



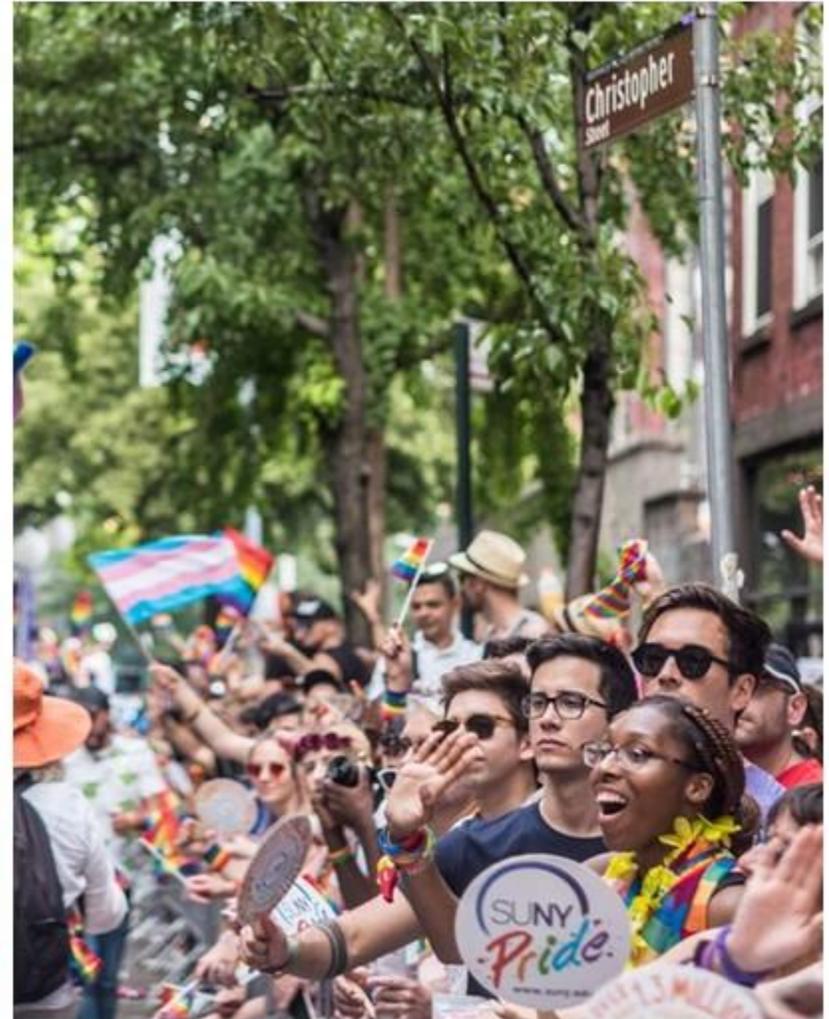
**THE WORLD'S GAME.
ONE LEGENDARY REGION.
ONE UNMATCHED MOMENT.**

20
NEW YORK NEW JERSEY
WORLD CUP HOST CITY SUPPORTER

FROM OUR SHORELINE TO OUR SKYLINE,
**WE ARE A SPIRITED METROPOLIS
UNLIKE ANY OTHER IN THE WORLD**



OUR **19 MILLION** RESIDENTS WEAVE THE RICHEST CULTURAL TAPESTRY ON EARTH...





AND WE ARE READY TO SHARE OUR HISTORY, OUR CULTURE, OUR NEIGHBORHOODS, AND OUR UNBRIDLED LOVE FOR THE GAME OF SOCCER WITH THE WORLD...



IN 2026,

THE MOST WATCHED SPECTACLE ON EARTH IS COMING TO OUR REGION FOR 39 UNFORGETTABLE DAYS



NEW YORK
NEW JERSEY

MATCH SCHEDULE

6/13/26	GROUP STAGE	6/27/26	GROUP STAGE
6/16/26	GROUP STAGE	6/30/26	ROUND OF 32
6/22/26	GROUP STAGE	7/05/26	ROUND OF 16
6/25/26	GROUP STAGE	7/19/26	FINAL

THE EXPERTS AGREE,

THIS WILL BE AN EVENT UNLIKE ANY OTHER



This will prove out over time, but I think it's going to be the biggest sporting event in the history of the world.

