



FIFA World Cup 2026

Toronto's Community Activation Plan
June 10, 2025





FIFA WORLD CUP 2026™ OVERVIEW



3 countries.

16 host cities.

48 participating nations.

From June 11 to July 19, 2026, the eyes of the world will be on FIFA World Cup 26™ and Toronto.

Toronto will stage six matches at Toronto Stadium (BMO Field), kicking off on June 12, 2026, with Canada's Men's National Team's opening match.

This is a once-in-a-lifetime opportunity for Toronto to elevate its profile locally and globally, celebrating the strength of our diversity.

The [World in a City](#) will be a rallying cry for community to gather, to welcome the world and cheer loudly for those on the soccer pitch.

THE WORLD IN A CITY

**UNMATCHED
DIVERSITY**



**A CITY OF
NEIGHBOURHOODS**



**WORLD-CLASS
DINING**



**CULTURAL
REPRESENTATION**



**COMMUNITY
ENGAGEMENT**



COMMUNITY ACTIVATION PLAN



The World in a City

Legacy

Community Benefits

Volunteer Opportunities

FIFA Fan Festival

Community Activation Toolkit

Community Celebration Support Fund (CCSF):
Economic Development & Culture

Soccer for All: *Parks & Recreation*

Here to Cheer (Ignite): *Social Development*

Public Viewing: FIFA



LEGACY

As part of the City's broader planning and delivery efforts, a comprehensive Community Activation Plan is being developed to engage residents and local businesses, support cultural expression, promote equity and inclusion, and enhance Toronto's reputation as a global destination.

As a first phase of community engagement, staff have engaged a wide range of organizations through the six legacy Program Advisory Bodies:

- Sport, Physical Activity, Health and Wellness
- Arts and Culture
- Tourism and Economic Development
- Environmental Sustainability
- Human Rights, Equity, Diversity, Inclusion and Anti-Racism
- Community Benefits and Social Procurement

In addition, staff have been attending and speaking at a range of events hosted by community partners to share information about the tournament.

The next phase of the plan will support and enable residents and communities across all wards to participate in FWC26-related celebrations.

FWC26 Community Benefits Plan Components

The FWC26 Community Benefits Plan provides both a vision of commitment and road map to ensure workforce development and supply chain diversity opportunities generated through Toronto's hosting of the FWC26 reach Indigenous, Black, and other equity-deserving communities

FWC26 Community Benefits Plan		
FWC26 Procurements		Going Beyond FWC26 Procurements
Opportunities through City Procurements Business opportunities for Indigenous, Black and diverse suppliers, social enterprises and local business; workforce development	Community Workforce Development Program Focus on Youth from Indigenous, Black and equity deserving groups	Skills Training and Employment Readiness e.g. Volunteer Program, Sport Related Capacity Building, Tourism and Hospitality

