

FIFA World Cup 2026: Non-Competitive Procurement with the FIFA Fan Festival™ Toronto vendor

Date: April 22, 2026

To: City Council

From: Executive Director, FIFA World Cup 2026 Toronto Secretariat and Chief Procurement Officer

Wards: All

SUMMARY

The purpose of this report is to seek authority to negotiate and execute a non-competitive agreement with The Fifth Social Club Inc. DBA Rendezvous w/ Candice & Alison Inc., and One Twenty Eight Inc., Loft Entertainment Inc., & Paquin Entertainment Group (FIFA Fan Festival™ Toronto Vendor) for the provision of additional services, which will have no net financial impact to the City resulting in an improved visitor experience at FIFA Fan Festival™, and responding to direction from Executive Committee at its meeting on April 15, 2026 ([EX30.5](#)) to create a free general admission ticket category for FIFA Fan Festival™ and seek out private sponsorship to offset costs incurred in doing so.

It is estimated that up to 20,000 people a day will attend the FIFA Fan Festival™ over a total of 22 days. With the revised approach to ticket pricing and based on the maximum estimated number of attendees the breakdown of available tickets is as follows:

Total Tickets Available	440,000 (20,000/day)
General Admission Tickets Available at No Cost	343,000 (15,600/day)
Dedicated Community Group Tickets at No Cost	11,000 (500/day)
Premium Tickets Available for \$100 to \$300	86,000 (3,900/day)

In December 2025, the FIFA Fan Festival™ Toronto Vendor was awarded a contract, valued at \$16.0 million, to manage and deliver site production and programming of FIFA Fan Festival™ in Toronto. After the awarding of this contract, the City and the Province executed the Provincial Contribution Agreement in February 2026, which allowed for the allocation of funds from both the Provincial and Federal Governments to primarily cover the costs of FIFA Fan Festival™. Further to this, the City has been in discussions with FIFA related to the delivery of an additional FIFA-led activation at FIFA Fan Festival™.

To improve the fan experience and bolster safety and security at the event, authority is being sought to enter into a non-competitive contract by an incremental value of \$9.0 million with the FIFA Fan Festival™ Toronto Vendor. All incremental operating costs associated with the non-competitive procurement (NCP) are expected to be revenue-supported, with any funding shortfalls to be offset with savings to be identified within the FIFA World Cup 2026 Toronto budget. There is no net financial impact to the City, and no change to the \$380.0 million FIFA World Cup 2026 budget.

Execution of the proposed additional services will start immediately upon approval to ensure completion before the FIFA World Cup begins in June 2026. The FIFA Fan Festival™ Toronto Vendor contract was previously competitively procured and included within the \$380.0 million FIFA World Cup 2026 budget. Approval of the non-competitive contract would bring the total cost of FIFA Fan Festival™ to \$25.0 million.

Non-competitive procurements may be undertaken where both the proposed procurement and supplier can be justified in good faith based on an exception set out in Toronto Municipal Code Chapter 195, Procurement. This non-competitive procurement will be proceeding under the exception code related to additional deliveries of services that were not included in the original procurement, but a change of supplier cannot be made for economic and technical reasons. The City has determined in good faith that both the proposed procurement and the selected supplier, along with the terms and conditions of the contract, are beneficial to the City (Toronto Municipal Code, Chapter 195, Procurement, Section 7.1E.).

Pursuant to City of Toronto Municipal Code Chapter 195, Procurement, Section 195-7.3 (D), Standing Committee and Council approval is required for all non-competitive procurements valued up to or over \$500,000, or where the term of the contract exceeds five (5) years or exceeds the projected capital funding for the project as approved by Council. Approval is also required under City of Toronto Municipal Code Chapter 71, Financial Control, Section 71-11A., as the procurement value exceeds the threshold of \$500,000 net of HST allowed under staff authority.

Adopting the recommendations in this report will have no impact on the \$380.0 million overall budget for the FWC26 Toronto Secretariat.

