

# BOSTON 26 COMMUNITY CELEBRATION PLAYBOOK

March 1, 2026 | Version 2

@fwc26boston  
bostonfwc26.com

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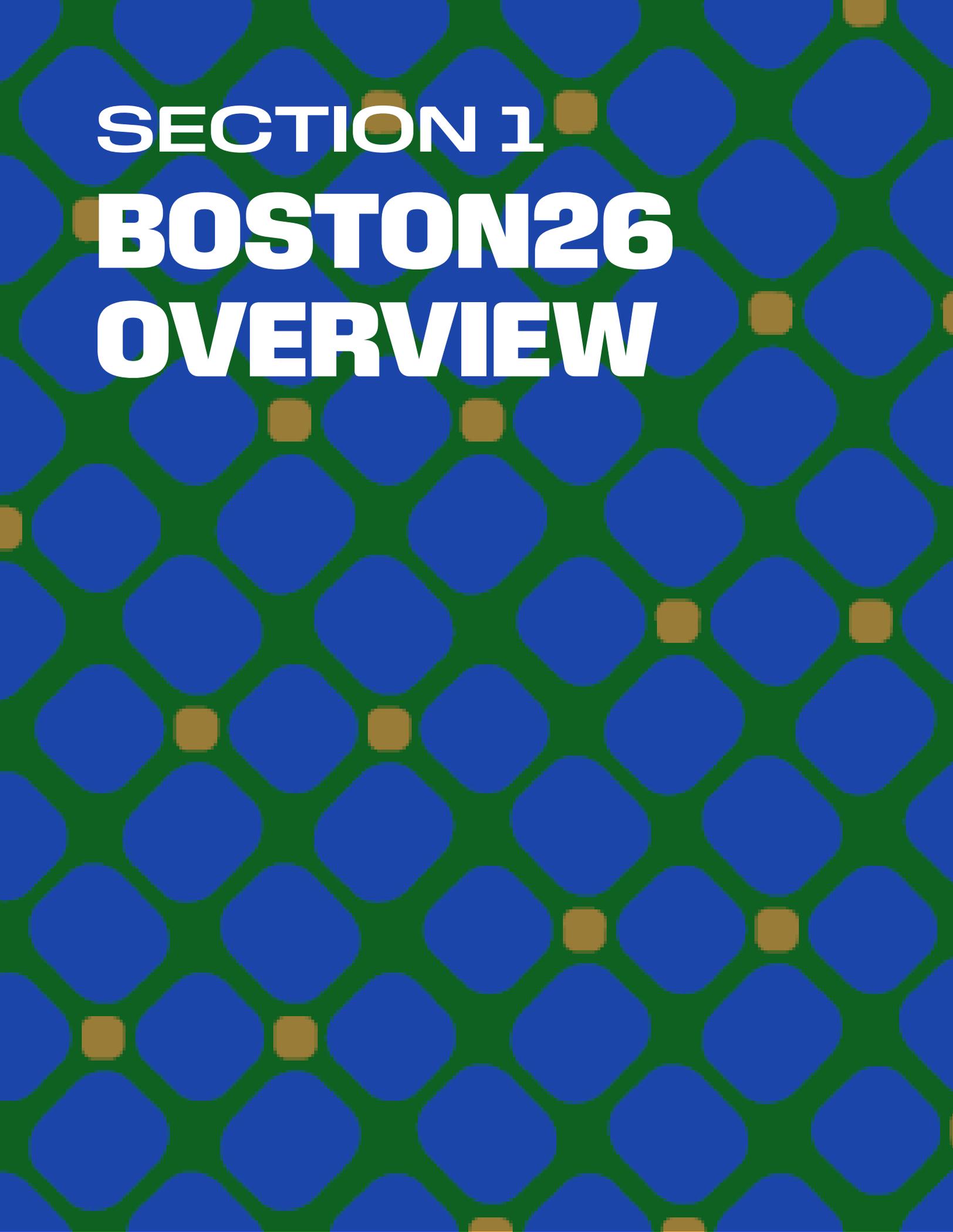
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SECTION 1

**BOSTON26**

**OVERVIEW**

# A MESSAGE FROM BOSTON26

As the Boston region prepares to welcome the world in 2026, this moment presents an extraordinary opportunity to showcase the people, businesses, and communities that make Greater Boston – and New England – so unique.

The Boston 2026 Host Committee ('Boston26') was founded with a simple yet powerful mission: to promote the common good and general welfare of the people of the Greater Boston area. The vision for our Celebration is to unite our region through sport and ensure that the impact of this global event reaches every neighborhood and community. From small businesses and local restaurants, to the hospitality sector, artists, cultural organizations, and neighborhood associations, we believe everyone has a meaningful role to play in this celebration.

This playbook provides guidance for businesses, municipalities, and community groups who wish to host their own celebratory events - bringing the excitement of the event into the heart of our neighborhoods and transforming public spaces and local venues into vibrant hubs of joy, pride, and connection.

Whether you are a restaurant owner, a nonprofit organization, a cultural group, or a community leader anywhere across New England, this World Cup is for you. We envision these events as milestones of community empowerment, economic inclusion, and regional pride - celebrations that reflect the full spirit and diversity of our region while leaving lasting memories for residents and visitors alike.

In sport,



Mike Loynd  
President, Boston26

# BOSTON26 INTRODUCTION

The Boston26 Community Celebration Playbook provides guidance for hosting safe, enjoyable, and well-organized FIFA World Cup 2026™ public viewing events across the Boston region.

This guide is intended to support event managers, municipalities, and community partners in planning successful activations - whether as part of the official Boston26 celebration or as independently organized events. A **Final Version** will be released in April 2026 to ensure partners have the most current information leading up to the tournament.

