



# 2026 WORLD CUP REFERENCE GUIDE

**The 2026 FIFA World Cup** is set to be the largest global event in history. This expansion to a 48-team format across the U.S., Mexico, and Canada creates immense opportunities for host cities, businesses, and communities. With billions expected in revenue, viewership, and participation, the scale of this event demands extensive preparation and adaptability.

**This guide is designed for** businesses, organizations, and individuals looking to draw attention, generate revenue, and engage with the local and global audience that the World Cup brings. New Jersey's role as a host state will attract millions of fans, creating opportunities for both large and small-scale ventures.

**Not an official FIFA or NYNJ Host Committee event/document.**



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## Overview

The 2026 World Cup will take place from **June 11, 2026, to July 19, 2026**. New Jersey will host eight games at **MetLife Stadium**, including the final, while neighboring Philadelphia will host six games. This makes the state a central hub of activity for fans, teams, and media.

The following sections outline confirmed schedules, venues, and actionable strategies to help you maximize the benefits of this unparalleled event.

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## Event Details & Key Dates

- **June 10, 2025:** Countdown to the World Cup American Dream
- **June 11, 2025:** One Year Out event at Liberty State Park (FIFA)
- **December 5, 2025:** When NBC Universal announces the brackets
- **May 2026:** Teams playing on Saturday, June 13, 2026, arrive in NJ
- **June 11, 2026:** World Cup NYNJ Fanfest Opens
- **June 11, 2026:** World Cup begins.
- **June 13, 2026:** First match at MetLife Stadium.
- **June 16, 2026:** Second match at MetLife Stadium.
- **June 22, 2026:** Third match at MetLife Stadium.

- **June 25, 2026:** Fourth match at MetLife Stadium.
  - **June 27, 2026:** Fifth match at MetLife Stadium.
  - **June 30, 2026:** Round of 32 match at MetLife Stadium.
  - **July 5, 2026:** Round of 16 match at MetLife Stadium.
  - **July 19, 2026:** World Cup Final at MetLife Stadium.
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## Known Venues in New Jersey & Philadelphia

- **MetLife Stadium**  
Address: 1 MetLife Stadium Dr., East Rutherford, NJ 07073  
Hosts: All games played in NJ, including the final.
- **Lincoln Financial Field (Six Scheduled Matches)**  
Address: One Lincoln Financial Field Way, Philadelphia, PA 19148
- **Stockton University, Galloway Campus**  
Address: 101 Vera King Farris Dr, Galloway, NJ 08205 (Base Camp)
- **Rutgers University, Piscataway Campus**  
Address: 174 Frelinghuysen Rd, Piscataway, NJ 08854 (Base Camp)

## Business Recommendations

### Hospitality & Tourism Services

- **Short-term Accommodations:** Help minority business owners offer short-term rentals via platforms like Airbnb.
- **Cultural Tours:** Create cultural tours showcasing local history, food, and arts for international visitors.
- **Transportation:** Offer shuttle services, car rentals, or guided tours to stadiums and attractions.
- **University/Hotel Partnerships, Accommodations, & Local Service Contracts:**  
During major events like the World Cup, universities can play a vital role in alleviating hotel overbooking by offering their available dormitories and facilities as short-term lodging through a structured Request for Proposal (RFP) process. By partnering with local hotels, universities can create overflow accommodations that meet visitor demand, while generating additional revenue during the summer or off-peak academic periods. Hotels can respond to the RFPs to manage or book blocks of university rooms, ensuring quality control, guest services, and seamless integration with their existing hospitality operations. These university-hotel partnerships not only expand the region's capacity to host international visitors but also provide flexible, affordable lodging options close to event venues, enhancing the overall guest experience and relieving pressure on traditional hotel infrastructure. As for the small business community, this also allows for new cleaning contracts with the universities and hotels for cleaning services, food services and transportation services (buses, car service, etc.)

## Pop-Up Shops & Local Markets

- **Markets & Vendors:** Encourage participation in local markets, featuring crafts, foods, and diverse products.
  - **Food Trucks:** Capitalize on the influx of fans with a variety of cuisine options at key locations.
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## Event-Based Marketing

- **Promotions:** Run World Cup-themed campaigns or discounts.
- **Fan Zones:** Host viewing parties or fan-focused events in local restaurants and bars.