RECOMMENDATIONS

The Executive Director, FIFA World Cup 2026 Toronto Secretariat and the Chief Procurement Officer recommend that:

1. City Council delete Executive Committee recommendations 1 and 2, and adopt instead the following recommendations:

1. City Council authorize the Executive Director, FIFA World Cup 2026 Toronto Secretariat in consultation the Chief Procurement Officer, and in accordance with Section 195-7.1(E) of the Toronto Municipal Code Chapter 195, to negotiate and execute a non-competitive agreement with The Fifth Social Club Inc. DBA Rendezvous w/ Candice & Alison Inc. and One Twenty Eight Inc., Loft Entertainment Inc., & Paquin Entertainment Group (FIFA Fan Festival™ Toronto Vendor), in an amount not to exceed \$9.0 million net of all applicable taxes and charges, on terms and conditions satisfactory to the Executive Director, FIFA World Cup 2026 Toronto Secretariat and in a form satisfactory to the City Solicitor.

2. City Council increase the 2026 Operating Budget for City Manager Services by \$9.0 million gross and \$0 net, fully funded by third party contributions and FIFA Fan Festival™ revenues.

FINANCIAL IMPACT

The recommendations in this report include incremental costs associated with enhanced services that go above and beyond the original \$380.0 million budget envelope. The FIFA Fan Festival™ is expected to generate additional revenues from the sale of Premium Tickets and FIFA contributions, that are being applied to offset the cost of delivering the incremental services. Other third-party revenues are being pursued with any remaining funding gap to be offset with savings to be identified within the \$380.0 million FWC26 Budget.

The proposed NCP related to the FIFA Fan Festival™ supports additional event activities, including a FIFA led activation, enhanced visitor experience and security elements, and the administration of a ticketing process. The total incremental cost associated with the NCP is \$9.0 million, net of all applicable taxes and charges.

Of the total \$9.0 million incremental requirement, the 2026 Operating Budget for City Manager Services will increase by \$9.0 million gross, \$0 net, fully funded by new revenues. These revenues include \$3.0 million from FIFA Fan Festival™ Premium Ticketing and up to \$0.9 million in contributions from FIFA for the FIFA-led activation.

Approximately 80% of tickets will be reserved for general admission at no cost to the public, including 500 tickets per day (11,000 total) that will be dedicated to community organizations at no cost, to allow for further access. The remaining 20% of tickets will

be allocated for Premium Ticketing. Premium Ticket sales are expected to generate approximately \$3.0 million in revenue to partially offset the costs associated with the recommended Non-Competitive Procurement.

Through negotiations with the ticketing system vendor, where the vendor may normally charge a service fee of up to 30%, the FIFA Fan Festival™ Toronto Vendor has secured a reduced fee of 10%, with a capped service fee of \$0.75 per ticket for the free General Admission Tickets and the 11,000 tickets dedicated to community organizations. These service fees will be fully offset by revenues generated through Premium Ticketing, ensuring that the General Admission Tickets are completely free to the public.

For the remaining balance of \$5.1 million, the Executive Director, FIFA World Cup 2026, Toronto Secretariat will pursue additional third-party revenues, including private sponsorships, to offset the costs associated with the additional initiatives at the FIFA Fan Festival™ and the implementation of a completely free general admission. Should sufficient third-party revenues not be secured, savings will be identified within the FIFA World Cup 2026 Toronto budget to offset the funding shortfall. Table 1 below provides the strategy to fund this NCP.

Table 1: FIFA Fan Festival™ NCP Strategy

Item	Amount \$
Incremental Fan Festival™ NCP	\$9,000,000
Ticketing Revenues (Premium Category)	(\$3,000,000)
FIFA Contribution - FIFA Fan Festival™ Activation	(\$900,000)
Third-party revenues/Savings within the FIFA World Cup Toronto budget	(\$5,100,000)
Net Financial Impact	\$0

The initial procurement of FIFA Fan Festival for site production and programming, awarded to the FIFA Fan Festival™ Toronto Vendor, has a total value of \$16,004,211.90, net of all applicable taxes. The procurement is fully funded within the \$380.0 million FWC26 budget.

The requested provision for additional services under the proposed NCP is valued at \$9,000,000, net of all applicable taxes, bringing the total cost of the FIFA Fan Festival site production and programming to \$25,004,211.90, net of all applicable taxes.

As the incremental operating costs associated with the NCP are either fully revenue-supported or accommodated through internal reallocations, there is no net financial impact to the City, and no change to the \$380.0 million FWC26 budget.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the information as presented in the Financial Impact section.