**Disclaimer:** This is a guidance document only and is not intended as legal advice. All interested groups are directed to the relevant FIFA™ contacts and FIFA guidance noted herein. Boston26 is not responsible for any safety and security-related matters, risks, or consequences. Boston26 will not pay for, reimburse, or cover any costs, expenses, or damages related to safety and security under any circumstances.

For additional reference, FIFA™ has developed a comprehensive [Public Viewing Guideline](https://publicviewing.fifa.org/public_viewing) [[publicviewing.fifa.org/public\\_viewing](https://publicviewing.fifa.org/public_viewing)].

# BOSTON26 INTRODUCTION

**FIFA World Cup 26™ Tournament** will take place from 11 June to 19 July 2026, marking the first time the event will be hosted by 3 countries - United States, Canada, and Mexico - and feature 48 teams.

During these 39 days, 104 matches will be played in 16 different cities: 11 taking place in the US. Only 5 days will not have live FWC26™ Matches.

Regionally, the Northeast will host 20% (21) of these matches between Philadelphia, New York/ New Jersey, and Boston.

**Boston will host 7 matches including a quarterfinal.**

Learn more about the event on the [tournament website](#).



# BOSTON STADIUM

**Boston Stadium** is New England's premier sports, entertainment and event venue. The 2023 NFL season saw the completion of a \$250 million renovation of Boston [Gillette] Stadium, the largest since its 2002 opening. Key features include a 22-story lighthouse with a 360-degree observation deck, the largest outdoor curved-radius videoboard at a sports venue, and new gathering spaces like the DraftKings Sports Zone and Cross Insurance Club.

Additional upgrades include enhanced fan amenities such as increased restroom capacity, new concession options, luxury suites, and improved connectivity throughout the stadium.

**Boston Stadium** is located in Foxborough, Massachusetts, 29 miles southwest of downtown Boston and 25 miles northeast of downtown Providence, Rhode Island.

## FOLLOW ALONG

@fwc26boston

[bostonfwc26.com](https://bostonfwc26.com)

## TOURNAMENT SCHEDULE LINK

A summary of group fixtures and all match play can be found on the tournament website [here](#).

# BOSTON STADIUM



## GROUP STAGE

HAITI  V  SCOTLAND

JUNE 13 - 9:00 PM ET

IRQ/BOL/SUR  V  NORWAY

JUNE 16 - 6:00 PM ET

SCOTLAND  V  MOROCCO

JUNE 19 - 6:00 PM ET

ENGLAND  V  GHANA

JUNE 23 - 4:00 PM ET

NORWAY  V  FRANCE

JUNE 26 - 3:00 PM ET

# BOSTON26 CELEBRATION OVERVIEW

Boston26 envisions a region-wide fan celebration that connects communities, showcases local culture, and shares the excitement of the FIFA World Cup 26™ across New England. Anchored by the Downtown Celebration in Boston - running throughout the tournament with live match screenings, entertainment, and food and beverage offerings - the celebration will extend outward through community watch parties in surrounding cities and towns, bringing the energy of the World Cup to wider audiences.

Subject to funding and partner support, the intent is for Boston26 Host City Road Show to travel across the region, combining watch parties with youth programming, coach education, and community engagement to ensure the excitement of World Cup 2026 reaches every corner of New England.



# BOSTON26 CELEBRATION OVERVIEW

## **FIFA Fan Festival™**

- Official FIFA Fan Festival™ hosted by host city (Boston)
- Location: City Hall Plaza in Boston
- Features: Match viewing, food, entertainment, cultural activations
- Planned and operated by the Host City and is not a part of this document

## **Third Party / Community Watch Parties**

### **[3 Types as Defined by FIFA]**

- **1) Non-Commercial Events:** These events do not generate revenue for the organizer. They are typically free to attend and exist purely for community engagement.
  - Examples include screenings in bars, restaurants, hotels (as part of their usual service), and small community gatherings.
- **2) Special Non-Commercial Events:** A subcategory of non-commercial events with a capacity exceeding 1,000 people, often held in public spaces like parks, schools, or cultural centers.
- **3) Commercial Events:** These events involve any form of financial gain for the organizer. This includes: ticket sales or entry fees; Sponsorship or branding from companies (especially non-FIFA™ partners); Any direct or indirect monetization linked to the event

## **Boston26 Host City Road Show (subject to funding)**

- A mobile activation combining watch parties, youth programming, coach education, and community engagement
- Short-term stops in multiple New England locations
- Features: match viewing, food, soccer-related activities

**SECTION 2**  
**PLANNING**  
**YOUR**  
**COMMUNITY**  
**EVENT**

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# WATCH PARTIES

Community Watch Parties are public viewing events outside of a private dwelling for both commercial purposes and non-commercial purposes. These watch parties are not affiliated with Boston26.

These events fall into three categories and will most likely need to apply for a Public Viewing License directly with FIFA™.

- **1) Commercial:** Designed to generate income (e.g., charging entry, having sponsors, or gaining other commercial benefits).
- **2) Non-Commercial:** Organized purely for enjoyment, with no commercial activity linked to it.
- **3) Special Non-Commercial:** A large non-commercial event with more than 1,000 attendees.

Your category determines if you need a license and what activities are permitted. For full definitions, please refer to the [FIFA Public Viewing Regulations](https://publicviewing.fifa.org/public_viewing) [https://publicviewing.fifa.org/public\_viewing] or email [publicviewing@fifa.org](mailto:publicviewing@fifa.org).

