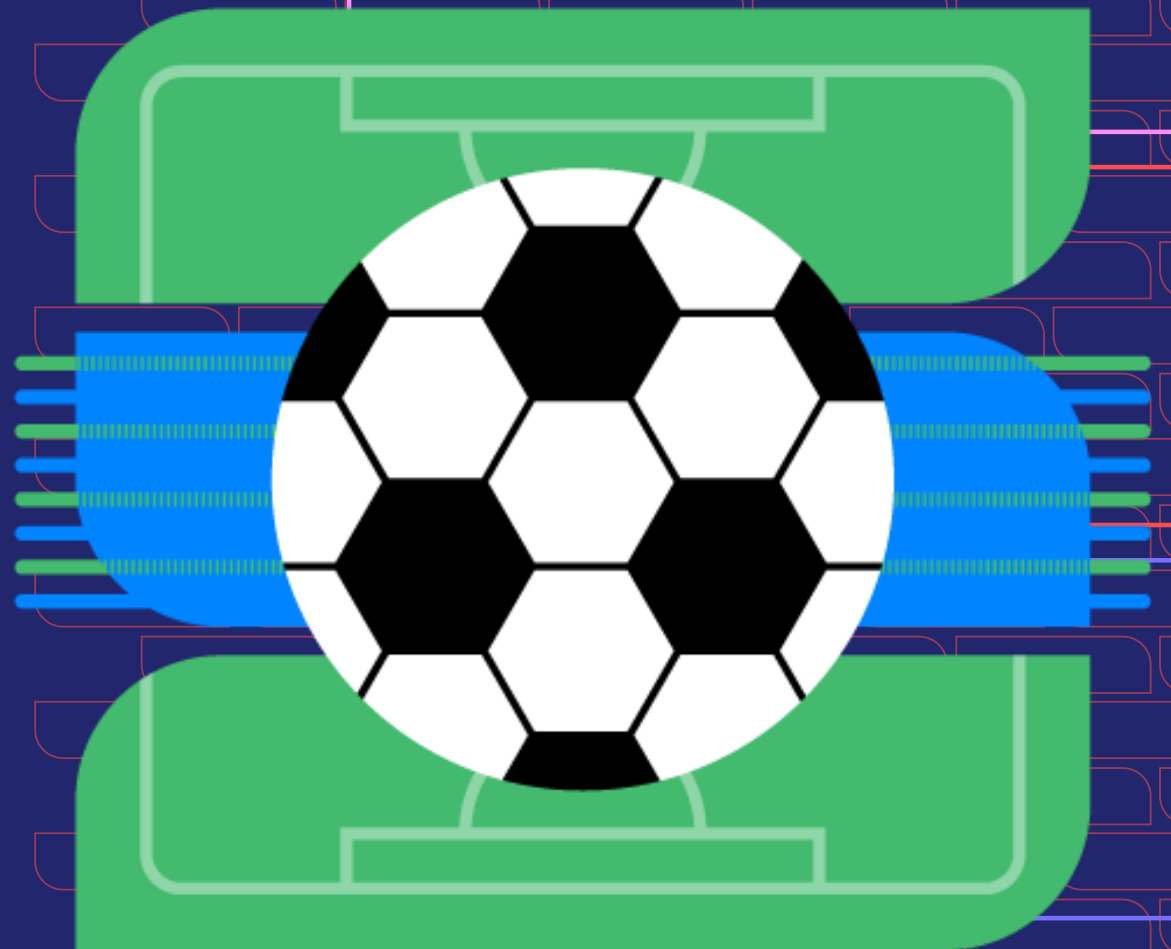




FIFA World Cup 2026

Highline Forum

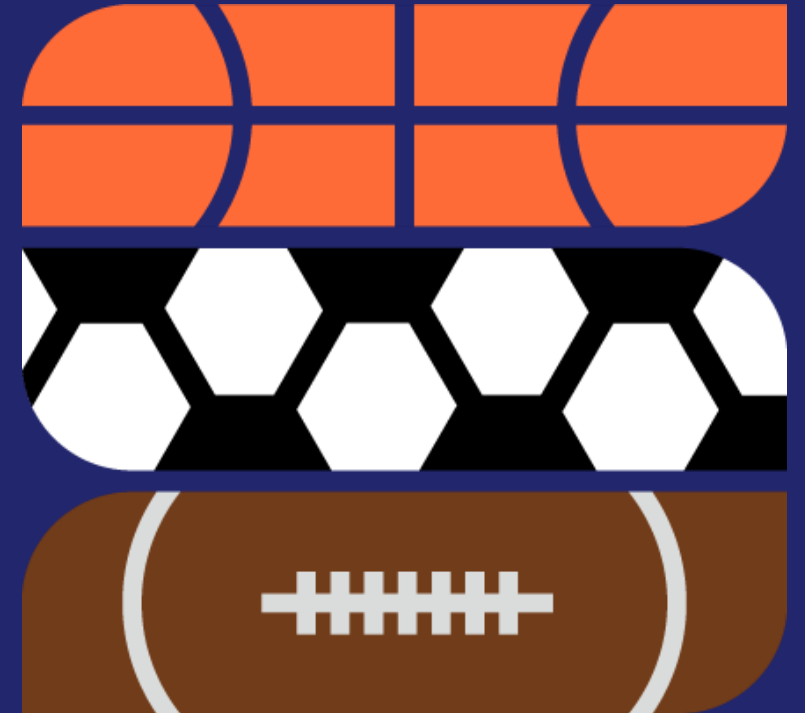
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Agenda

- The Seattle Southside Team
- Scale
- Regional Structure
- Organizational Structure
- What we don't know
- What's being done to prepare



Seattle Southside Chamber of Commerce, A 675-member strong chamber representing the business interests in SeaTac, Tukwila, Des Moines, Burien and Normandy Park.

Explore Seattle Southside, the regional tourism authority marketing the cities of SeaTac, Tukwila and Des Moines to encourage travel to our region.

Seattle Southside Sports Alliance is a sub-organization of Explore Seattle Southside which supports and promotes sports assets and sporting events in the Seattle Southside region.





GETTING WA FIFA WORLD CUP 2026 READY

FIFA World Cup 2026

Responsible for running games & coordination across continent

SeattleFWC26 (Local Organizing Committee)

Lead for local planning, non-FIFA logistics, activations, fundraising,

Governments (Federal, State, Local)

Providing typical governmental services (transit, traffic control, law enforcement, etc.)

Partners

Prepare venues, support marketing, host local events





What we don't know...yet

01

Teams coming to play in Seattle

December 2025

02

Team at Longacres Renton basecamp

Q1 2026

03

Ticket release date

January 2026

04

Brand SEA26

Imminent

05

Small Business Playbook

Q4 2025

06

Federal and State Funding

President Trumps Mega Bill



What we don't know...yet

07

Attendance – Club Cup was 52% of capacity with little impact on hotels, transit.

US border concerns, international sentiment – will travel be impacted?

08

Hotel room availability – Summer is peak season with hotels averaging 92% occupancy.

