



GETTING READY FOR KICKOFF

Positioning Your Organization for Success During FIFA World Cup™ 2026

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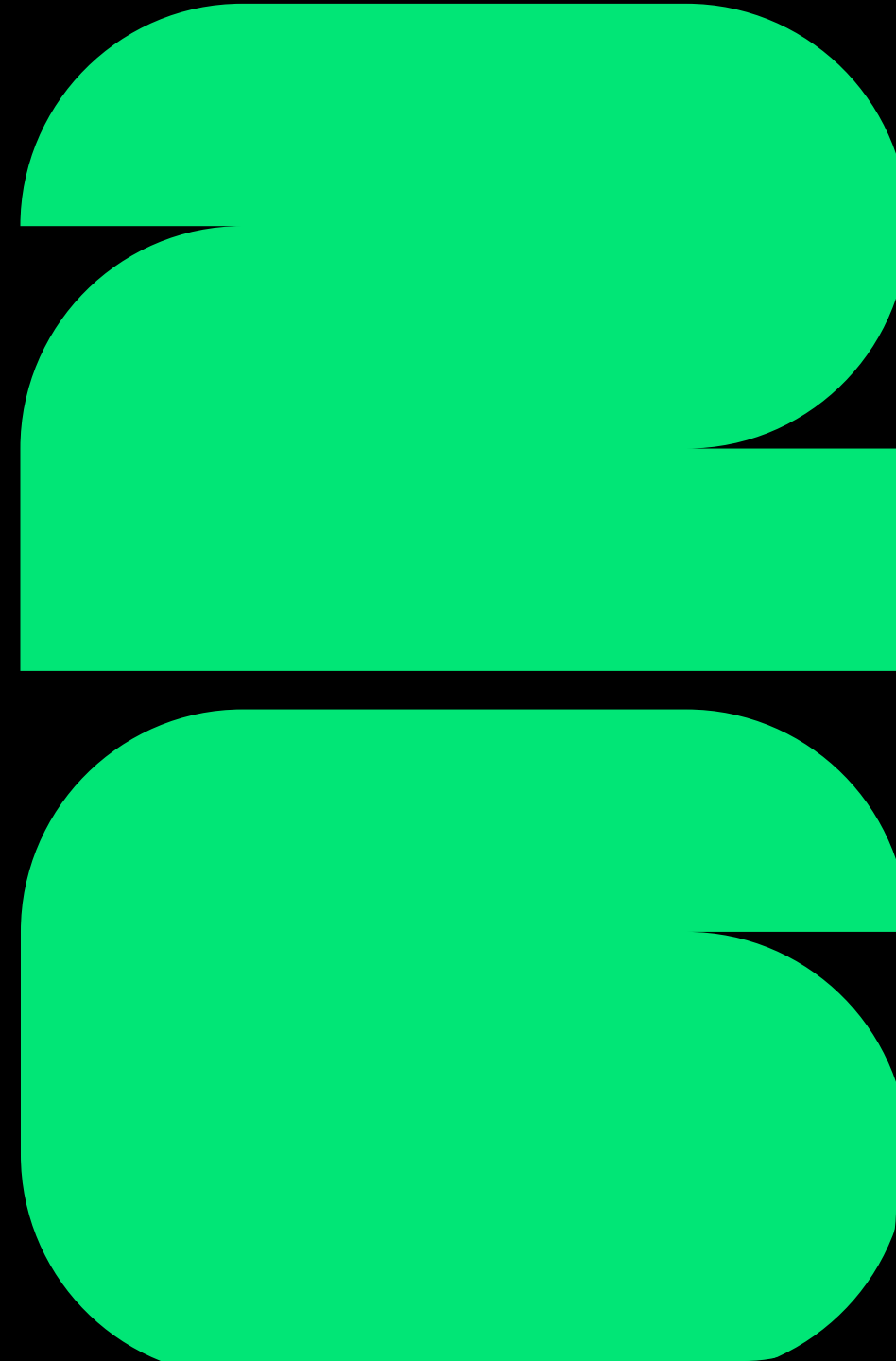


AGENDA

- **Event Overview**
 - **What to Expect**
 - **Maximizing the Opportunity**
 - **Managing the Impacts**
 - **Resources**
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EVENT OVERVIEW