This is a guidance document only and is not intended as legal advice. All interested groups are directed to the relevant FIFA contacts and FIFA guidance noted herein. Boston26 is not responsible for any safety and security-related matters, risks, or consequences. Boston26 will not pay for, reimburse, or cover any costs, expenses, or damages related to safety and security under any circumstances.

# WATCH PARTIES

## DO'S

- Show the full match broadcast - including at least 10 minutes before and after the game to capture pre and post-match coverage.
- Use generic promotional language and imagery such as “Soccer,” “Match Day,” or visuals like soccer balls, fields, and flags.
- Obtain FIFA™ Public Viewing license for public screenings



## DON'TS

- Use FIFA-protected trademarks or logos in your materials — this includes “World Cup™,” “FIFA™,” team crests, the FIFA™ logo, and the official trophy.
- Stream matches using personal or residential accounts (e.g., consumer streaming services). A commercial license is required.
- Charge admission fees to attend a public screening event unless specifically authorized through FIFA™’s Public Viewing License process



# PLANNING CHECKLIST

## Small Event (100-500 Attendees)

Typical for Small Third Party / Community Watch Parties

Can be Commercial or Non-Commercial

### Planning & Approvals

- Confirm if FIFA™ Public Viewing License is required (non-commercial vs. commercial).
- Secure site/venue booking.
- Obtain basic local permits (food, alcohol, entertainment license if applicable).
- Confirm insurance coverage (general liability).

### Operations & Logistics

- Set up screen/AV equipment with tested signal.
- Provide seating or standing space layout.
- Ensure restrooms available (venue-based).
- Identify emergency exits and post signage.

### Fan Experience

- Post clear event start/end times.
- Provide small-scale concessions or food/beverage service.
- Promote using generic terms (“Match Day,” “Soccer Celebration”) - avoid FIFA trademarks.

**Safety & Staffing:** Event organizers and municipalities intending to host Boston26 celebratory fan events are strongly encouraged to engage early with their local public safety, law enforcement, and emergency management partners/officials. These agencies can provide essential guidance on planning, permitting, and resourcing requirements related to event safety, security, and emergency preparedness for your proposed event or activity.

# PLANNING CHECKLIST

## Medium Event (500-2,000 Attendees)

Typical for Large Third Party / Community Watch Parties

### Planning & Approvals

- Apply for FIFA™ Public Viewing License (if required).
- Secure site/venue booking.
- Secure city/town permits (special event, street/park use, food service, alcohol, noise).
- Confirm insurance (liability, workers comp, vendors).
- Develop overlay/site plan (screen, concessions, emergency access, ADA).

### Operations & Logistics

- Secure commercial-grade screen & AV system with redundancy.
- Provide portable restrooms (ADA-compliant ratio).
- Designate vendor/concession areas.
- Ensure first aid/EMS presence.
- Create signage plan (entry/exit, restrooms, info).

### Fan Experience

- Provide food trucks/concessions and non-alcoholic drink options.
- Include family-friendly zones (kids' activities).
- Promote via community channels and partner networks.

**Safety and Security:** Event organizers and municipalities intending to host Boston26 celebratory fan events are strongly encouraged to engage early with their local public safety, law enforcement, and emergency management partners/officials. These agencies can provide essential guidance on planning, permitting, and resourcing requirements related to event safety, security, and emergency preparedness for your proposed event or activity.

# PLANNING CHECKLIST

## Large Event (2,000+ Attendees)

Typical for Large Third Party / Community Watch Parties

### Planning & Approvals

- Apply for FIFA™ Public Viewing License.
- Secure site/venue booking.
- Obtain all major permits (special event, alcohol, entertainment, street closures, EMS, fire safety, etc.).
- Develop full risk management, crowd management, and evacuation plan.
- Secure multi-layer insurance (general liability, event cancellation, vendors).
- Confirm certification as Boston26 Regional Fan Zone (if applicable).

### Operations & Logistics

- Contract professional AV provider with redundant power & broadcast systems.
- Provide multiple large-format screens for visibility.
- Set up controlled entry/exit points with fencing.
- Provide portable restrooms at large scale with ADA compliance.
- Secure waste management plan (trash, recycling, composting).
- Provide VIP/media zones (if relevant).

### Fan Experience

- Provide robust concessions, food trucks, beer gardens (with permits).
- Activate with entertainment, live music, mascots, cultural showcases.
- Provide family zones and youth play activations.
- Incorporate community and sponsor activations (photo ops, giveaways).

**Safety & Staffing:** Event organizers and municipalities intending to host Boston 26 celebratory fan events are strongly encouraged to engage early with their local public safety, law enforcement, and emergency management partners/officials. These agencies can provide essential guidance on planning, permitting, and resourcing requirements related to event safety, security, and emergency preparedness for your proposed event or activity.

# SOCGER FOR ALL

Boston26 aims to deliver an inclusive, safe, and enjoyable experience that reflects the values of our city and the spirit of the FIFA World Cup™

Boston26 is committed to delivering a FIFA World Cup 2026™ experience where every person regardless of race, ethnicity, national origin, gender identity or expression, sexual orientation, disability, religion, age, language, or socio-economic background feels welcomed, respected, and able to participate.

## **INCLUSION & NON-DISCRIMINATION**

Ensure that all individuals, regardless of race, ethnicity, gender, sexual orientation, religion, nationality, language, disability, age, or socio-economic status are welcomed, respected, and protected from discrimination at Boston26-controlled sites and activities.