## Support Services for Teams & Media

- **Essential Services:** Offer laundry, catering, and similar services for teams and staff.
- **Language Support:** Provide translation services for international delegations. Dynamics Multilingual Services Inc. | Simultaneously interpreting translation, and sound. Connecting Cultures for the 2026 World Cup & Beyond As the world turns its eyes to Jersey City for the 2026 World Cup, Dynamics Multilingual Services is proud to support events with expert interpretation and translation services. We specialize in multilingual communication for high-impact events, helping organizers engage international visitors, media, and community partners seamlessly.

Our team offers in-person and virtual interpretation in over a dozen languages, including Spanish, Portuguese, French, Arabic, and Haitian Creole. Whether it's fan engagement zones, press conferences, or community initiatives, we ensure everyone can participate fully—no matter what the language. With nearly two decades of experience in conference interpreting, cultural events, and public service, Dynamics Multilingual is a trusted partner to make your World Cup programming more inclusive, accessible, and successful.



## Local Merchandise & Memorabilia

- **Custom Apparel:** Sell non-FIFA merchandise with cultural or soccer themes.
- **Art Exhibits:** Feature World Cup-inspired artwork and installations.

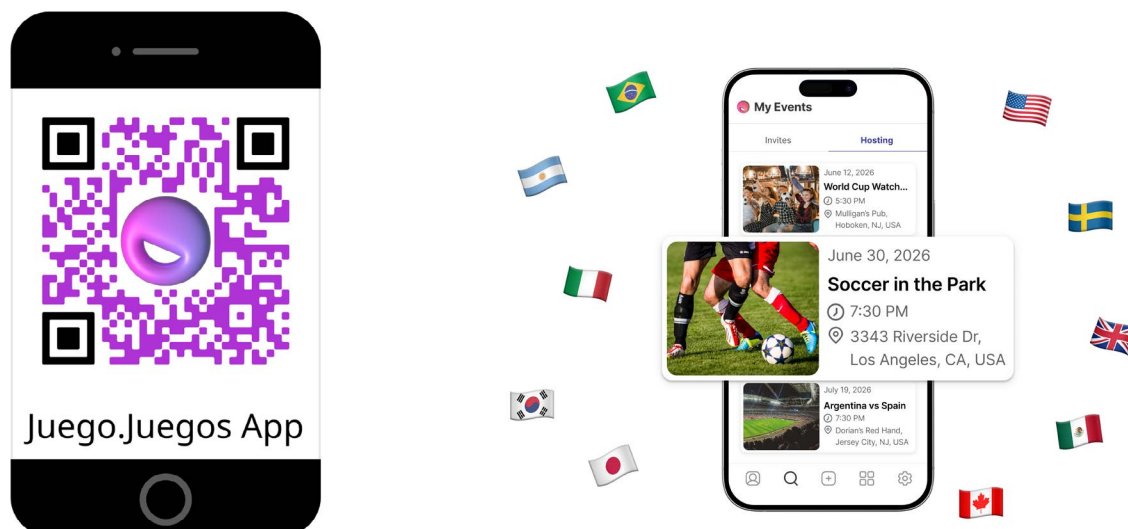
## Wellness & Fitness Services

- **Fitness Centers:** Offer short-term memberships for visiting fans.
- **Sports Recovery:** Provide wellness and recovery treatments for athletes and tourists.