Domestic tourism and cruise travel expected to remain strong – will FIFA room rates reduce demand?



Preparing our Region

01

Staying in the know

Plugged into FIFA related educational events

02

Communicating

Webinars, newsletters, landing pages

03

Tailoring experiences

Seattle Southside as a place to stay and recreate

04

Marketing Support

Website translation, paid campaigns, social boosts

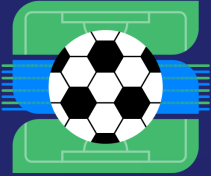
05

Viewing Party Coordination

Submit your viewing party so we can share it!

06

What do you want to see from us?



Get FIFA Ready

[Quarterly webinars](#), please attend Sept. 9th,
2:30pm-3:30pm!

Hosted by the Seattle Southside Chamber

Quarterly Newsletters

JOIN US!

Engage. Enrich. Enhance.

FIFA Ready: Preparing our Region for Success

Tue. September 9th, 2025 at 2:30 PM
Virtually via Zoom

Join Us for the FIFA Readiness Webinar. As we gear up for the monumental FIFA events, it's crucial to align our regional efforts to maximize economic and infrastructural benefits. This meeting will gather key players from various sectors, including state, city, and business, to strategize and synchronize our readiness plans with both public and private partners.

This event is brought to you by the Seattle Southside Chamber of Commerce and Explore Seattle Southside.





Viewing Parties

FIFA has released [Official Guidelines](#) for viewing parties with 3 categorizations.

Playbook coming SOON.

01

Commercial Public Viewing Events

Exhibitor stages event for commercial purposes.
Ex: Admission fee, sponsorship, other commercial benefit

02

Non-Commercial Public Viewing Events

Exhibitor stages for purely non-commercial purposes, even when hosted in commercial establishments like restaurants, hotels, pubs, clubs, bars etc.

03

Special Non-Commercial Public Viewing Events

Non-Commercial event that has a capacity of more than 1,000 spectators.