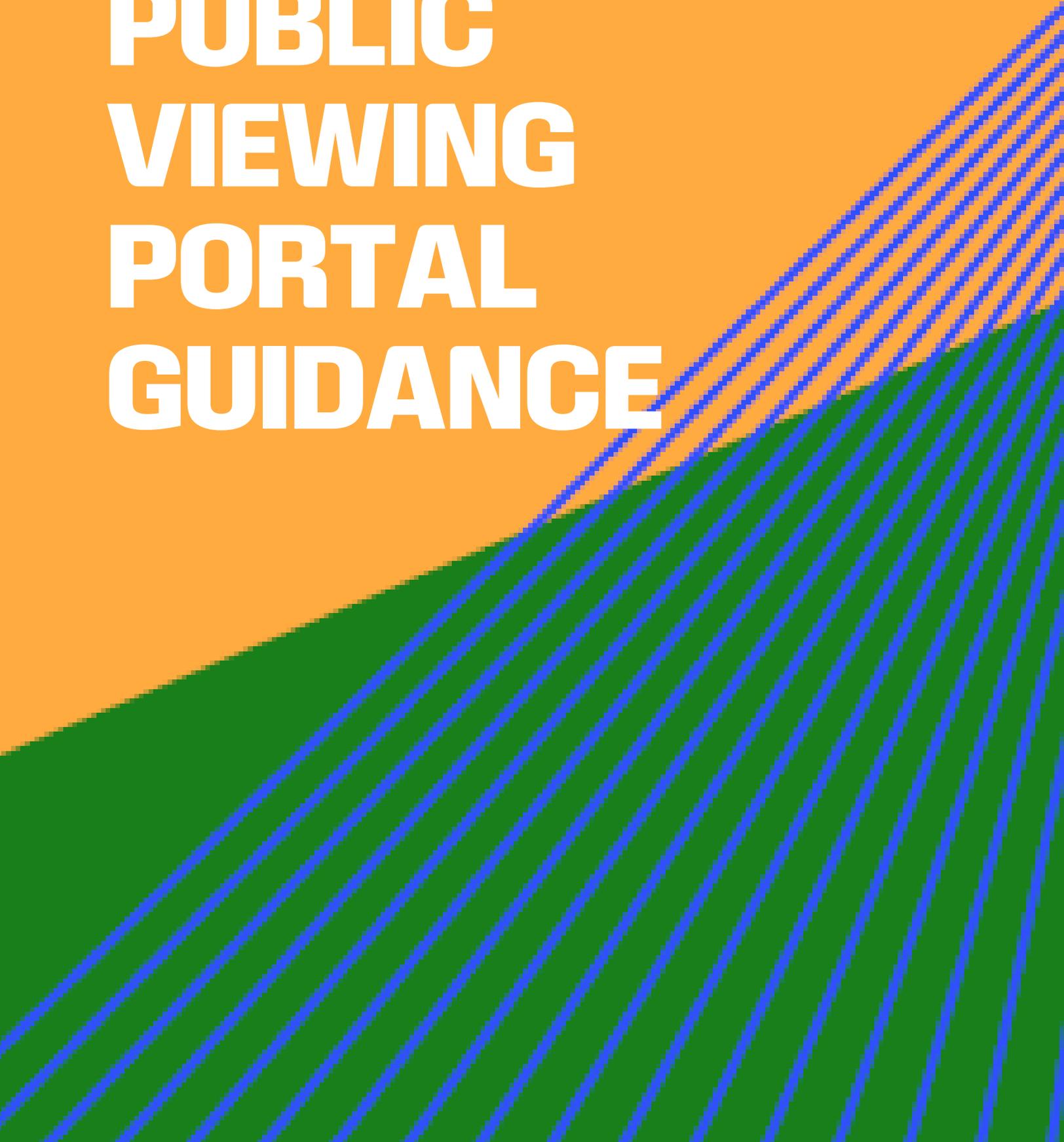
## **ACCESSIBILITY**

Ensure that FIFA World Cup 2026™ events in Boston are accessible, inclusive, and welcoming to persons with disabilities and/or limited mobility, in compliance with the Americans with Disabilities Act (ADA), Massachusetts Architectural Access Board (521 CMR), and City of Boston accessibility ordinances, while promoting equitable participation for all.

## **WORKERS' RIGHTS**

Boston26 is committed to ensuring that every individual engaged in Boston26-related work enjoys fair, safe, and dignified employment. Our approach integrates protections across multiple, interconnected areas- including non-discrimination, fair wages, workplace safety, rest and reasonable working hours, freedom of association, protection from forced or child labor, and equitable hiring.

**SECTION 3**  
**PUBLIC**  
**VIEWING**  
**PORTAL**  
**GUIDANCE**

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# PUBLIC VIEWING PORTAL

Public viewing has become a firm fixture of the fan culture of FIFA events, providing fans with a unique and exciting opportunity to experience all the action and atmosphere of one of the world's greatest sports spectacles outside the stadiums.

We are pleased to inform you that the FIFA Public Viewing Platform is **now live**. This platform streamlines the process for requesting public viewing licenses for the FIFA World Cup 2026™.

In the meantime, if you have any queries or need assistance with your public viewing license requests, please feel free to contact us at [publicviewing@fifa.org](mailto:publicviewing@fifa.org).

Looking forward to celebrating the FIFA World Cup 2026™ with you!

## HOW TO APPLY

- 1. Read the FIFA Public Viewing Regulations:**  
Familiarize yourself with the full details on categories, rights, and requirements. Regulations link [here](#).
- 2. Plan Your Event:** Choose your venue, date, and the fan experience you want to create.
- 3. Submit Your Application:** Go to the FIFA Public Viewing Portal to submit your application. The portal will confirm your category and license requirements.
- 4. Follow the Next Steps:** Arrange permits, complete your license, and prepare your event.



# LICENSING FEES

Certain public viewing events may be required to obtain a FIFA Public Viewing License, particularly for commercial events and large-scale non-commercial events. Licensing requirements and associated fees are established and administered by FIFA.