- LONDON DONOVAN,
FORMER USMNT CAPTAIN



Where you have, between New York and New Jersey, over 200 nationalities already there, celebrating and uniting the world, (it) is really something unique.

- GIANNI INFANTINO
FIFA PRESIDENT



This country has no idea what's going to hit it next summer.

- ERIC SHANKS
FOX SPORTS CEO



"The FIFA World Cup will be the biggest event in history, and New York New Jersey will be at its center.

- PHIL MURPHY
GOVERNOR OF NEW JERSEY



The biggest sporting event in the world will be taking place in our backyard and the region will showcase the beautiful game for the world to see.

- MARC DE GRANDPRÉ
GM OF NEW YORK RED BULLS



"I'm looking for another explosion of soccer - football - in America.

- COBI JONES
FORMER LA GALAXY MIDFIELDER



THE FIFA WORLD CUP 22™ FINAL

OUTDREW THE LAST 13 SUPER BOWLS

We're talking more than 1.5 billion eyeballs during the final, alone.

This isn't just a game—it's a global phenomenon.

\$3.3 BILLION

in economic impact to NYNJ

26,000+ JOBS

to support the events of the FIFA World Cup 26™ in NYNJ

1,200,000+ VISITORS

to the NYNJ Region during the FIFA World Cup 26™



JOIN US ON THE ROAD TO 2026.