EVENT OVERVIEW

Matches between June 11th – July 19th, 2026

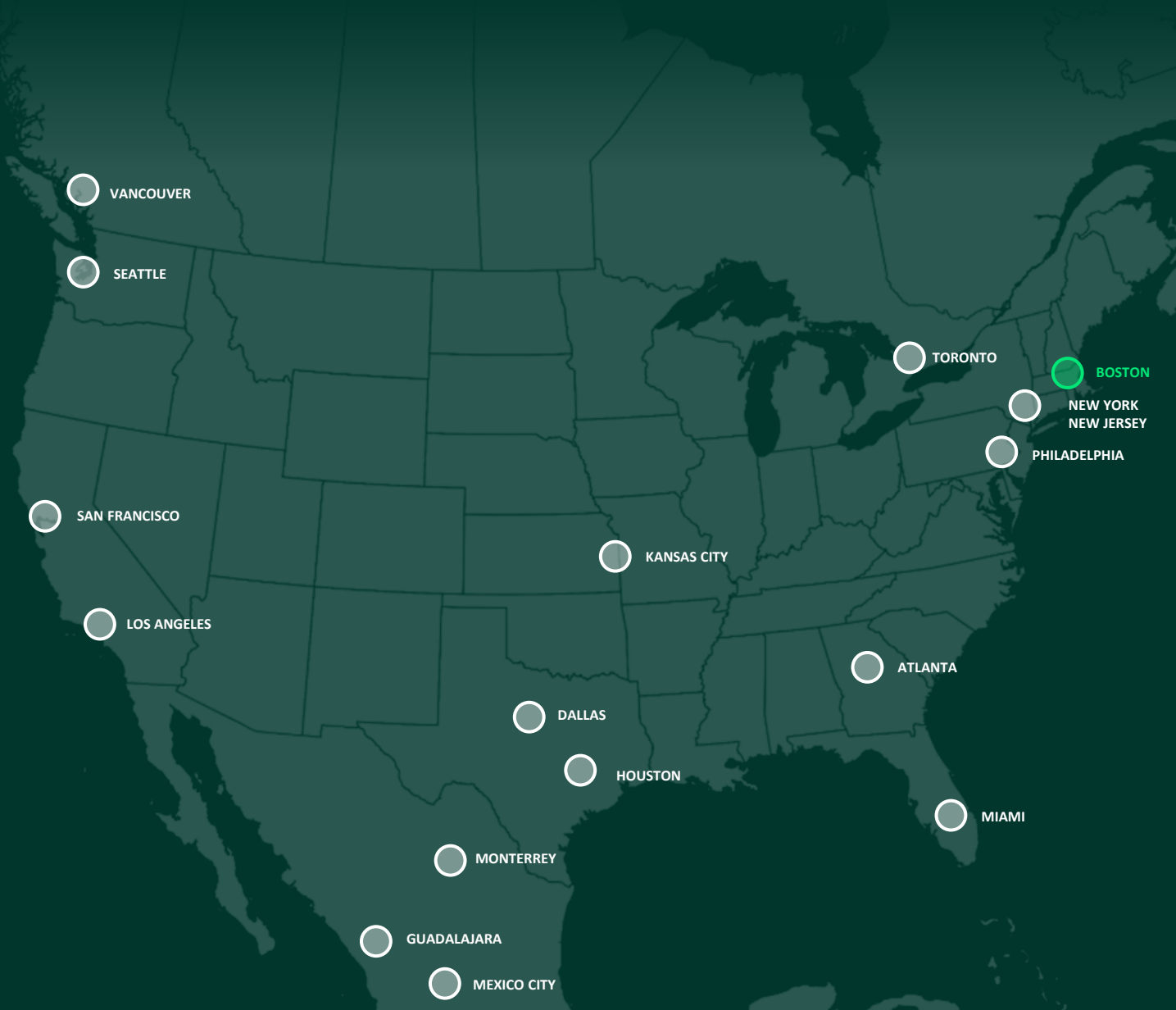
16 Host Cities
across 3 Countries

48 Nations
from 5 Continents

104 Matches
an increase from 64 Matches

+62%

More Matches Than 2022



Boston Stadium in Foxborough is hosting 7 matches throughout the tournament.