## HOW LICENSING FEES ARE DETERMINED

Licensing fees are typically based on:

- Anticipated spectator capacity
- Type of event (commercial vs. non-commercial)
- Scale and format of the public viewing

Note: Fees increase as event size and complexity increase.

## WHAT ORGANIZERS SHOULD EXPECT

- Smaller events may be subject to lower-tier licensing fees.
- Medium and large events should plan for higher licensing costs as capacity increases.
- Fees are generally assessed based on planned capacity, not actual attendance.

## IMPORTANT NOTES

- Licensing requirements and fees are set by FIFA and may change.
- Boston26 does not issue licenses or collect licensing fees.
- Events held in bars, restaurants, or similar establishments may follow different guidelines.
- Organizers are responsible for confirming licensing requirements directly with FIFA.

# PUBLIC VIEWING GUIDANCE

## WHAT IS A PUBLIC VIEWING?

- A Public Viewing Event (PVE) is any organized gathering where FIFA World Cup 26™ matches are shown to an audience outside of a private home.
- Could take place in a bar, restaurant, cinema, stadium, park, office, school, or community center - anywhere fans can come together to watch.
- Brings people together to share the biggest football moments, creating atmosphere and connection far beyond the stadiums.

## PUBLIC VIEWING CATEGORIES

- Public Viewings can vary in size and purpose:
  - **Commercial:** Designed to generate income (e.g., charging entry, having sponsors, or gaining other commercial benefits).
  - **Non-Commercial:** Organized purely for enjoyment, with no commercial activity linked to it.
  - **Special Non-Commercial:** A large non-commercial event with more than 1,000 attendees.
- Your category determines if you need a license and what activities are permitted. For full definitions, please refer to the FIFA Public Viewing Regulations or email [publicviewing@fifa.org](mailto:publicviewing@fifa.org).

## WHY SOME PUBLIC VIEWINGS REQUIRE A LICENSE

- The broadcast feed belongs to FIFA's Official Media Partner(s) in your territory.
- A public viewing license gives permission to show their product to a public audience.
- Protects the value of the tournament and maintains a consistent, high-quality experience for fans.
- The FIFA Public Viewing Portal will confirm your category, tell you if you need a license, and guide you on the next steps

# PUBLIC VIEWING GUIDANCE

## SPONSORSHIP

- Allowed only for commercial public viewing events.
- FIFA Commercial Partners can sponsor your event.
- Local businesses that do not compete with FIFA Commercial Partners may be eligible to sponsor your event. Please contact [publicviewing@fifa.org](mailto:publicviewing@fifa.org) for more information.
- All sponsorships must be approved before confirmation.

## ADMISSION

- Charging entry is possible for certain public viewing categories.
- Must be declared in your application and reflected in your license.

## CONCESSIONS

- Sale of food, beverages, and goods is allowed.
- Working with FIFA partners is recommended.
- If working with a non-FIFA Partner as a vendor:
  - Food & beverages must be served in unbranded packaging.
  - Menu boards must be free of branding.
  - No implication of sponsorship or association with FIFA or the Competition.

Contact [publicviewing@fifa.org](mailto:publicviewing@fifa.org) if you require more clarity.

# PUBLIC VIEWING GUIDANCE

## BRANDING & PROMOTION

- All rights to the Competition Marks (emblem, title, logos, mascot, and trophy) belong to FIFA and may not be used in the branding or promotion of your event.
- You may use the term “FIFA World Cup 26™” only in plain text for editorial purposes, without implying any official association. E.g. "Join us for a public screening of the FIFA World Cup 26™ match between Country A and Country B at Central Park on June 15."
- Avoid using “FIFA” or “World Cup 26™” in your event name or marketing materials.
- Use general terms like “soccer” or “tournament” instead.
- Team names (e.g., USA vs. Canada) can be shown in plain text for editorial purposes, but not with official logos or trademarks.

## BRANDING DO'S & DON'TS

- **Do's**
  - Use neutral event names: “Football in the Park,” “Summer Soccer Celebration”.
  - Show country names in text only.
  - Use your own branding, colors, and style.
- **Don'ts**
  - Use FIFA marks, logos, or trophy images.
  - Include “FIFA” or “World Cup” in your event name.
  - Use team logos.

# PUBLIC VIEWING GUIDANCE

## BROADCAST RULES

- Live only: No delays or replays.
- No broadcast modifications: No edits, overlays, or replacements.

## COVERAGE WINDOWS

- Opening/Closing Matches: Start 20 min before kick-off, ends at least 10 min after.
- All Other Matches: Start 10 min before kick-off, ends at least 10 min after.

## POLITICAL ASSOCIATION

- Do not link the event or broadcast to any political party, candidate, or campaign.

