

# PUBLIC VIEWING PARTIES: COSTS AND RESPONSIBILITIES



- **Guidelines:** Additional framework exclusive to FWC26 host cities, issued by FIFA, outlining their host city rights, branding, and commercial flexibility.
- **Regulations:** FIFA will provide legal documents for a **worldwide** consistent framework.
  - Protection of intellectual property and media rights.
  - Attachment of the license to ensure compliance with regulations.
- **Technical Cost:** Separate from license fee.
  - Costs are set by the media partners (FOX, Telemundo).
  - Cost and requirements will depend on the event scale and setup.
  - The media partner (FOX, Telemundo) may require advanced technical infrastructure.
- **Permits:** Any other third parties whose consent, permission, or license may be required for hosting a public viewing party.
  - The exhibitor is responsible for permits.
  - Proof of compliance is required for the license.
  - FIFA, FIFA media partners (FOX, Telemundo), and the host committee are **NOT** responsible for organizing or issuing these permits.

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- **License:** Permissions issued by the Media partners (FOX, Telemundo) authorizing the party to host a public viewing party.
  - Fees are set by the media partner (FOX, Telemundo).
  - Varies by territory, event category, and number of matches.
  - Fair fees ensured for a compliant event.
  - Anyone can apply for a public viewing license, including public authorities, local businesses, bars, restaurants, community groups, brands, etc.
  - Typically, one license will cover one event at one location. However, where possible, FIFA will try to work with the media partners (FOX, Telemundo) to streamline the process and incorporate multiple approved events or locations under a single license.
  - Each event and location **MUST** still be applied for and approved separately. Any additional changes after the license has been issued will require a new submission.



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## PUBLIC VIEWING PARTIES: SPONSORSHIP, BRANDING, FOOD AND BEVERAGE:

- **Sponsorship:** is ONLY permitted for commercial events.
  - Non-commercial events cannot charge entry fees or raise funds in any way that creates a direct financial benefit linked to the match.
  - Sponsors must be local and must not compete with FIFA's commercial partners.
  - All sponsorships require FIFA approval.
  - All public viewing parties must comply with official regulations to protect FIFA's media and commercial partners and prevent unauthorized commercial associations with the tournament.
- **Branding and Commercial Cleanliness:**
  - No unauthorized branding should be placed near screens to protect FIFA's intellectual property, FIFA commercial, and media partners.
  - Event names must not suggest official FIFA association or endorsement.
  - Events can only describe the screening in an editorial context.
- **Food and Beverage:**
  - Sales of food and beverages, including alcohol, are permitted.
  - Competitor brands of FIFA's commercial partners must use unbranded packaging.
  - Promotional activities or advertising by competing brands are not permitted.



# PUBLIC VIEWING PARTIES: APPLYING FOR A PUBLIC VIEWING LICENSE

- **Applying for a Public Viewing License:**
  - The Public Viewing portal is expected to open in Q4 of this year.
  - All requests must be submitted via the FIFA Public Viewing Portal, where organizers will need to provide detailed event information, including:
    - Location
    - Capacity
    - And Commercial Aspects
  - Each request must comply with **ALL** FIFA regulations before it will be considered for approval.
  - Once submitted, the request will go through a review process involving FIFA and the relevant Media Partner (FOX, Telemundo) to determine the next steps.
  - There is no set time frame for how long the approval process will take.



**Event Classification:** Ensuring the event is correctly categorized as non-commercial, special non-commercial, or commercial.

01

**Media Rights:** Verifying the event meets the territory's media partner (FOX, Telemundo) requirements.

02

**Commercial Rights:** Ensuring the event does not conflict with FIFA's commercial partners and maintains a commercially clean environment.

03

**Event Details:** Review location, capacity, setup, and overall format to assess feasibility.

04

**Potential Conflicts:** Identifying overlaps with the host city, commercial partners, or other stakeholders.

05





## PUBLIC VIEWING PARTIES:

### HOST COMMITTEE ROLE:

- The Atlanta World Cup Host Committee is committed to supporting community engagement by sharing information provided by FIFA and its official Media Rights Licensees (FOX, Telemundo), and serving as a liaison between interested parties and FIFA.
- Please note that the Host Committee will not be providing financial support or assuming any financial or legal responsibility for Public Viewing events. All exhibitors are fully responsible for organizing and funding their own events, including but not limited to securing any necessary permissions, licenses, and content rights from FIFA or its Media Partners (FOX, Telemundo), as well as covering all event-specific costs such as:
  - Event Management
  - Security
  - Staffing
  - Sponsorship
  - Technical Requirements





## WHAT IS THE TIMELINE FOR GETTING APPROVAL ON VIEWING LICENSES?

- The portal for third-party public viewing requests will open in Q4 2025. This will include events taking place in the Host City region. The timeline for the approval process is still in the process of being determined by FIFA.

## WHAT IS THE FEE STRUCTURE FOR THESE VIEWING LICENSES?

- The fee structure for Public Viewing events is set by FIFA and its Media Partners (FOX, Telemundo). The fees per event/ per match will be determined based on the match and the capacity of the event. The fee for a Public Viewing license is still to be determined.

## WHAT ARE THE TECHNICAL REQUIREMENTS FOR HOSTING PUBLIC VIEWINGS?

- Technical requirements are set by the Media Partner (FOX, Telemundo) based on the scope of the event. The Media Partner (FOX, Telemundo) has the right to ensure their broadcast is presented to their standards, and requirements will vary depending on event size, location, and setup. Specific details will be confirmed as part of the licensing process.

## CAN AN EXHIBITOR SELL FOOD AND BEVERAGES AT A PUBLIC VIEWING EVENT?

- Yes, an Exhibitor may sell or authorize the sale of food, beverages, or other goods and services at a Public Viewing Event. However, these sales must not imply any official association, sponsorship, or endorsement by FIFA, the Competition, or the Public Viewing Event.



## CAN AN EXHIBITOR UTILIZE FIFA IP FOR MARKETING PURPOSES?

- Exhibitors may use the event title “FIFA World Cup 26™” in a standard font for the sole editorial purpose of informing members of the public of the time and place of a Public Viewing Event provided that in so doing, no association is created between the venue of the Public Viewing Event and FIFA and/or the Competition.
- Exhibitors may not use (editorial or otherwise) the event title “FIFA World Cup 26™” in connection with any of the following venues:
  - Single-branded sports retail stores
  - Breweries
  - Restaurants
  - Airports

## WHAT ARE THE RULES REGARDING SPONSORSHIP RIGHTS FOR PUBLIC VIEWING EVENTS?

- Exhibitors may grant sponsorship rights to a Commercial Public Viewing Event, but only to the following entities:
  - **FIFA Commercial Partners or locally based and operating third parties that do not compete with FIFA’s Commercial Partners.**
- Before the grant of any local sponsorship rights, exhibitors must have and maintain FIFA’s prior written approval for all sponsors.
- FIFA retains the final decision as to whether a third party is considered “local” and/or “noncompetitive” and whether the rights proposed to be granted are “local” rights relating to a Commercial Public Viewing Event.