Boston Match Schedule

Group stage:

Saturday, June 13: Haiti v. Scotland, 9:00 pm ET

Tuesday, June 16: Playoff Winner v. Norway, 6:00 pm ET

Friday, June 19: Scotland v. Morocco, 6:00 pm ET

Tuesday, June 23: England v. Ghana, 4:00 pm ET

Friday, June 26: Norway v. France, 3:00 pm ET

Knock-out stage:

Monday, June 29: Round of 32, 4:30 pm ET

Thursday, July 9: Quarterfinals, 4:00 pm ET

26 FIFA BOSTON

GROUP STAGE

HAI TI	V	SCOTLAND
JUNE 13 - 9:00 PM ET		
IRI/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		

26 FIFA BOSTON

ROUND OF 32

1E	V	3ABCD F
JUNE 29 - 4:30 PM ET		

QUARTERFINAL

WB D	V	W D
JULY 9 - 4:00 PM ET		

OTHER AREA EVENTS

JUNE 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6 Boston Pride Festival and Parade
7	8	9	10	11	12	15 9:00 PM ET Haiti v. Scotland
14	15	16 6:00 PM ET Playoff winner v. Norway	17	18	19 Juneteenth 6:00 PM ET Scotland v. Morocco	20
21	22	23 4:00 PM ET England v. Ghana	24	25	26 3:00 PM ET Norway v. France	27
28	29 4:30 PM ET Round of 32	30				

JULY 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4 Independence Day (250th)
5	6	7	8	9 4:00 PM ET Quarterfinal	10	11
12	13	14 Semifinal (Dallas)	15 Semifinal (Atlanta)	16	17	18 Bronze Match (Miami)
19 Final (NY/NJ)	20	21	22	23	24	25
26	27	28	29	30	31	



Red Sox game at Fenway



Match at Boston Stadium



Boston Harborfest



Sail 250



Boston Pops Fireworks Spectacular



Televised match in other host city - see full schedule for details

FIFA FAN FESTIVAL™ & CELEBRATIONS

▪ FIFA Fan Festival™

- Location: City Hall Plaza
- When: TBA
- Hub of Celebration Activity in the Commonwealth

▪ Watch Parties and Fan Activations

- Community Watch Parties planned across the Commonwealth
- Information for those wanting to organize community celebrations available [HERE](#)

▪ Fan Walks

- There are two approved fan walk routes which could see fans celebrating their teams on match days. The City of Boston will work with each fan group to determine and designate the most appropriate route for each walk. Additional information on these routes is available [HERE](#).