METLIFE STADIUM

MetLife



MetLife





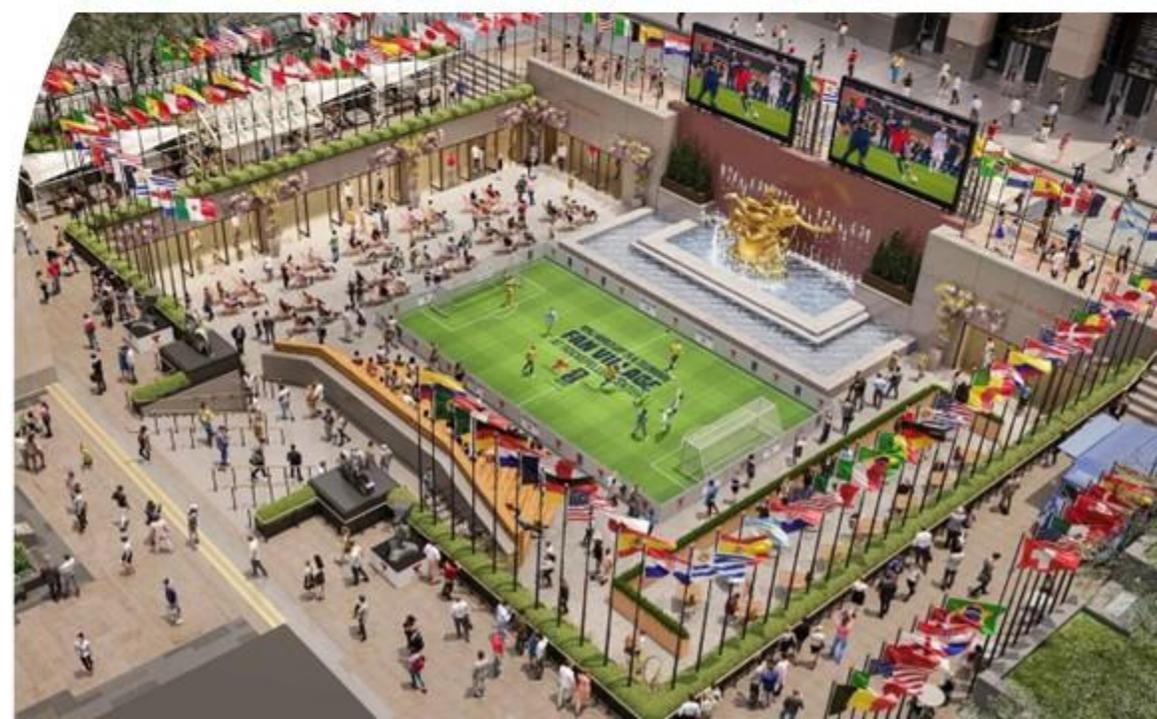
NEW YORK NEW JERSEY NYC FAN ENGAGEMENT

Complementing our FIFA Fan Festival™ in Liberty State Park, the NYNJ Host Committee will activate **Official Fan Zones** at iconic locations in New York City, including the **USTA Billie Jean King National Tennis Center** and **Rockefeller Center**.

Fans will be able to watch matches, enjoy premium food & beverage, programming, and activities.

Activation Dates:

- **USTA:** Group Stage Matches
- **Rockefeller Center:** July 4th – July 19th, 2026

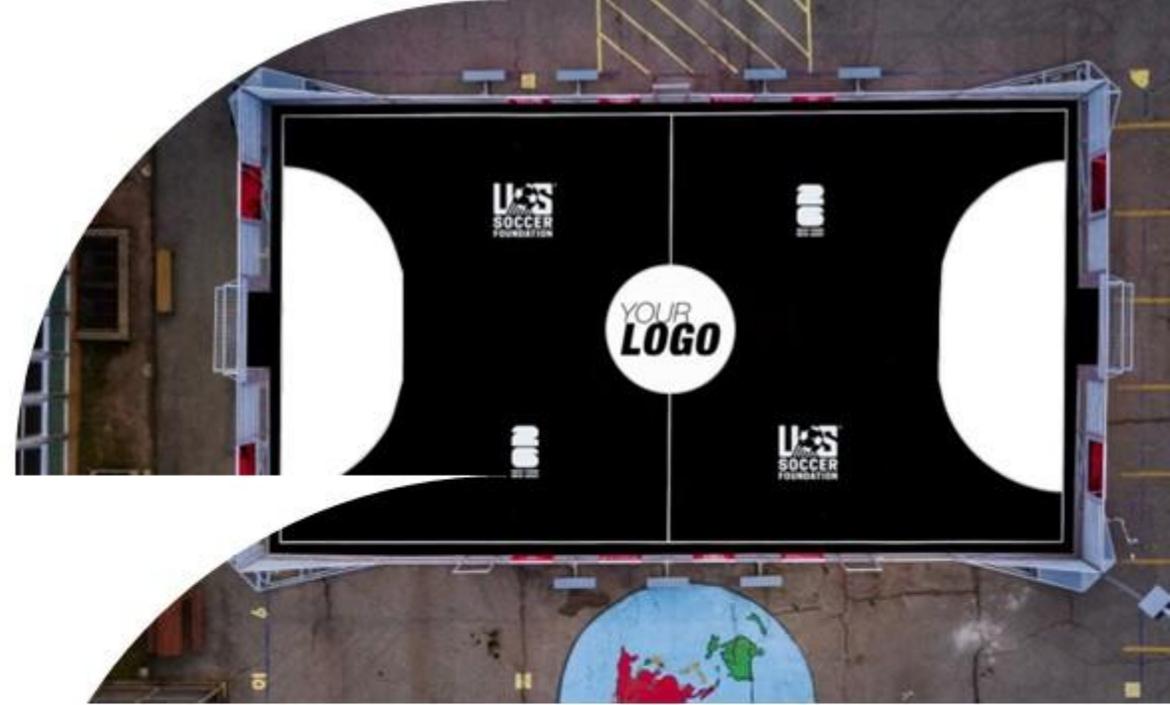




NEW YORK NEW JERSEY LEGACY PROGRAMMING

The FIFA World Cup 2026™ New York New Jersey Host Committee and its foundation, **Welcome World**, are committed to **building a legacy** of soccer that extends far beyond the matches, ensuring the impact of the FIFA World Cup™ resonates across communities in New York and New Jersey for years to come.