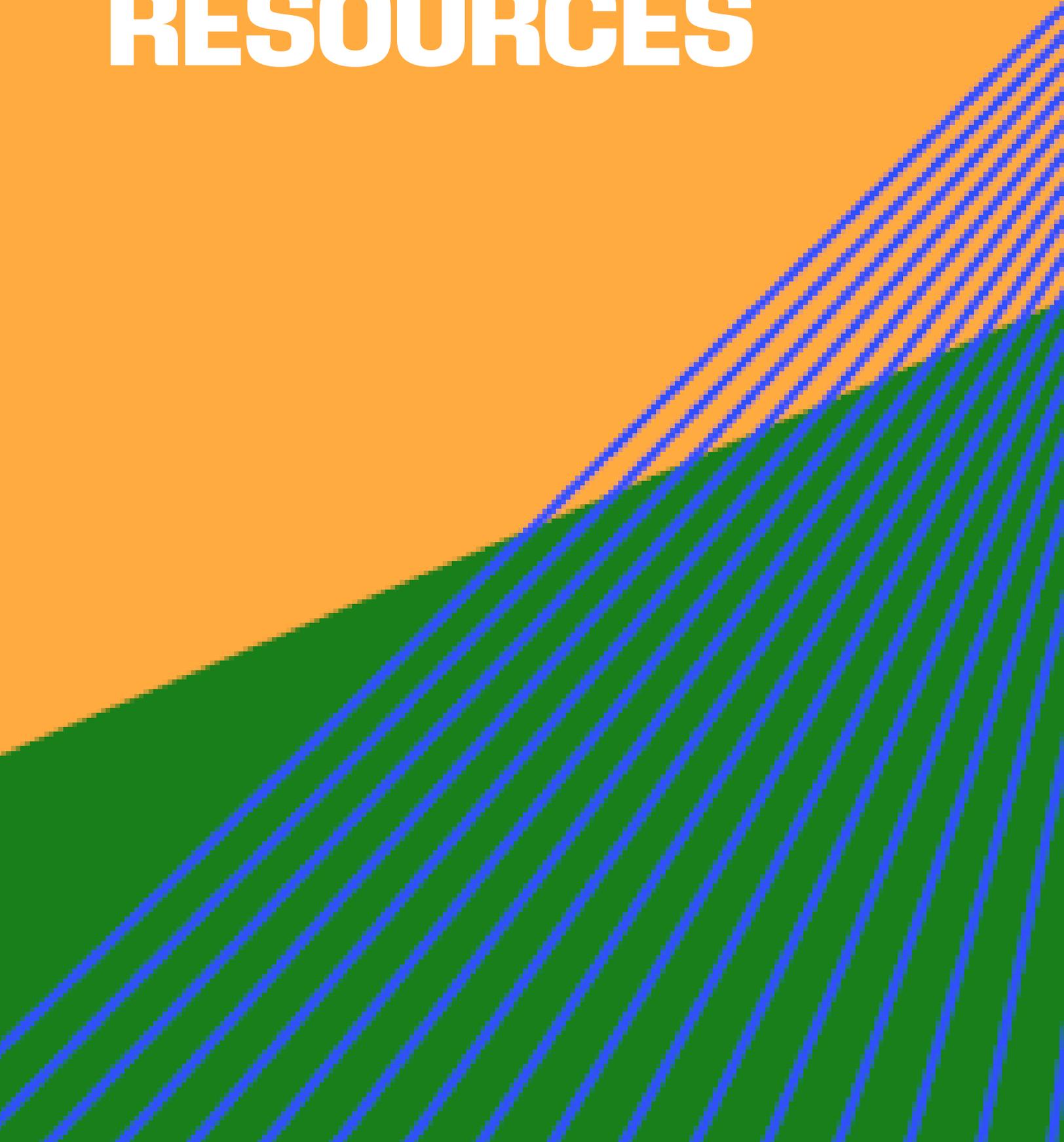
## EXHIBITOR RESPONSIBILITIES

- Arrange any local permits, insurance, and safety measures.
- Ensure accessibility and manage capacity.
- Coordinate with local authorities for crowd management if needed.
- Coordinate with FIFA Media Partner on signal acquisition and quality assurance.

All Public Viewing Exhibitors must adhere to [FIFA's Public Viewing Regulations](#).

# SECTION 4

# RESOURCES



# COMMONLY REQUIRED APPROVALS

## PUBLIC EVENT PERMITS

- Special Event License
- Entertainment License
- Carnival License
- Planning Approval
- Building Permits
- Electrical Permit
- EMS Special Event Permit
- Alcohol License
- Open Burning & Cooking
- Temporary Food Service Permit
- Street Closure Permit
- Fire Safety logistics
- Emergency Medical Services
- Parks Permit
- Noise Regulation Approval

## COMMERCIAL GUIDELINES

- FIFA™ Commercial Affiliates: Please refer to FIFA™ website for [partners](https://inside.fifa.com/tournament-organisation/partners) [[inside.fifa.com/tournament-organisation/partners](https://inside.fifa.com/tournament-organisation/partners)]
- Boston Soccer 26 Host City Supporters (coming soon)
- Community Watch Parties may have local sponsors not in competition with FIFA™ Commercial Affiliates. For questions, email: [publicviewing@fifa.org](mailto:publicviewing@fifa.org)

## FOOD & BEVERAGE GUIDELINES

- Food and beverage coming from a competitor to a FIFA™ Commercial Partner must serve in unbranded packaging
- No Food and Beverage promotional activity including signage, menu boards, or brand mentions
- Please refer to FIFA™ [Public Viewing Guideline](https://publicviewing.fifa.org/public_viewing) [[publicviewing.fifa.org/public\\_viewing](https://publicviewing.fifa.org/public_viewing)].

# VIEWING RECOMMENDATIONS

## CONSIDER THE FOLLOWING WHEN SELECTING A SCREEN

- **Size:** Size the screen appropriately to the viewing area. If the back row viewers cannot see the screen, consider additional smaller screens.
- **Brightness:** The screen should have a bright picture even with the sun shining. Take into account the setting sun for late afternoon matches.
- Consider using black-faced SMD screens when viewing is during the day or the screen is west facing.
- Ensure all of the screen modules have consistent color and brightness.
- The optimal aspect ratio is 16:9.

## CONSIDER THE FOLLOWING WHEN SELECTING AN AUDIO SYSTEM

- Average sound pressure for Match transmission 78-85 dB (C) at 60M.
- The position of sound delay lines depends on the size and throwing distance of the sound system. As a general guide, the sound delay towers should be installed between 70M and 120M from the screen array.