FIFA WORLD CUP 26™

ECONOMIC IMPACT



\$1B+

In local economic impact



\$100M

In tax revenue



2M+

visitors



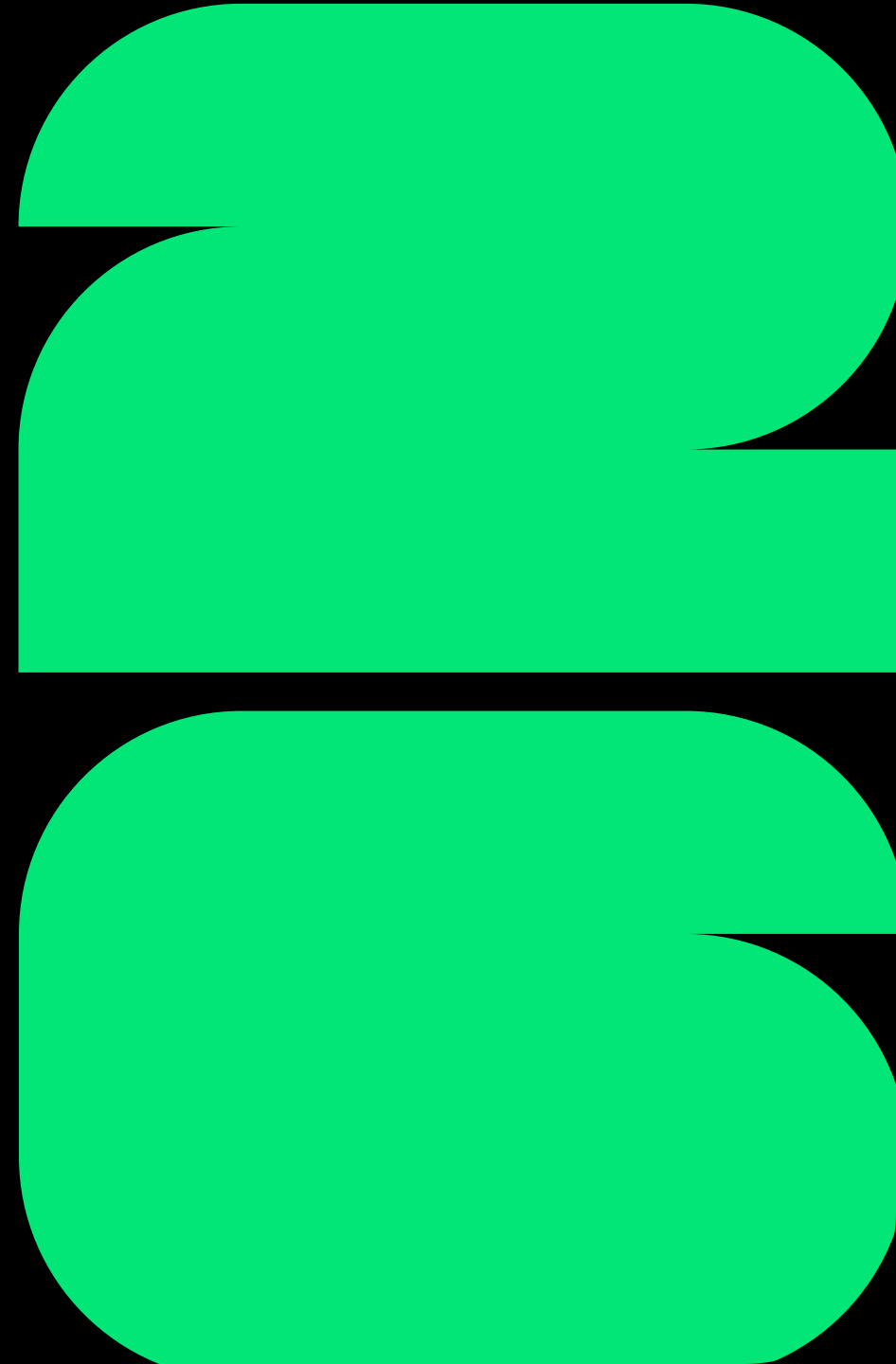
9,000

Jobs



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WHAT TO EXPECT



A Defining Moment on the World Stage

Thousands of International Visitors

- Up to 2 million visitors expected over 39 days

Showcase Boston to the World

- Over 5 Billion viewers across the globe
- Largest sporting event in history

Small and Local Business

- Visitors patronize local businesses
- Language barriers and different customs

Attract Future Events

- 2031 Women's World Cup
- NFL Draft



Regionwide Impacts

Hotel and Rental Car Capacity

- Hotels are already being booked and costs are rising
- Rental Car capacity will not match visitor demand, public transportation will be key to international visitor movement