- Youth Soccer Programming
- Revitalization and Installation of Mini-Pitches
- Sustainability, Legacy, and Arts & Culture Funds
- Access to FIFA Fan Festival™ for Local Youth





NEW YORK NEW JERSEY SKYLINE TO SHORELINE ROAD TOUR

The **Skyline to Shoreline Road Tour** will be a high-visibility, community-driven activation designed to bring FIFA World Cup™ excitement to fans.

New York and New Jersey's Skyline to Shoreline Road Tour will make stops across the region at high-traffic locations, venues, and gatherings, and numerous other activations at public parks.





NEW YORK NEW JERSEY COMMUNITY TOOLKIT

We created the **Official Community Engagement Toolkit** to serve as a quick-start guide to getting involved, making an impact, and celebrating our communities.

This tool is targeted and distributed to our stakeholders within tourism, chambers of commerce, downtown associations, small businesses, non-profits, governments, and more.



What's Inside

1	What's FIFA World Cup 2026™ All About? 04 A quick overview of the tournament and what makes the one historic.	5	How You Can Get Involved 18 Simple ways to plug in, participate, and be part of the excitement. ■ Submitting Your World Cup-Inspired Event ■ Procurement Opportunities
2	What's Leading the Charge in NYNJ? 05 Meet the NYNJ Host Committee and learn how we're bringing the World Cup to life locally.	6	Creative Ways to Celebrate Locally 13 Fun ideas for businesses, community groups, and neighborhoods. ■ Applying for a Public Viewing License
3	Key Tournament Dates to Know 07 A quick overview of the tournament and what makes the one historic.	7	Using Logos & Branding - What to Know 19 A quick guide to what's allowed (and what's not) when promoting your events. ■ Welcome World Brand Guidelines
4	Milestone Moments on the Road to 2026 09 Celebrations and events leading up to the tournament. - Celebrations - NYNJ Host Committee-Led Events	8	Want to Connect with Us? 20 How to reach out, share your plans, and stay in the loop.

5. HOW YOU CAN GET INVOLVED

Part of Official Celebrations Through These Following Actions:

Host Your World Cup-Inspired Event:
Bring a tournament-themed festival, watch party, art show, community gathering? Let us know! Your event may be featured on our official NYNJ Host Committee website and included through our social media, PR, and marketing channels.



Display the "Welcome World" Badge:
Show your support by using the "Welcome World" logo at your business, on your website, or in your storefront. It's a simple way to also show part of that.



Procurement/Work With Us:
While gathering information from potential suppliers to support our planning efforts, our shared Jo powered team will guide you through a few key questions to help us better understand your business. To be considered for future opportunities, please complete the interest [Form Here](#).

Create Soccer-Inspired Art:
Make art, sketch, chalk, sculpture - get creative! We invite to feature local art that brings the spirit of the game to life. Share your creations with us for a chance to be part of our qualification stories and social content.

Partner on Local Storytelling:
We're looking to highlight real voices and local perspectives. If you've got a great story to tell - about your business, your team, or your community's passion for the game - we want to help amplify it.

Join Our Community Partner List:
Stay in the loop with media updates, engagement opportunities, and resources from the NYNJ Host Committee. Subscribe to our newsletter via our website.

Let's make this celebration bold, loud, and unforgettable. Visit our website at www.nyfwa26.com via the contact us form if you have any questions or to share your plans above. Let's show the world what NYNJ is all about.

<https://drive.google.com/file/d/1xaHKu7C52hDXNf8kfv4wlq4VZ4ytFOE-/view>



THANK YOU!
Join us on the Road to 2026.

FOLLOW US ON