## Communications, Technology & Digital Engagements

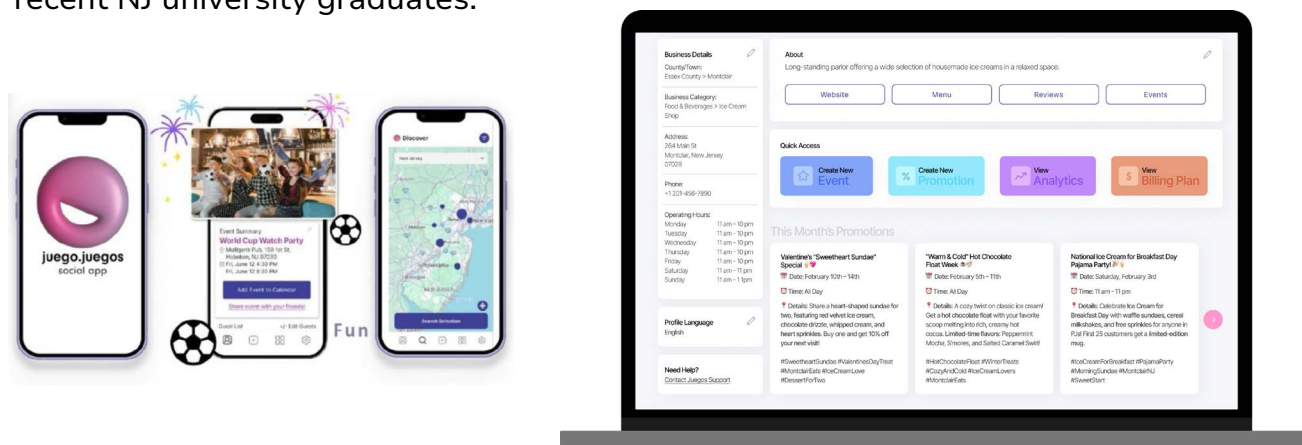
- **Local Influencers:** Engage influencers to promote businesses and events.

- **Content Creation:** Develop blogs, podcasts, and videos around the World Cup experience in NJ.
- **Mobile Apps:** Use mobile technology to efficiently communicate and drive enhanced in-person engagement at various noted venues (tourist attractions, popups, markets, city/town centers, museums, sports centers, etc.). A digital map highlighting cultural venues, LGBTQ+ welcoming spaces, food options, and more will be offered on the Juego.Juegos Social Scheduling App.



## Locals, Visitors & Main Street Businesses Can Unlock Game Day Magic with Juego.Juegos Social Scheduling Mobile App!

As the countdown to the FIFA World Cup 2026 kicks into high gear, New Jersey is preparing to become a global stage for sports, culture, and commerce. With millions of visitors expected, **Juego.Juegos Social Scheduling App offers a seamless interactive digital map and is your go-to mobile app connecting locals, fans and visitors to the best hyper-local experiences the state has to offer**—from street festivals to late-night watch parties. Whether you're a local making game day plans or a visitor searching for authentic dining, live music, or soccer-themed pop-ups, **Juego.Juegos** will help you coordinate and share real-world fun with ease. Download on iOS and Andriod today! The best part is that by downloading and using the app, you will be supporting innovations developed by our local team of recent NJ university graduates.





The **Juego.Juegos business platform** (waitlisting; launch Aug 2025) is custom designed for owners to promote World Cup specials, flash deals, and community events directly on the app. Post your World Cup-themed happy hour, host a pop-up team face-painting, or a neighborhood ice cream social—whatever your vibe, we help build in-person excitement for groups discovering your hidden gem!

- Discover local events on a digital map happening just steps away
- Sync plans with friends in seconds
- Explore authentic spots: family-run bars, cafés, taco trucks, salons, and more
- Get real-time alerts of hidden gem promotions, pop-ups, and exclusive World Cup experiences

**Note: Juego.Juegos Saas AI Lab is the official sponsor of this World Cup Reference Guide.**

## Staffing Solutions

- **Event Staffing:** Supply personnel for security, hospitality, and event operations.

## Media Options

- **Radio Garden State:** Local Joints, Local Tunes is Radio Garden State's grassroots program spotlighting New Jersey businesses that keep the local vibe alive by playing our station in their space. Participating spots get featured across our website, social media, and newsletter—connecting them with thousands of loyal listeners who support homegrown music and community-driven businesses. It's free to join, with options to upgrade for even more visibility. Learn more and see participating businesses here: <https://www.radiogardenstate.com/localjoints>

## Fan Fests

The proposed **FIFA® Fan Festival** site is **Liberty State Park**, offering live match broadcasts, food, drinks, and entertainment. Local municipalities, counties, and universities, all 501c3 nonprofits, may also organize independent fan festivals within their downtown main street districts, public parks, or campuses.