Demand for Local Resources

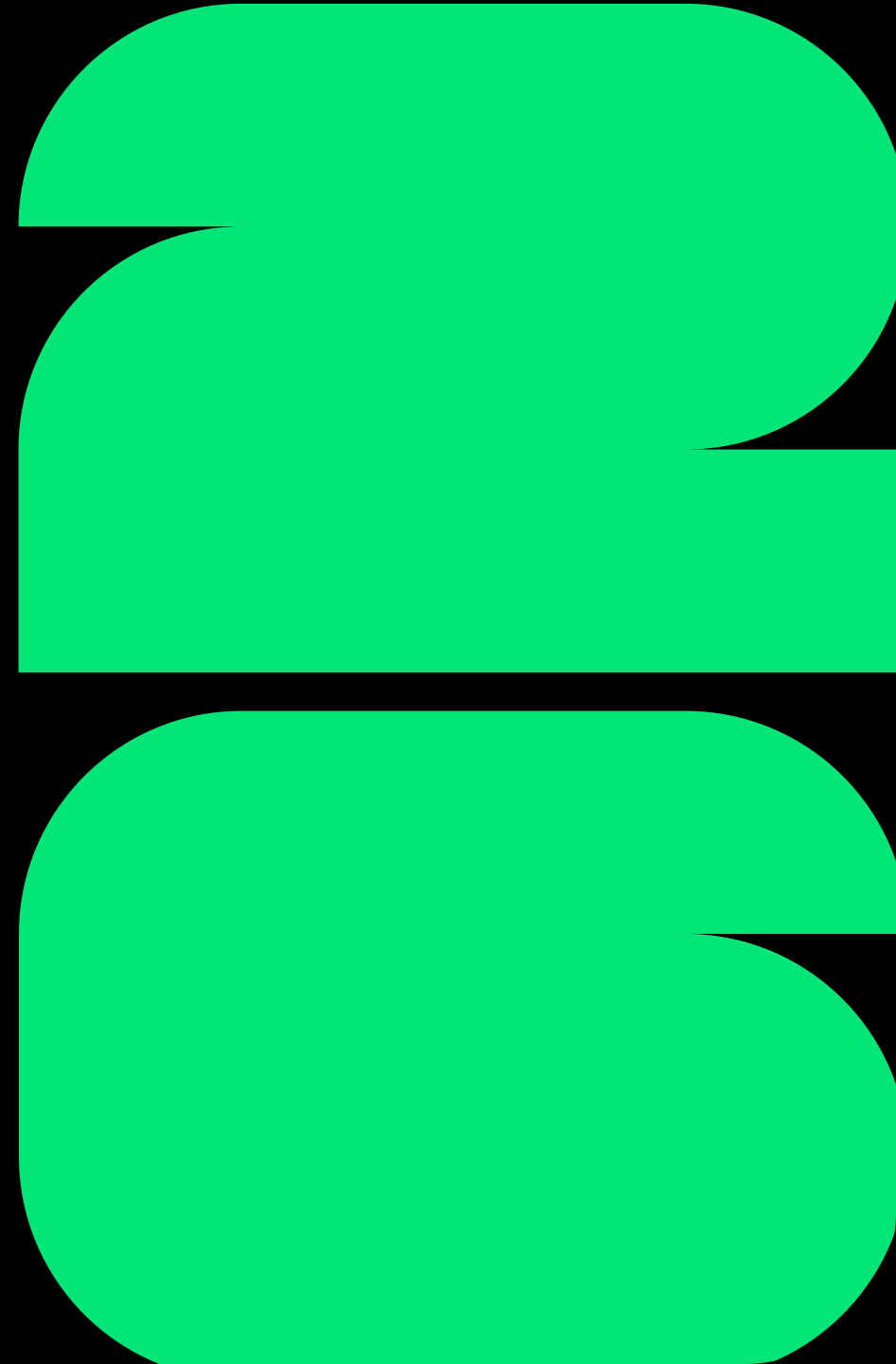
- Visitors will increase the need for public works and public safety resources across the Commonwealth

Transportation Congestion

- Seven match days will heavily impact normal traffic and commuter rail flow

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**MAXIMIZING
THE
OPPORTUNITY**



STAFFING & WORKFORCE SCALING

HOSPITALITY BASED BUSINESSES

- Flexible scheduling
- Strong communication
- Crosstraining
- Additional hiring as needed

LOCAL BUSINESS

- Remote or hybrid options
- Strong communication
- Flexible work hours

MARKETING & CUSTOMER MANAGEMENT

CAPTURING CUSTOMERS

Ways to Engage Fans/Visitors:

- Promote extended hours, specials, and packages via social media, email, and in-store signage.
- Highlight experiences or fan interactions online to attract foot traffic.
- Bundle offerings for groups, tourists, and families attending events.
- Train staff on match schedules, stadium locations, and fan events to answer visitors' questions confidently.
- Use visible signage, flags, or team colors to signal a FIFA World Cup™ 2026 - friendly environment.
- Offer basic multilingual support for international visitors.

BRANDING

Use of FIFA branding, including logos, branding, and intellectual property (IP) is prohibited.

FIFA IP includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans, and more. Only FIFA Rights holders can use official FIFA World Cup™ 2026 IP for commercial purposes.

Protected examples of logos and wordmarks include:



PRACTICAL ACTIONS TO LEVERAGE INCREASED DEMAND

- Adjust hours, staffing, and service models
- Enhance logistics and operations
- Create tournament-specific offers and experiences (within branding guidelines)
- Improve customer flow and operations
- Communicate early and clearly.
- Support employees to deliver their best