VOLUNTEER OPPORTUNITIES

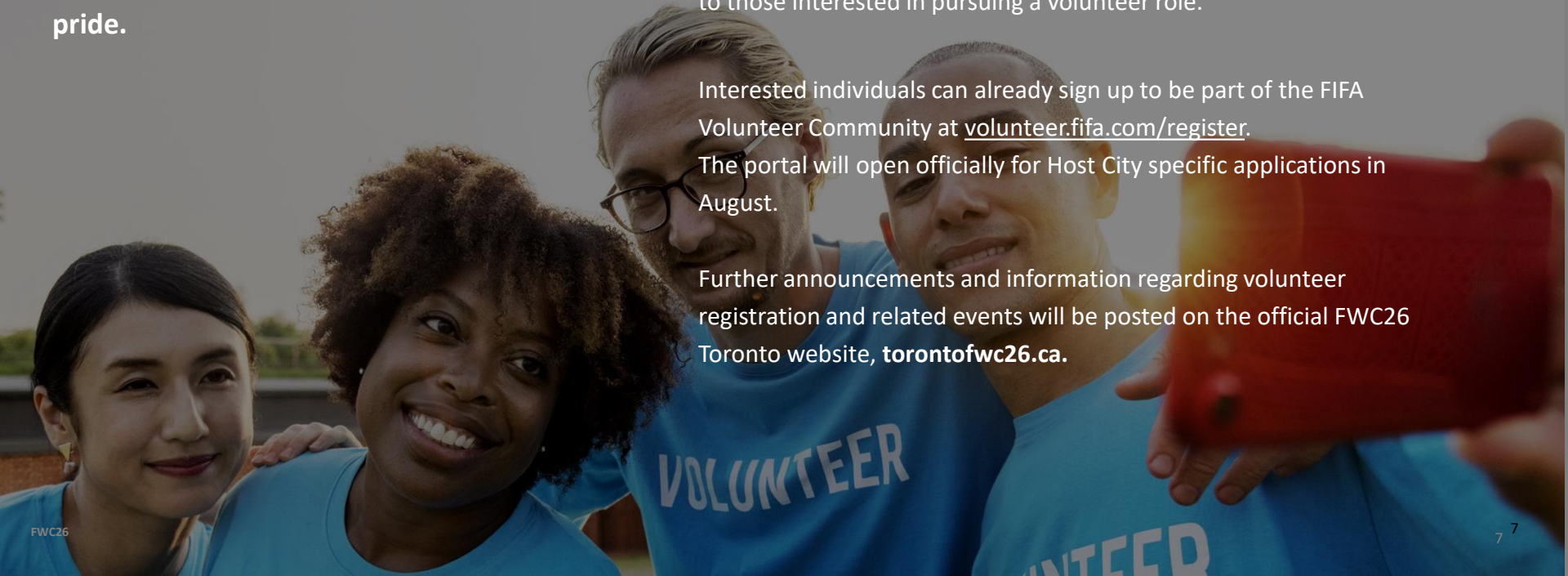
Volunteering for the FWC26 in Toronto is a unique opportunity to be part of this historic global event and demonstrate civic pride.

The FWC26 Secretariat is working with FIFA Canada on strategies to support recruitment through intentional community engagement and volunteer application workshops to provide information and assistance to those interested in pursuing a volunteer role.

Interested individuals can already sign up to be part of the FIFA Volunteer Community at volunteer.fifa.com/register.

The portal will open officially for Host City specific applications in August.

Further announcements and information regarding volunteer registration and related events will be posted on the official FWC26 Toronto website, torontofwc26.ca.





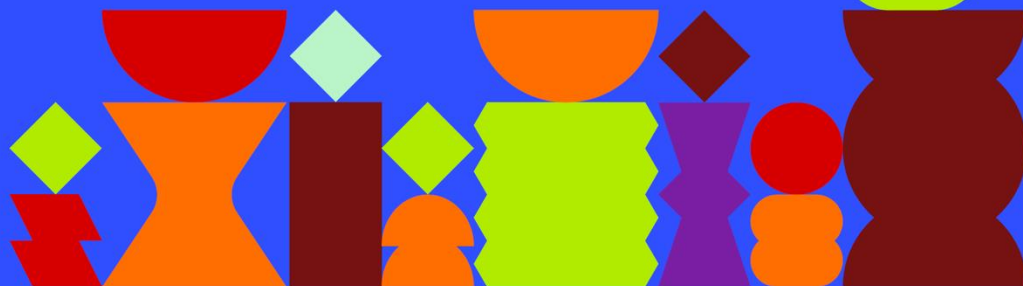
FIFA FAN FESTIVAL™

The greatest football party in the world

Live broadcast of the matches

Programming that celebrates Toronto's Diversity

The FIFA Fan Festival is an invaluable opportunity to celebrate and promote the unmatched diversity, limitless talent, and cultural vibrancy that make Toronto the 'World in a City' to a global audience.



COMMUNITY ACTIVATION TOOLKIT

The Community Activation Toolkit will include resources, information and guidance to support businesses and organizations in creating FWC26 excitement in their communities.

Aligning with FIFA criteria and guidelines, content of the toolkit will focus on criteria for the Community Celebration Support Fund and 'Here to Cheer' designation, the do's and don'ts for adhering to FIFA community event and brand guidelines, how to access FIFA approved pageantry elements to dress-up main streets and neighbourhoods, and tips and tools for promoting FWC26 and activating community pride.