## Tips for Hosting Independent Festivals

- **Location:** Choose high-capacity venues with easy access.
- **Setup:** Include stages, vendor booths, and food courts.
- **Funding:** Secure sponsorships and charge vendor fees.

- **Education:** Host soccer clinics, youth tournaments, or panels.

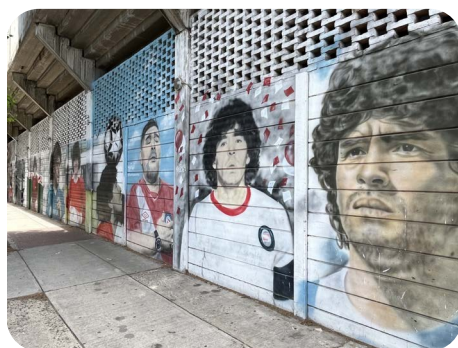


New Jersey has two professional soccer teams, the New York Red Bulls and Gotham FC. These organizations have held various educational and clinical type events throughout the state but for the World Cup, partnerships can be discussed to include some component of these two clubs at your specific event. Additionally, there may be opportunities for player appearances or presentations at your events. There are also local speakers such as Kely Nascimento (Pele's eldest daughter) who may be available for speaking engagements. Kely is part of Hadaf Global [hadafglobal.com](http://hadafglobal.com) which specializes in sports for development and diplomacy, offering strategic insights, partnership development, and event management to harness sports' power for global change.

## Local Artist Collaboration

### Futbol/Soccer: A Global Celebration of Culture

Futbol, or soccer, transcends being just a sport—it is a vibrant, deeply ingrained cultural phenomenon celebrated across the globe. While the United States has been slower to embrace its profound cultural significance, the sport has always been more than regional or transactional elsewhere. Around the world, communities rally around their local teams as though they are family, fostering deep connections and unwavering loyalty. One of the most striking ways communities express their love for the game is through public art. Murals celebrating soccer stars and teams adorn towns, cities, and countries, creating a visual testament to the sport's unifying power. These artistic tributes vary in style and scale, with some reaching extraordinary levels of creativity and detail. Regardless of the form, these murals help keep the spirit of soccer alive year-round, serving as enduring symbols of pride and passion for the sport within their communities.



## New Jersey's Opportunity to Celebrate Soccer Through Art

New Jersey has a unique opportunity to embrace and expand the global tradition of honoring soccer through public art. By commissioning local artists to create murals and installations celebrating U.S. soccer stars or highlighting local community heroes with ties to the sport, municipalities can foster a sense of pride and community engagement.

This approach is already thriving in New Jersey cities like Jersey City, Hoboken, and Camden, where public art reflects diverse cultural narratives. Expanding this initiative during the 2026 World Cup would not only enhance the event's cultural impact but also attract visitors eager to explore these creative tributes.

To ensure the success of such projects, a strategic marketing campaign should extend beyond the state's borders. Partnerships with organizations like Choose New Jersey and Visit New Jersey could amplify outreach, drawing attention to these vibrant art pieces and encouraging tourism. These collaborations would help position New Jersey as a hub of creativity and soccer culture during this once-in-a-lifetime event.

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## Dressing Up Your City or County for the World Cup

While hosting a large-scale fan fest may not be feasible for every community, smaller, less resource-intensive initiatives can still create a festive soccer atmosphere for the thousands of visitors coming to New Jersey during the World Cup. These efforts are a simple yet effective way to showcase local pride and enthusiasm without requiring branding rights from FIFA or the 2026 World Cup Host Committee.

One of the easiest ways to dress up your city or county is by installing **lamp post banners**. These banners are cost-effective and customizable, allowing municipalities to use their own city or county logos, avoiding potential trademark conflicts. Strategically placed banners featuring soccer-related themes or messages of welcome can line main streets, commercial districts, and other high-traffic areas, instantly enhancing the community's World Cup spirit.

Such decorations not only foster excitement among residents and visitors but also visually connect the local area to the global event, leaving a lasting impression on tourists and providing photo-worthy moments that can help spread the buzz on social media.



