

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

Date: April 14, 2026

To: Executive Committee

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 and will result in an improved visitor experience at FIFA Fan Festival™.

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. Subsequent to 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 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 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, valued at \$16.0 million 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 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 \$7.1 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 ticketing and FIFA contributions, that are being applied to offset the cost of delivering

the incremental services. Any remaining net expenditures beyond available recoveries are managed 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 \$7.1 million gross, \$0 net, fully funded by new revenues generated through FIFA Fan Festival™ ticketing strategy of \$6.2 million and contributions of up to \$0.9 million from FIFA for the FIFA-led activation. The ticketing strategy is modeled using a conservative 85% general admission sell-through rate. The remaining \$1.9 million will be accommodated through reallocations within the existing FWC26 Host City funding envelope, without increasing the overall budget. 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	(\$6,200,000)
FIFA Contribution - FIFA Fan Festival™ Activation	(\$900,000)
Reallocation of FIFA related expenditures included within the FIFA hosting costs envelope of \$380 million	(\$1,900,000)
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 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. The total awarded value is \$16,004,211.90, funded through contributions from the City and the Federal government, and is included as part of the \$380.0 million FIFA World Cup budget envelope.

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™, with an anticipated \$6.2M in revenue for the recommended Non-competitive Procurement generated via ticket sales.

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

Table 2: FIFA Fan Festival™ Ticketing Categories

Category	Price per person
General Admission / Fast Pass	\$10
VIP Tier 3	\$100
VIP Tier 2	\$150
VIP Tier 1	\$300

Note: A select number of tickets will be reserved by the City for distribution to community groups, stakeholders and partners (allocation to be determined via a staff report to be brought forward to City Council on April 22-24, 2026), and tickets reserved for intergovernmental funding partners.

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 accounting for over 80% of all tickets, the model prioritizes broad, inclusive access while using low-cost paid admission to responsibly cap daily attendance and prevent overcrowding. This will enable accurate security, medical, fire and operational planning, reduce wait times, and create more comfortable viewing spaces so fans can better enjoy the event. Daily ticket releases and flexible scaling across all operational days 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.

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