FREIGHT & DELIVERY LOGISTICS

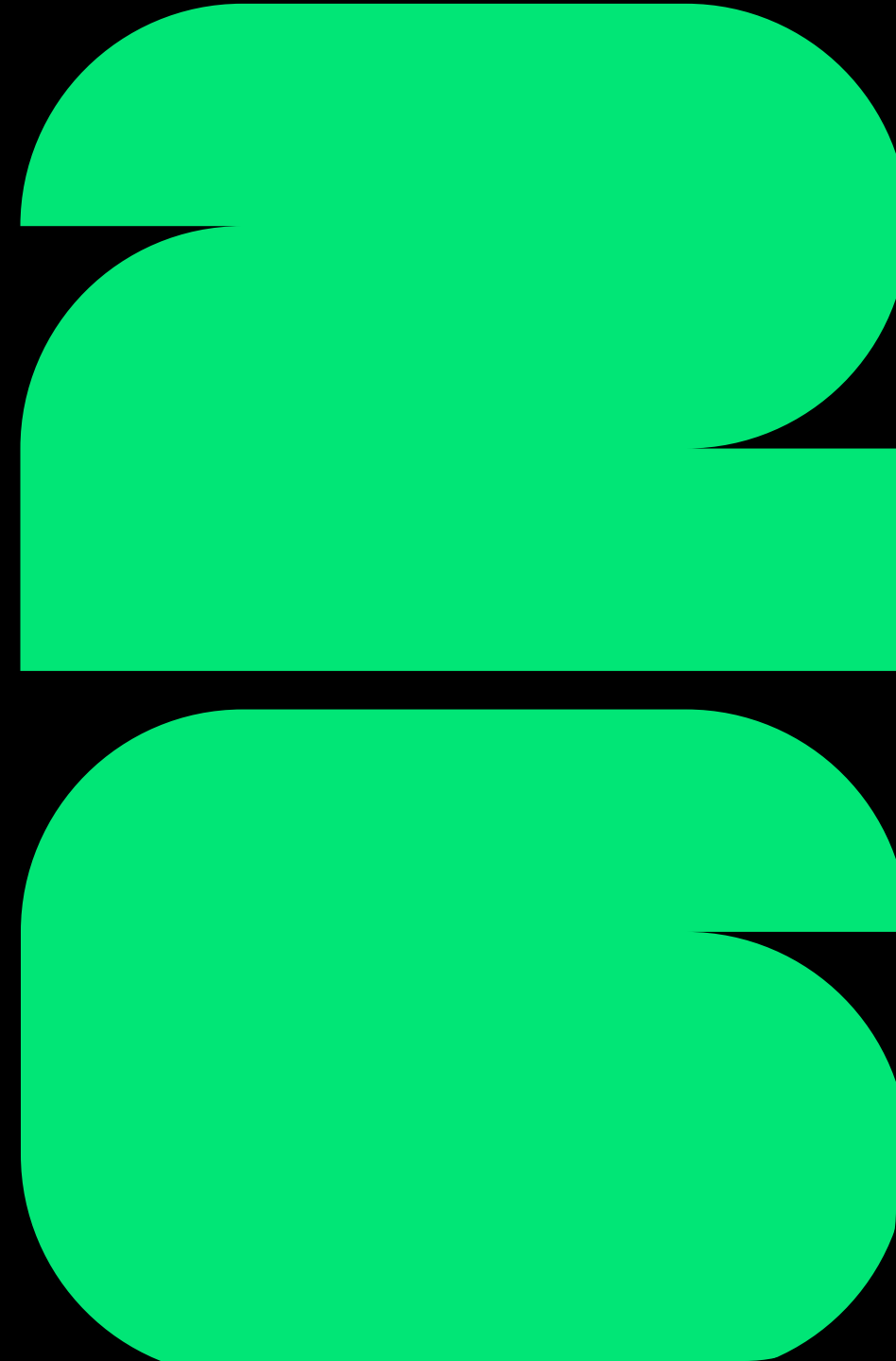
Streets and access patterns are changing – planning ahead is key.

- Review changes to loading in your area.
- Avoid deliveries on match days when possible.
- Adjust delivery times and waste pickup to off-peak hours.
- Consolidate necessary shipments and double up on non-perishable deliveries ahead of the matches.
- Ensure vendors are aware of access changes ahead of time.
- Share plan for this period with key staff (operations, facilities, and procurement).

Businesses that plan ahead and adapt quickly will be well positioned to maintain reliable service while supporting a safe, efficient, and welcoming environment throughout the tournament.

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**MANAGING
THE
IMPACT**



TRANSPORTATION

THINGS TO KEEP IN MIND:

- 6 out of 7 matches occur on weekdays
- Kickoff times begin between 3:00 p.m. and 7:00 p.m. (peak commuting hours)
- Spectators are encouraged to arrive 3—4 hours before kickoff, impacting midday commutes
- Primary impact areas include South Station, I-93/I-95 corridor between Boston and Foxborough, Boston Logan International Airport, and Amtrak Northeast Corridor stations.