## CONSIDER THE FOLLOWING FOR LIGHTING

- **Show Lighting:** Any lighting in the viewing area to create the festive atmosphere and making the viewing area a focal point.
- **Site Lighting:** Lighting for the entire venue exuding an inviting and safe atmosphere for fans.
- **Working and Security Lighting:** All back of house areas, food service, and entry areas should have appropriate lighting for the tasks within.

# MARKETING GUIDANCE



# LOCAL / REGIONAL RESOURCES

## LOCAL AND STATE CULTURAL COUNCILS

To explore collaborations with the arts and culture community in your area, connect with your [local cultural council](#)

[[massculturalcouncil.org/communities/local-cultural-council-program/](http://massculturalcouncil.org/communities/local-cultural-council-program/)];

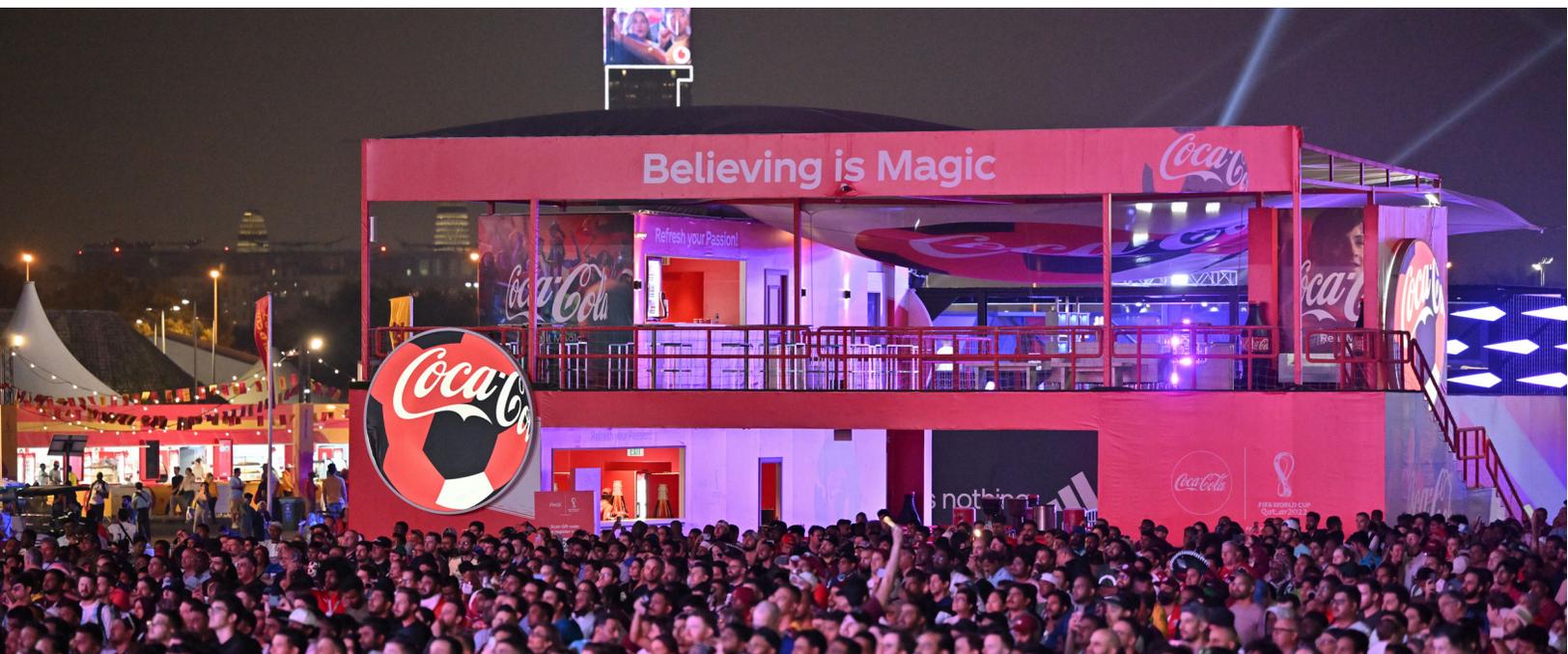
Connect with your state-designated cultural district (if your event will take place within a cultural district) at [the link here](#)

[[massculturalcouncil.org/communities/cultural-districts/designated-cultural-districts/](http://massculturalcouncil.org/communities/cultural-districts/designated-cultural-districts/)]

## REGIONAL TOURISM COUNCIL

Connect with your [regional tourism council](#) [[www.visitma.com/travel-info/regional-tourism-councils/](http://www.visitma.com/travel-info/regional-tourism-councils/)] or chamber of commerce to discuss

marketing, promotion, and reaching out to local businesses



# SUMMER WEATHER GUIDANCE

## CELEBRATE SAFELY: EXTREME HEAT PREPAREDNESS

Summer in New England can bring [high heat and humidity](#). During the FIFA World Cup 2026™, many matches and community events will take place outdoors or in large gathering spaces. Event organizers should plan ahead to help protect attendees, staff, volunteers, and vendors from [heat-related illness](#) (HRI).

