Responsibilities**
 - Arrange any local permits, insurance, and safety measures.
 - Ensure accessibility and manage capacity.
 - Coordinate with local authorities for crowd management if needed.
 - Coordinate with FIFA Media Partner on signal acquisition and quality assurance.
 - All Public Viewing Exhibitors must adhere to FIFA's [Public Viewing Regulations](#).
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How to Apply

1. **Read the FIFA Public Viewing Regulations** - Familiarize yourself with the full details on categories, rights, and requirements. Regulations link [here](#).
 2. **Plan Your Event** – Choose your venue, date, and the fan experience you want to create.
 3. **Submit Your Application** – Go to the FIFA Public Viewing [Portal](#) to submit your application. The portal will confirm your category and license requirements. (*Portal opens Q4 2025*).
 4. **Follow the Next Steps** – Arrange permits, complete your license, and prepare your event.
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Where to Find More Information

- **Public Viewing Website** – https://publicviewing.fifa.org/public_viewing

Email – publicviewing@fifa.org