ROADS/TRAFFIC

- Road closures and other traffic changes are expected to cause disruptions around FIFA official hotels, FIFA Fan Festival and Fan Walks, as well as the area around Boston Stadium in Foxborough
- Route 1 and Interstate 495 and 95 are expected to be much busier than usual

TRANSPORTATION

PARKING AT BOSTON STADIUM

- Stadium match will be limited and pre-sold. Parking on non-match days at Patriots Place will be different than usual- patrons are asked to plan ahead and allow extra time.

MBTA COMMUTER RAIL

- MBTA Commuter Rail: The MBTA will operate pre-ticketed Boston Stadium trains from South Station to Foxborough on match days, with capacity for 20,000 fans.
- Some regular Commuter Rail schedules may be adjusted
- Riders should check MBTA alerts for any service impacts as match dates approach.

TRANSIT STATIONS

- Foxboro Station will be closed to regular commuter service on match days
- South Station is expected to be busier than usual
- Stations on routes towards Foxborough/Mansfield are expected to be busier than usual

TRANSPORTATION

BUS

- Service in Downtown Boston and Foxborough are subject to change on match days due to road closure and traffic conditions.

SUBWAY

- Services across downtown Boston are expected to be busier than usual throughout the tournament- riders will be encouraged to allow extra time.

FERRY

- Local ferry service are likely to be much busier than usual during this period and schedules are subject to change.

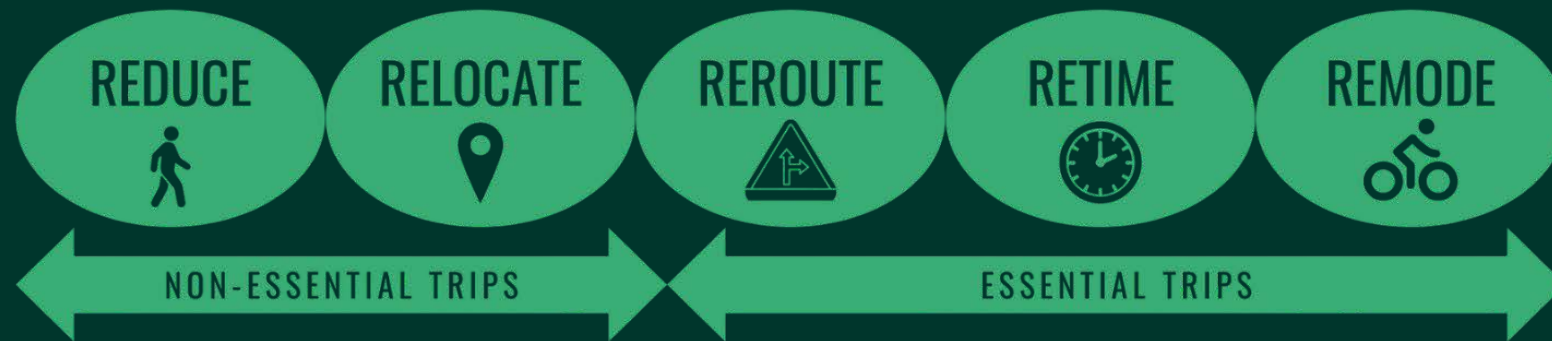
AIRPORT

- Boston Logan International Airport is expected to be at its busiest immediately before and after matches. Ground transportation will all be busier than usual.

SMART TRAVEL OPTIONS FOR EMPLOYEES

MANAGING IMPACTS TO THE COMMUTE

- **Reduce** non-essential trips or activities during this period.
- **Relocate** essential and non-essential trips so that they avoid the most highly impacted area (downtown Boston, 1-93 South / I-95 Corridor) and days of the matches.
- **Re-Route** trips away from busiest travel corridors
- **Re-time** move trips to off peak times or non-match days that avoid the highest peak travel times. This will vary based on match schedules and fan celebrations but generally falls within normal business hours.
- **Re-Mode** away from those forms of transportation that are expected to be the busiest.



SAFETY & SECURITY

TIPS FOR BUSINESSES

- Review emergency procedures with staff
- Maintain clear access to exits and fire lanes
- Verify contact information for key personnel
- Report something suspicious activity promptly to local authorities
- Encourage employees to follow official local public safety agencies on social media for real time updates and text updates
- Expect increased security presence, temporary road closures, and potential adjustments to transportation and delivery schedules

REMEMBER: See Something, Say Something!