DECISION HISTORY

On April 15, 2026, Executive Committee considered EX30.5 "FIFA World Cup 2026: Non-Competitive Procurement with the FIFA Fan Festival™ Toronto vendor", which directed City staff to develop options around free general admission tickets for FIFA Fan Festival™

<https://secure.toronto.ca/council/agenda-item.do?item=2026.EX30.5>

On March 25, 2026, City Council adopted EX29.10, "FIFA World Cup 2026 Toronto: Procurement Plan Update"

<https://secure.toronto.ca/council/agenda-item.do?item=2026.EX29.10>

On February 4, 2026, City Council adopted FWC9.2 "FIFA World Cup 2026 Toronto: Non-Competitive Contract with AmpThink for Temporary Network Expansion and Integration at Toronto Stadium"

<https://secure.toronto.ca/council/agenda-item.do?item=2026.FWC9.2>

On December 9, 2025, Executive Committee adopted EX28.30, "Amendment to the Agreement with Arena Event Services Inc. for Temporary Hospitality Structures at Toronto Stadium".

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX28.30>

On November 12, 2025, City Council adopted EX27.11, "FIFA World Cup 2026 Toronto: Procurement Plan Update".

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX27.11>

On June 17, 2025, Executive Committee adopted EX24.12, "FIFA World Cup 2026 Toronto: Community Benefits Plan Update, Social Procurement and Workforce Development Status, Community Activation Plan, Marketing and Communications Overview, Support for Concurrent Special Events, Principles of Bidding on International Events, and Purchase Order Amendment".

<https://secure.toronto.ca/council/agenda-item.do?item=2025.FWC5.1>

On May 22, 2025, City Council adopted EX23.16, "FIFA World Cup 2026 Toronto: Procurement Plan Update", updating the procurement plan to procure the goods and services required for the delivery of the FIFA World Cup 2026 Toronto.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.EX23.16>

On April 23, 2025, City Council adopted CC29.3, "Procurement to Support Activities Funded by the Soccer for All Legacy Fund", authorizing staff to negotiate and enter into agreements for the provision of construction and professional services required to deliver up to 12 mini-pitches across Toronto.

<https://secure.toronto.ca/council/agenda-item.do?item=2025.CC29.3>

On November 4, 2024, City Council adopted EX18.17, "FIFA World Cup 2026 Toronto: Revenue Opportunities to Support Hosting Obligations, Procurement Plan Revisions,

and Social Procurement and Community Workforce Development Updates", which reflected changes to the procurement plan and goals for social procurement.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX18.17>

On July 24, 2024, City Council adopted EX16.32, "FIFA World Cup 2026: Toronto Host City Procurement Plan", which provided approval to proceed in accordance with the procurement plan to procure the goods and services required for the delivery of FIFA World Cup 2026 set out in Confidential Attachment 1, including the procurement for delivery of FIFA Fan Festival™.

<https://secure.toronto.ca/council/agenda-item.do?item=2024.EX16.32>

COMMENTS

FIFA Fan Festival™

As one of the key initiatives in the Host City Agreement between FIFA and the City of Toronto, the City is to host a FIFA Fan Festival™, a global celebration of soccer, culture and community that is designed for fans to enjoy live broadcasts of FWC26 matches while experiencing the excitement of an official FIFA World Cup atmosphere. In Toronto, FIFA Fan Festival™ will be hosted at Fort York National Historic Site and The Bentway, and will run between Thursday, June 11 and Sunday, July 19, 2026, featuring live match broadcasts on large screens, diverse cultural performances, interactive art installations and a wide variety of local food experiences. This celebration will highlight Toronto's diversity, talent and global appeal, reinforcing the city's reputation as being "The World in a City."

To deliver FIFA Fan Festival™, the City, through a competitive procurement process, entered into a contract with The Fifth Social Club Inc. DBA Rendezvous w/ Candice & Alison Inc., and One Twenty Eight Inc., Loft Entertainment Inc., & Paquin Entertainment Group (FIFA Fan Festival™ Toronto Vendor) in December 2025, with work underway over Q1, 2026.

Since entering into the contract with FIFA Fan Festival™ Toronto Vendor, in February 2026, the City and the Province executed the Provincial Contribution Agreement which identified incremental funding for FIFA Fan Festival™. In view of this, a number of additional initiatives, including a FIFA led activation, are being implemented with the goal of enhancing the overall visitor experience inclusive of crowd management and safety and security considerations, as summarized below.