## Creative Crosswalks: A Simple Way to Celebrate the World Cup

Another budget-friendly way to infuse World Cup excitement into your community is by painting crosswalks with soccer-themed designs. These could include team logos,



symbols, or even soccer balls in vibrant colors that reflect the spirit of the tournament. Positioned in commercial districts or high-traffic pedestrian areas, these creative crosswalks can become eye-catching features that celebrate the event and enhance the local atmosphere.

For inspiration, consider how crosswalks have been transformed to celebrate other occasions, such as those painted in rainbow colors for Pride Month. These artistic touches not only beautify the area but also encourage interaction, as they serve as fun and memorable spots for fans and visitors to take photos and share their experiences on social media.

This simple initiative can make a big impact, helping local communities feel connected to the global celebration while showcasing their creativity and enthusiasm for the World Cup.

### **Flag - Themed Intersections: A Creative World Cup Celebration**

For larger municipalities, a visually stunning and engaging way to celebrate the World Cup is by painting the flags of all participating teams playing in New Jersey and Philadelphia at key intersections throughout the area. Each intersection could represent a different team, transforming the town into a living tribute to the tournament's global diversity.

Once completed, the artwork can be captured using drones to create breathtaking aerial photographs and videos. These images can then be used to craft a dynamic social media marketing campaign, showcasing the community's creativity and enthusiasm for the event. The visual appeal of this initiative is bound to attract attention, encouraging visitors and residents alike to explore and engage with the decorated intersections.

This project not only enhances the festive atmosphere but also provides an opportunity for local pride and global unity, as each flag represents the diverse cultures coming together for the World Cup. It's a powerful way for municipalities to make a lasting impression while supporting the spirit of the tournament.

## **Security**

Comprehensive security planning is crucial. Involve local police, county homeland security offices, and federal agencies like the FBI Newark office early in the planning process.

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## **Hospital & Medical Preparedness**

Hospitals and emergent care centers near venues should prepare for increased patient loads during the World Cup. Coordinate with local and FIFA-recommended guidelines to ensure readiness.

## **Local Community Healthcare Resources and Access Checklist**

- **Awareness of Healthcare Locations:** Identify and widely publicize all nearby urgent care centers, Minute Clinics (e.g., CVS, Walgreens), and 24-hour pharmacies. Create street post banners with QR codes linked to the locations of major hospitals and walk-in clinics. Highlight hospitals with Level 1 Trauma Centers for serious emergencies.

## Pharmacy Preparedness

- **Local pharmacies should increase inventory of:**

Over-the-counter medications (pain relievers, cold/flu meds, antacids). First aid supplies (bandages, antiseptics, ice packs). Common prescription medications (e.g., antibiotics, asthma inhalers, insulin). CVS Minute Clinics and similar centers should staff extra Nurse Practitioners and extend operating hours during peak days and aligned with game days. Pharmacies should plan a backup supply chain for fast replenishment during the event.

## Emergent Care Center Readiness

- **Urgent care centers should:** Prepare to handle higher patient volumes, especially minor injuries, dehydration, and respiratory issues. Post multilingual signage (especially English, Spanish, Portuguese, Arabic, and French depending on highest volume of expected visitors). Ensure coordination with EMS for transfers to hospitals when needed.

## Major Hospital Coordination

- **Confirm that local major hospitals:** Are prepared for mass casualty incidents (even minor) and have multilingual intake staff available. Communicate clearly which hospitals are best for certain emergencies (e.g., cardiac, pediatric, trauma). Post clear ER access routes and alternate pathways if roads are closed for events.

## Community Communication

- **Distribute health access information through:** Local tourism offices, hotels, Airbnb hosts, transportation hubs, fan zones, and event venues. Social media blasts using official city, county, and event pages. QR codes on event tickets or wristbands linking to emergency health resources.

## Special Considerations

Prepare mobile first aid tents at major gathering areas with basic treatment capabilities. Remind visitors to carry copies of their medical insurance cards and emergency contact information. Make travelers aware that U.S. healthcare can be costly and advise them to check travel insurance coverage in advance.