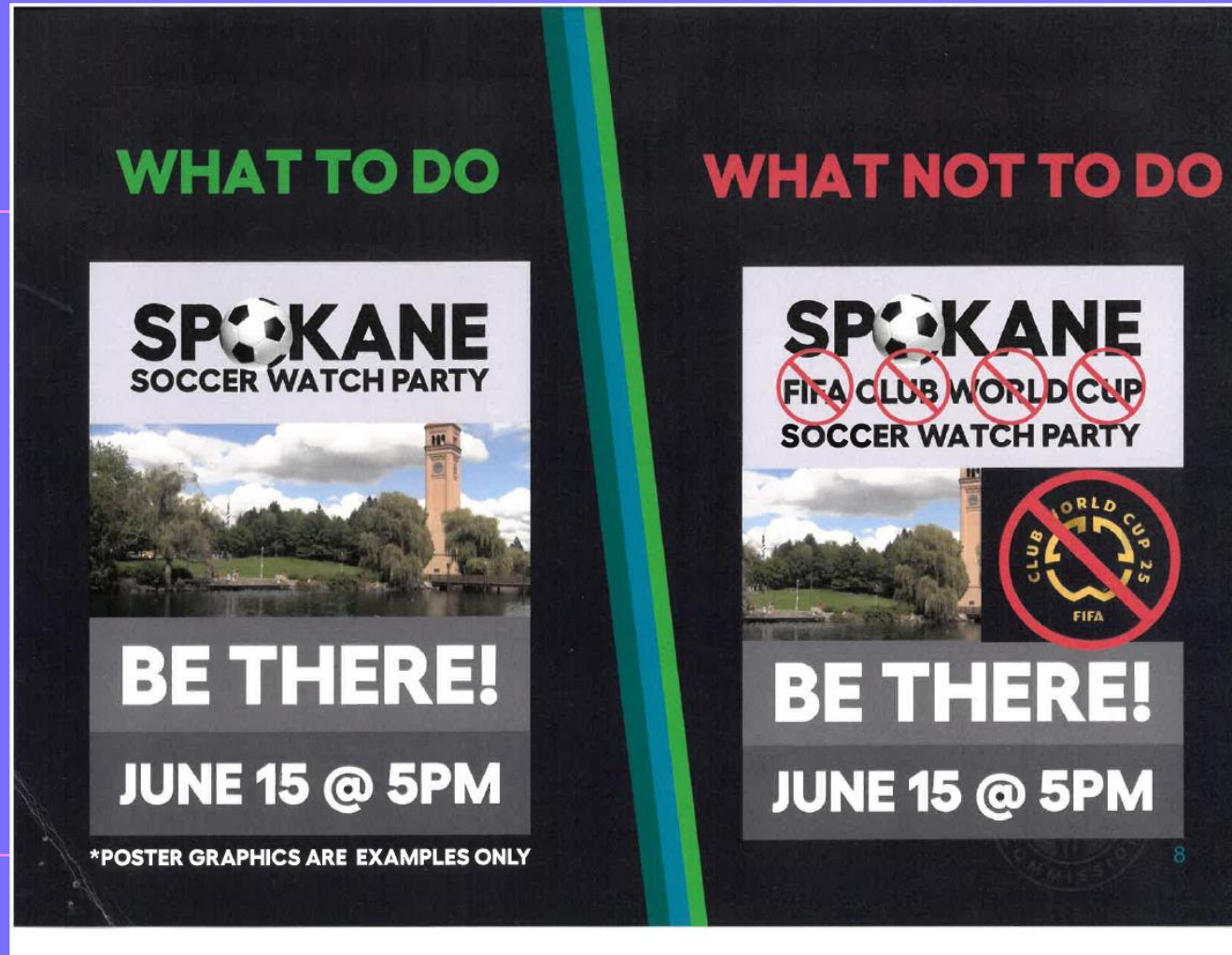
USE OF TRADEMARKED WORDS AND GRAPHICS

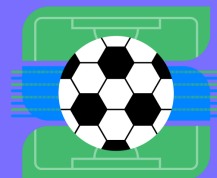
OFFICIAL TERMS

- DO NOT use the terms **FIFA**, **Club Cup**, **World Cup**, or **Club World Cup** in advertisements or naming of your watch party.
- You may use "Soccer" and "Tournament," or other descriptive references, similar to how "The Big Game" is used to reference the Super Bowl.
- You may use Team names in text (e.g. Sounders vs. Paris Saint-Germain), however, not their official marks or logos.

FIFA LOGO EXAMPLES







Next steps

- We wait...patiently....
- Big announcements will come in December
- In the meantime, join our next webinar!

(you don't need an account to register)

- Questions?





Thank You!



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