FIFA Fan Festival™ - Ticketing

The capacity of the FIFA Fan Festival™ to be hosted at Fort York and The Bentway is currently being assessed by Toronto Fire Services, with an estimated 20,000 attendees possible.

In order to allow for effective crowd management and enhanced safety and security, a ticketing reservation system is under development for FIFA Fan Festival™, which will

enable accuracy with respect to security, medical, fire and operational planning, reducing wait times, and creating more comfortable viewing spaces so fans can better enjoy the event. Following the Direction provided from the Executive Committee at its meeting on April 15, 2026, approximately 80% of the tickets will now be available as General Admission Tickets at no cost, including 500 tickets per day dedicated for distribution to community organizations. The remaining tickets are being sold as Premium Tickets ranging from \$100 to \$300.

The FIFA Fan Festival™ Toronto Vendor is working with the ticketing platform to mitigate against the resale of General Admission and Premium Tickets. Through the FIFA Fan Festival™ Toronto Vendor, the City negotiated favourable terms with the ticketing system provider, reducing standard service fees from up to 30% to 10%, and establishing a maximum charge of \$0.75 per ticket for the free General Admission Tickets. Any service fees associated with General Admission Tickets and the tickets dedicated to community organizations will be recovered through revenues from Premium Ticketing, ensuring that the free general admission is delivered at no cost to attendees.

Table 2 below provides a summary of the proposed ticketing categories for FIFA Fan Festival™.

Table 2: FIFA Fan Festival™ Premium Ticketing Categories

Category	Price per person
Premium Ticket Tier 3	\$100
Premium Ticket Tier 2	\$150
Premium Ticket Tier 1	\$300

The FIFA Fan Festival™ ticketing model is designed as a planning and safety tool, ensuring a high-quality, equitable experience for everyone. With General Admission Tickets at no cost accounting for over 80% of all tickets, the model prioritizes broad, inclusive access while using a ticketing reservation system to responsibly cap daily attendance and prevent overcrowding. This model will ensure fairness, community access, and reassurance that FIFA Fan Festival™ remains welcoming, with the improved ability to more closely monitor and plan based on real attendance data.

In order to offset the costs associated with the tickets the City is exploring opportunities for third-party revenues, including private sponsorships in support of expanded accessibility and inclusivity with respect to the FIFA Fan Festival™.

In response to direction provided by Executive Committee via [EX30.5](#), the FWC26 Toronto Secretariat is working with the Social Development Division on a methodology for the distribution of the 11,000 no cost tickets dedicated to community organizations. Best practices from the 2015 Pan Am/Parapan Am Games will be drawn from to inform the distribution, alongside active collaboration with non-profit sector partners of the

Community Coordination Plan and youth serving organizations, to ensure fair and equitable participation in the program.

FIFA Fan Festival™ - FIFA Activation

The City has been in discussions with FIFA related to a FIFA led activation, to be delivered at FIFA Fan Festival™, supported by a contribution of up to \$0.9M from FIFA.

The FIFA Fan Festival™ Toronto Vendor has been identified as the most suitable supplier to deliver the above two initiatives, given that they represent the incumbent organizations who have been working on FIFA Fan Festival™ site production and programming, in close association with the City, since December 2025. The proposed non-competitive procurement would save time and costs as the FIFA Fan Festival™ Toronto Vendor is familiar with the hosting site and have an in-depth understanding of the contractual requirements that have to be met with respect to FIFA Fan Festival™ site production and programming, thus allowing for continuity of service with reduced project timelines.

CONTACT

Sharon Bollenbach, Executive Director, FIFA World Cup 2026 Toronto Secretariat
Email: Sharon.Bollenbach@toronto.ca; Tel: 416-338-8779

Geneviève Sharkey, Chief Procurement Officer, Purchasing and Materials Management Division, Email: Genevieve.Sharkey@toronto.ca; Tel: 437-755-8089

SIGNATURE

Sharon Bollenbach
Executive Director, FIFA World Cup 2026 Toronto Secretariat

Geneviève Sharkey
Chief Procurement Officer, Purchasing and Materials Management Division