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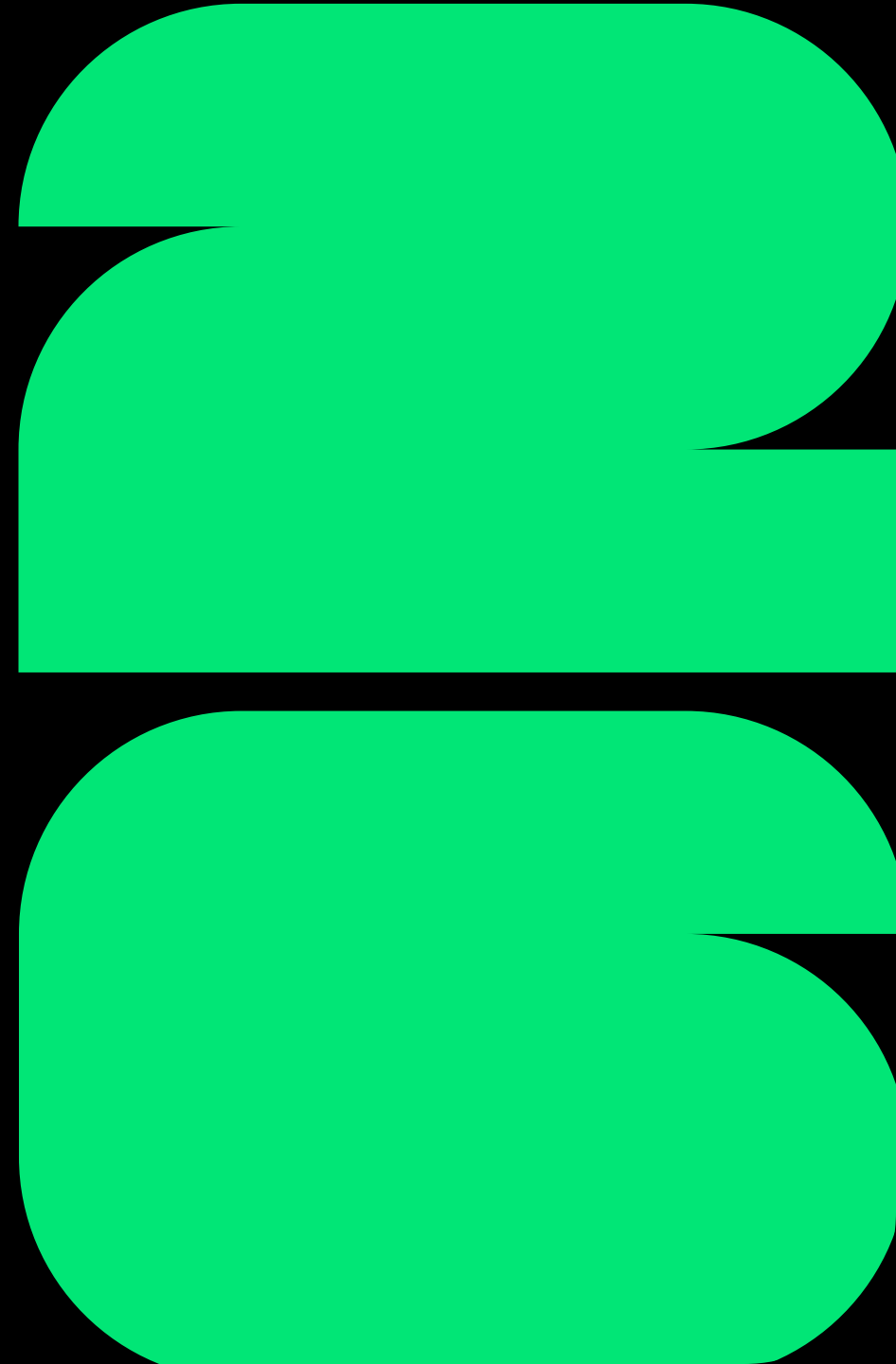
RESOURCES

- [B26 website](#)
- [Business Toolkit](#)
- [Checklist](#)
- [MBTA Trip Planner](#)
- [FIFA WhatsApp](#)



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NEXT STEPS



NEXT STEPS

GET READY!

- Designate an internal team or planning lead
- Coordinate with external partners
- Develop a FIFA World Cup 2026 Action Plan using toolkit checklist
- Undergo operational resilience and contingency planning
- Stay Informed- Monitor Updates



THANK YOU

