

FIFA WORLD CUP 26™

JUNE 11 — JULY 19



WELCOMING THE WORLD

Bellevue City Council
Tuesday, April 28

Dylan Ordoñez
SVP of External Affairs

SeattleFWC26

NO IMAGES MAY BE USED FOR COMMERCIAL PURPOSES.



LEGACY

**USING THIS MOMENT TO MAKE
LASTING PROGRESS**

COMMUNITY

**BROADENING THE BENEFIT AND
CELEBRATING WHO WE ARE**

CITY PRIDE

**REINTRODUCING OUR CITY TO THE
WORLD *AND TO OURSELVES***

FIFA WORLD CUP 26™ AT A GLANCE



June 11 - July 19, 2026

39-day tournament



16 host cities

1st time ever in three countries



48 teams & 104 matches

Largest sporting event ever held



3 billion

Projected unique viewers of the fir



FIFA WORLD CUP 26 SEATTLE™ WHAT WE KNOW



6 matches

June 15, 19, 24, & 26, July 1 & 6



2 billion

Global viewers of the six local matches



US team will play here

Plus Australia, Belgium, Egypt, Iran, Qatar & Bosnia & Herzegovina



44 days until tournament begins

48 days until FWC26 kickoff in Seattle



FIFA WORLD CUP SEATTLE™ LOCAL MATCHES



GROUP STAGE

BELGIUM  V  EGYPT

JUNE 15 - 12:00 PM PT

USA  V  AUSTRALIA

JUNE 19 - 12:00 PM PT

BOSNIA-HERZEGOVINA  V  QATAR

JUNE 24 - 12:00 PM PT

EGYPT  V  IR IRAN

JUNE 26 - 8:00 PM PT

ROUND OF 32

1G  V  3AEHIJ

JULY 1 - 1:00 PM PT

ROUND OF 16

W81  V  W82

JULY 6 - 5:00 PM PT

Full
match
schedule



OUR FOCUS THIS MONTH



- **CONTINUED REFINEMENTS:** Adjusting plans based on learnings from last month's safety and mobility exercises. We are also eager to implement our fan activation plans and continue to explore partnership w community events.
- **WELCOMING: USWNT** played here on the 14th, followed by the **She Believes Summit. Trophy Tour vis.** More events/engagements popping up. Continued work with partners here, government, and across community to make sure folks are kept up to speed, get questions answered, and can share the latest with their networks to be ready to welcome visitors.
- **READINESS:** Community readiness continues with playbooks, trainings, and continued outreach. Tick tock... 44 days away from the beginning of FWC26!

SEATTLE STADIUM (LUMEN FIELD)

CURRENT PLANNING PARAMETERS



- Every match at **full capacity**
- **Kickoffs** 12p, 1p, 5p, and 8p
- **More dignitaries**, esp last 2 games
- **Enhanced security protocols** in effect
- **North Lot activities restricted** to ticketed fans
- **No public parking** in garage or North Lot
- Gates open **three hours prior** to kickoff **through two hours after** final whistle

FIFA WORLD CUP 26 SEATTLE™ TRANSPORTATION & MOBILITY



- **No on-site public parking** at stadium
- **Sustainable transportation supported**, projecting roughly 70% of fans will access Seattle Stadium via transit, biking/walking, or rideshare
- **Enhanced transit service** planned in/around Seattle & at Fan zones – both match day and non-match day
- **Revive I-5 paused** (restored to full use) during tournament
- **More group travel**, charter buses & private shuttles
- **More travel between Vancouver, BC** with 4 teams in both
- Multi-agency **Know Before You Go** public education campaign began in April, intensifies in May
 - Border crossings
 - Transit service
 - Street closures
 - Traffic expectations

What to expect during match days

- Street closures in effect 4 hours prior to kickoff through 2 hours after final whistle
- 8-minute Link headways all day
- King County Metro running Shuttle on Third Ave & enhanced service on other routes
- Enhanced Rideshare & Micromobility geofence at



CITY OF SEATTLE ZONES OF EXPECTED TRAFFIC IMPACTS

ZONE 1: STADIUM

ZONE 2: DOWNTOWN & SODO

ZONE 3: CITYWIDE

Zone 1 - Stadium Vicinity

- Match day surge traffic & Street closures
- More of everything – vehicles, pedestrians, bicycles, scooters, and transit usage - near closures and between

Zone 2 - Downtown and SODO

- More vehicle congestion on Match days
- More pedestrians, bikes & scooters into and around area
- Heavier transit usage
- Additional on-street activations (Vending, Watch Parties, March to the match/fan rallies)

Zone 3 - Citywide

- International travel between VAN/SEA
- Visitors staying out along I-5/I-90 & other parts of Puget Sound
- Heavier transit usage on Sounder, LINK, public and private bus service, ferries



BELLEVUE

INTEGRAL TO OUR REGION'S SUCCESS



- **Easily accessible** via transit
- **Crosslake Connection** up and running
- **Top hotel/lodging market** for domestic and international visitors
- **Visit Bellevue's Soccer Cup Website** – Great hub of information
- **Watch Parties** across eastside
- **Huge love of soccer in the community!**

