

Hosting a World Cup Watch Party in Buckhead

Livable Buckhead's Guide to Public Viewing Events for the FIFA World Cup 2026™

Buckhead will be part of the global celebration when Atlanta hosts matches for the FIFA World Cup 2026™. If you're planning a watch party — big or small — this guide explains how to stay compliant with FIFA's public viewing regulations, work with official media partners, and create an unforgettable community experience right here in Buckhead.

What Is a Public Viewing?

A public viewing is an organized gathering where people watch live FIFA World Cup™ matches together. All such events fall under FIFA's Media Partnership Rights program, ensuring consistency and protecting the rights of FIFA's official media partners, FOX and Telemundo.

Categories of Public Viewing Events

Non-Commercial Events

- Community-driven gatherings with fewer than 1,000 attendees.
- Free to attend; no sponsorships, ticket sales, or admission fees.
- No license or fees required.

Special Non-Commercial Events

- Large community events with more than 1,000 attendees.
- May take place in public spaces like parks, schools, or plazas.
- License required through FOX or Telemundo.
- Subject to review and applicable fees.

Commercial Events

- Events that include sponsorships, branding, ticket sales, or other forms of revenue.
- Includes restaurant and hotel events marketed as special activations.

- License required through FOX or Telemundo.
- Fees apply based on event size and location.

Licensing Process & Timeline

FIFA and its media partners (FOX and Telemundo) will open the licensing portal for public viewing requests in Q4 2025. This includes community events held anywhere in the Atlanta Host City region. All events — even non-commercial ones — are encouraged to register through the portal. Approval timelines vary depending on event size and complexity, but typically take around two weeks for review and confirmation.

Estimated License Fee Structure (Reference from FIFA World Cup 2022™)

While 2026 fees are still pending confirmation, the following model was used during the 2022 tournament:

Spectator Capacity	Estimated Fee (USD)
Up to 1,000	\$1,000
1,001 – 2,000	\$2,000
2,001 – 5,000	\$4,000
5,001 – 10,000	\$8,000
10,001 or more	\$14,000

Sponsorship & Branding + Food & Beverage (Quick Rules)

Sponsors allowed only for commercial events; must be local and not conflict with FIFA global sponsors. No implication of FIFA affiliation. Describe screenings editorially (e.g., “Public Viewing of FIFA World Cup match [Team A] vs [Team B]”). Food and beverage sales allowed; alcohol per local law. Competing beverage brands must use unbranded containers; Coca-Cola products permitted.

Contact

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This guide is for informational purposes only and subject to change by FIFA and its media partners.