## Merchandising Options

Businesses can participate by featuring branded products from FIFA sponsors or creating locally inspired items. Hospitality venues may opt for simple World Cup-themed touches like staff jerseys or soccer-inspired decor.



## Branding Awareness

FIFA strictly protects its trademarks, including the “World Cup.” Use alternative branding like “2026 [City/County] World Championship.” Consult legal advisors for compliance.

<https://inside.fifa.com/tournament-organisation/brand-protection>

<https://theipcenter.com/2024/05/navigating-fifas-world-cup-trademarks/>

*Note:* We await FIFA 2026 World Cup Host Committee direction on possible ‘Affiliate’ branding for local, diverse, small business partners.

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## Social Responsibility

- **Human Trafficking:** See last page in the guide for more information or visit the site <https://itsapenalty.org/>



- **FIFA No Discrimination:** <https://www.youtube.com/watch?v=J2jXF-YlAew&t=8042s>  
Learn about FIFA’s initiative to fight racism and discrimination during World Cup matches presented by Gerd Dembowski, Head of Human Rights & Anti Discrimination



## Consulate Resources

TBD

## Conclusion

The 2026 World Cup offers New Jersey an extraordinary opportunity to showcase its diversity and creativity. By implementing the strategies in this guide, businesses and communities can create lasting economic and cultural impact while embracing the spirit of soccer.

## **Additional Information**

**Three tournaments, unlimited potential: Let's talk about the economic powerhouse created by the biggest soccer events landing in the USA.**

<https://www.linkedin.com/pulse/three-tournaments-unlimited-potential-luis-o-de-la-hoz-p1x-ee/>

**Once-in-a-lifetime opportunity for NJ. Let us turn this global stage into a launchpad for minority business success.**

<https://www.linkedin.com/pulse/what-world-cup-more-than-just-game-lets-make-minority-de-la-hoz-yrpfe/>

**What if the World Cup was more than just a game? Let us make it a game-changer for minority business owners in NJ.**

<https://www.linkedin.com/pulse/seize-opportunities-world-cup-2026-minority-business-owners-luis-o--a0zae/>

**Reflexiones de los Primeros Partidos de la Copa América en el MetLife Stadium: Preparándonos para la Final del Mundial el 19 de Julio 2024**

<https://www.linkedin.com/pulse/reflexiones-de-los-primeros-partidos-la-copa-am%C3%A9rica-en-de-la-hoz-mqqme/>



# Be aware. Be prepared. Be the difference.

As the FIFA World Cup 2026 approaches, it is crucial for businesses to recognize and combat the heightened risk of human trafficking that often accompanies major events. By staying informed and proactive, your company can play a vital role in safeguarding our communities.

## Why It Matters

- **Increased Risk:** Large scale sporting events can lead to a surge in human trafficking activities, particularly in the hospitality, transportation, and service sectors.
- **Community Responsibility:** Businesses are on the front lines and can help identify and prevent exploitation.

## What Your Business Can Do

### Educate Your Team

- Provide training to recognize signs of trafficking.
- Utilize resources from the DHS Blue Campaign and the MSU Global Center on Human Trafficking.

### Establish Clear Policies

- Implement anti-trafficking policies within your organization.
- Ensure all staff are aware of reporting procedures.

### Partner with Local Organizations

- Collaborate with anti-trafficking groups for support and guidance.
- Engage in community initiatives aimed at prevention.

### Stay Vigilant

- Encourage employees to report suspicious activities.
- Display awareness materials in visible areas. General awareness flyers can be found at the DHS Blue Campaign website at <https://www.dhs.gov/publication/victim-awareness-poster-series>.

## Know The Signs

- Unusual work hours or living conditions.
- Individuals lacking control over personal documents.
- Signs of physical abuse or fearfulness.
- Inconsistencies in stories or reluctance to speak.

## Join the Effort

By taking these steps, your business contributes to a safer environment for everyone during the World Cup. Let's work together to end human trafficking.

### Training Materials & Resources

For training materials and additional resources, visit the DHS Blue Campaign Website at <https://www.dhs.gov/blue-campaign>.

For industry specific materials on human trafficking, please visit the DHS Blue Campaign Website at <https://www.dhs.gov/blue-campaign/industry>.