OFFICIAL EVENTS

SEATTLE FAN CELEBRATIONS

Distributed model showcases more of Seattle, better serving residents, businesses, & visiting fans

- Free & open to public
- Most open for majority of matches
- Capacity varies depending on day, highest capacity for Seattle matches, remains 15,000+ people/time

STAY IN THE LOOP



More locations & more operational details will be added throughout the Spring





Bellingham Fan zone

Everett Fan zone

Bremerton Fan zone

Seattle Fan Celebration
UW & SU Practice fields
Lumen Field

Tacoma Fan zone

Renton Base camp

Spokane Fan zone & GU Base camp

Olympia/Lacey Fan zone

Yakima Fan zone

Tri-Cities Fan zone

Vancouver Fan zone

FAN ZONE
official viewing party in 9 cities

BASE CAMP
team's home between matches

PRACTICE FIELD
where teams practice the day before match at Lumen Field

AMPLIFYING YOUR EVENTS GETTING WA READY FOR 2026



Community Calendar to amplify local events across region & state

Linked to the **FIFA App** Seattle page

Events connected to or inspired by the tournament can be posted: Watch parties, conferences, exhibits, sporting events, related specials, etc

LEGACY ▾ DESTINATION ▾ RESOURCES ▾ ABOUT ▾ NEWS [BUY MERCHANT](#) [VISIT FIFA](#)
[GET INVOLVED](#)

COMMUNITY BUILDING OTHER

PACIFIC BONSAI MUSEUM

MAY 1 - NOV 1
10:00 AM - 4:00 PM
2815 S 320TH STREET, FEDERAL WAY, WA

[ACCESSIBLE](#) [FAMILY-FRIENDLY](#) [INDOOR](#)

A Global Living Art Exhibition | Celebrate the universal language of art at Pacific Bonsai Museum's "Bonsai United" exhibition, inspired by FIFA World Cup 26™.

This special exhibition showcases how bonsai—like soccer—transcends borders and unites cultures through shared passion and practice. Discover how artists from around the world express their unique cultural perspectives through this living art form, creating a peaceful celebration of global creativity that mirrors the tournament's spirit of international unity.

[VISIT WEBSITE](#)

PACIFIC bonsai MUSEUM

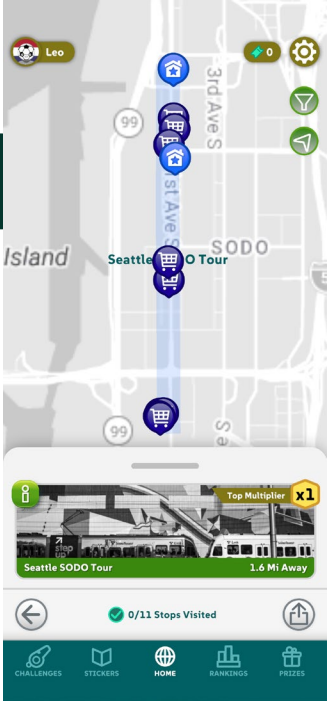
Bonsai United

COMMUNITY CALENDAR

SCAN TO SUBMIT YOUR WORLD CUP EVENT

seattlefwc26.org/event-calendar

SHOWCASING OUR COMMUNITY GETTING WA READY FOR 2026



COMMUNITY PLAYBOOKS & TRAININGS

GETTING WA READY FOR 2026



Community Playbooks

- **Community Branding** (Visit Seattle & Visit Bellevue)
- **Inclusion Playbook** (GSBA)
- **Preventing trafficking** (BEST: Businesses Ending Slavery & Trafficking)
- **Public Viewing** (Seattle Sports Commission)
- **Small business megaevents** (Seattle Metropolitan Chamber of Commerce)

Trainings provided and available

- **Preventing trafficking** (BEST) ****training slots still available**
- **Inclusion workshops** (GSBA)
- **Hospitality & trafficking prevention** (MLK Labor)
- **Certified Tourism Ambassador** (Visit Seattle & Visit Bellevue)

Get all
Community
Playbooks
& Training
Materials



KEY DATES

3/3 - 100 days to go

3/7 - 100 days to go for Seattle

3/12 - SEA & WIN App launch

3/12 - Matchday Planning Workshop

3/31 - Learn final team playing in Group Stage here (Euro Playoffs completed)

4/1 - Volunteer training begins

4/5-4/7 - Trophy Tour

4/14 - USWNT v Japan @ Lumen Field

4/26 - Get in the Loop contest

5/16 - SSC Unity Loop 5k

5/17 - FIFA Exclusive Use Period begins

5/23-24 - USABA Blind Soccer Friendly

5/26 - Get in the Loop contest

ROADMAP to 2026

Refine &
Practice
Operational
Plans

Region Gets
Ready &
Know Before
You Go

FIFA World
Cup 26
Seattle

January -
April

May

June -
July



Thank you!



SEATTLE
OFFICIAL HOST CITY POSTER ARTIST

SHOGO OTA

SCAN TO SIGN UP FOR
THE LOC'S NEWSLETTER



 seattlefwc26.org/get-involved

FOLLOW THE LOC ON
SOCIAL MEDIA

@fwc26seattle



#WeAreSeattle
#Seattle26



info@sea2026.org