## PLAN FOR HEAT, EXTREME WEATHER, AND POOR AIR QUALITY

Simple steps can significantly reduce health risks during hot weather:

- Encourage attendees to stay hydrated before and during the event and to apply and reapply sunscreen with SPF 30 or higher
- Provide or promote access to free drinking water
- Create or identify shaded areas and cooling spaces, like misting tents
- Teach staff and volunteers to [recognize the signs and symptoms of HRI](#) and to identify people who may be more vulnerable to HRI - like infants and young children, pregnant people, and older adults
- Extreme heat also increases the chance of other extreme weather like thunderstorms and can worsen air quality because of pollution, allergens, and wildfires

## PARTNER WITH LOCAL HEALTH DEPARTMENTS

Event organizers should reach out to their health department early. Local health officials can provide guidance on:

- Heat safety planning best practices
- Cooling strategies and hydration recommendations
- Food safety during high temperatures
- Emergency preparedness considerations
- Applicable local health regulations for food safety, housing, campgrounds, pools, and beaches that may impact your celebration planning



# SUMMER WEATHER GUIDANCE

## SIGN UP FOR COMMUNITY HEAT ALERTS

The Massachusetts Department of Public Health offers Community Heat Alerts to help organizations prepare for extreme heat.

- Advance notification of [forecasted unhealthy heat](#)
- Public health guidance and recommended protective actions
- Messaging you can share with staff, volunteers, and attendees
- Information on cooling resources and heat safety best practices

Your local health department is your main resource for meeting public health standards. [Sign up for community heat alerts.](#)

## LEARN MORE

[mass.gov/ExtremeHeat](https://mass.gov/ExtremeHeat)

## ABOUT THE MA DEPARTMENT OF PUBLIC HEALTH (DPH)

The mission of the Massachusetts Department of Public Health (DPH) is to promote and protect health and wellness and prevent injury and illness for all people, prioritizing racial equity in health by improving equitable access to quality public health and health care services and partnering with communities most impacted by health inequities and structural racism.

We envision a Commonwealth with an equitable and just public health system that supports optimal well-being for all people in Massachusetts, centering those with systemically and culturally oppressed identities and circumstances.



# HELPFUL REMINDERS

## PRE-EVENT APPROVALS & APPLICATIONS

- FIFA public viewing license
- Local municipal permits
- Insurance arrangements
- Emergency procedures

## VIEWING INFRASTRUCTURE

- Stage & screen safety requirements
- TV-broadcast quality AV set-up
- Camera & crowd feed specifications
- Backup power & redundancy standards

## VENDOR ACTIVATION

- Retail sales guidelines
- Merchandising coordination
- Coordination with Commercial Affiliates and Host City Supporters (if needed)

## FAN SERVICES

- Info points
- Free water stations
- Cooling/misting zones
- Sunscreen
- Charging stations
- Sensory space

## COMMUNICATIONS STRATEGY

- Operational days and hours
- What visitors can expect inside the venue
- Transportation and access details
- Rules and restrictions regarding prohibited items

# FREQUENTLY ASKED QUESTIONS

## FIFA™ PUBLIC VIEWING LICENSE

### **Can one license cover multiple events or locations?**

Typically, a license covers one event at one location. However, where possible, we work with the Media Partner to streamline the process and may incorporate multiple approved events or locations under a single license to reduce administrative burden.

Each event and location must still be applied for and approved separately. The license will clearly specify which events it covers. Any additional events or changes after a license has been issued will require a new review and a separate license.

### **How long does it take for FIFA™ to review a license application?**

The review timeline varies depending on the specifics of each request and the necessary checks and discussions involved.

FIFA™ has dedicated personnel and task forces working on the review process to ensure efficiency. However, factors such as event complexity, stakeholder discussions, and compliance checks can impact the time required.

Additionally, proximity to the event date is considered, so we encourage organizers to submit requests as early as possible to allow for a smooth approval process.

### **Who is responsible for compliance and monitoring of third-party events – Host City or FIFA™?**

FIFA™ is responsible for compliance and monitoring of third-party public viewing events. This is not a Host City responsibility. FIFA™'s Legal and Brand Protection teams actively monitor events to ensure they comply with Public Viewing Regulations. However, we appreciate support from our Media Partners, Commercial Partners, and Host Cities in flagging any unapproved or non-compliant events that may take place.

### **Are there guidelines for commercial branding and advertising at public viewing events?**

Yes, all public viewing events must comply with official regulations to protect FIFA™'s Media and Commercial Partners and prevent unauthorized commercial associations with the tournament. The Public Viewing Regulations, apply to all events and set clear requirements to ensure compliance.

FIFA brand protection guidance can be found [here](https://inside.fifa.com/tournament-organisation/brand-protection) [[inside.fifa.com/tournament-organisation/brand-protection](https://inside.fifa.com/tournament-organisation/brand-protection)].

# FREQUENTLY ASKED QUESTIONS

## EVENT PLANNING & LOGISTICS

### **What costs should I budget for?**

Typical costs include permits, insurance, security, site rental, AV equipment, staff/volunteers, sanitation, and promotional expenses. See “Planning Checklists” for more detail.

### **Will Boston26 provide funding for my event?**

Boston26 does not provide funding for independent watch parties. Certain Certified Stakeholders or strategic partners may be eligible for in-kind support or brand assets.

### **What are the minimum safety requirements?**

Events must comply with local safety and security codes, have a documented Emergency Management Plan, and meet the necessary jurisdictional Event License requirements.

### **What are the brand usage rules?**

Unauthorized use of FIFA™ trademarks is prohibited.

### **Can I show matches on a delay or replay?**

Yes, but Public Viewing License terms still apply, and you must clearly indicate that the broadcast is not live. The broadcast must follow the same guidelines as with the live broadcast.

### **Do I need security on site?**

Security staffing levels depend on crowd size, site layout, and local requirements. Consult your local police and permitting office early.

### **Can food and alcohol be sold at the event?**

Work with your local authorities to understand and obtain the proper licenses and comply with local health, safety, and alcohol laws.

### **What happens if a match is canceled or rescheduled?**

Stay connected with Boston26 and FIFA™ social outlets for updates. Have contingency plans for weather or schedule changes.