The major programs as part of the toolkit and in development:

Community Celebration Support Fund (CCSF)

Economic Development & Culture

Soccer for All (SFA)

Parks & Recreation

Here to Cheer (Ignite)

Social Development

Public Viewing Events

FIFA

COMMUNITY ACTIVATION PROGRAMS

Community Celebration Support Fund (CCSF)

Economic Development & Culture

“The World in A City” CCSF will provide small value grants to local BIAs and community organizations to create community celebrations over the FWC26 tournament period of June 11 to July 19, 2026.

*Approximately 50 grants with median grant value of \$20,000.

Eligibility

One time funding issued via a transparent and competitive application process, compliant with the City’s Community Grants Policy, supporting defined eligible event costs to a maximum of 50% of eligible costs.

Program timelines

Summer 2025: Application Launch

Fall 2025: Intake Concluded

Year End 2025: Grants Issued

Funding

CCSF to be supported by internal reallocation of Council-approved granting resources in EDC’s approved 2025 Operating Budget and administered under EDC’s delegated authority from City Council in community grant making.

COMMUNITY ACTIVATION PROGRAMS

Soccer for All

Parks & Recreation

As a proud Host City of FIFA World Cup 26™, Toronto has a once-in-a-life time opportunity to create a lasting impact in our communities.

Soccer is one of Canada's most popular sports and we want everyone to get a chance to play! Especially in equity-deserving neighbourhoods, many young people are left on the sidelines. Not because they lack heart or interest, but because of systemic barriers -- limited access to safe spaces, high program costs, and few inclusive pathways to develop workforce-ready life skills.

In addition to the work already underway to deliver the mini pitches staff are working in parallel to identify ways to ensure access to safe, quality and inclusive soccer programming with a focus, where possible, on Neighbourhood Improvement Areas as well as Indigenous, Black and equity-deserving youth. To support the excitement and interest in soccer generated by FWC26, growth will be required in the coaching and referee community. To meet this need, programs targeted at small sided and entry level match officials are being planned along with community capacity building programming focused on training to qualify individuals to coach children and youth of various age ranges.

COMMUNITY ACTIVATION PROGRAMS

Here to Cheer

Social Development

The program, modeled on the successful Ignite program created for the Toronto 2015 Pan Am/Parapan Am Games, will provide an opportunity for non-commercial projects to be officially recognized as part of the celebrations supporting FWC26.

The idea behind Here to Cheer is simple: those with a passion for promoting sport, physical activity, recreation, healthy living and/or art and culture, will be invited to create their own special soccer-themed initiative or put a "The World in a City" twist on an existing initiative. It could be a community youth soccer league, a Caribbean cultural festival or even an innovative off-the-wall art project. The only prerequisite is the initiatives must help promote the spirit of sport and culture embodied by FWC26.

Approved events, projects and programs that embrace this challenge will be awarded the special "Here to Cheer" designation to showcase their commitment to creating meaningful legacies from hosting this once-in-a-lifetime global event. Details for the Here to Cheer program will be outlined in the Community Activation Toolkit available in summer 2025.

COMMUNITY ACTIVATION PROGRAMS

Public Viewing Events

FIFA

Public viewing has become a firm fixture of the fan culture of FIFA events, providing fans with a unique and exciting opportunity to experience all the action and atmosphere of one of the world's greatest sports spectacles outside the stadiums.

Managed by FIFA, the FIFA Public Viewing Platform will launch Q4 2025 and will streamline the process for requesting approvals for public viewing licenses for the FIFA World Cup 26.

In the meantime, inquiries regarding public viewing license requests can be directed to publicviewing@fifa.org

CATEGORY	VENUE TYPE & CAPACITY	LICENSE & FEE
Non-Commercial	Bars, Clubs, Restaurants, Hotels <i>Under 1,000 people</i>	No license, no fee
Special Non-Commercial <i>FIFA & Media Partner Review (Commercial Protections)</i>	Universities, Churches, Local Parks <i>1, 000+ people</i>	License Fee Technical Cost
Commercial <i>FIFA & Media Partner Review (Commercial Protections)</i>	Sponsored, Ticketed <i>1, 000+ people</i>	License Fee Technical Cost



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THANK YOU!