



VIEWING PARTY REGULATIONS

WHAT IS PUBLIC VIEWING?

Public Viewing refers to organized gatherings where people watch live FIFA World Cup™ matches together. It is a global framework that falls under FIFA's Media Partnership Rights program and takes place in every country. FIFA must maintain consistency across all markets while adapting to local nuances and protecting media partner rights.

MEDIA PARTNERS

CANADA



UNITED STATES



MEXICO



CATEGORIES OF PUBLIC VIEWING EVENTS

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.

This includes small-scale community-driven events for under 1,000 people, without financial benefit to the organizer.

- No License.
- No Fee.

SPECIAL NON-COMMERCIAL EVENTS

Larger non-commercial events, over 1,000 people, in spaces including but not limited to community centers, parks, schools, and universities.

- No commercial benefits for the organizer.
- These require FIFA review and a license from the Media Partner (FOX, Telemundo).
- License required: the fee for the license is set by the Media Partner (FOX, Telemundo) and can differ based on location, size, and match.
- Fee required.
- Technical Cost: Media Partner (FOX, Telemundo) sets the cost.

COMMERCIAL EVENTS

Events involving a commercial element such as sponsorships, admission fees, or any other financial benefit. (Ticket sales or entry fees, sponsorship or branding from companies, and any direct or indirect monetization linked to the event.)

- Require FIFA review and a license from the Media Partner (FOX, Telemundo).
- License required: the fee for the license is set by the Media Partner (FOX, Telemundo) and can differ based on location, size, and match.
- Fee required.
- Technical Cost: Media Partner (FOX, Telemundo) sets the cost.

COSTS AND RESPONSIBILITIES

Guidelines: Additional framework exclusive to FWC26 Host Cities, issued by FIFA, outlining their Host City rights, branding, and commercial flexibility.

Regulations: FIFA will provide legal documents for a worldwide consistent framework.

- Protection of Intellectual Property and Media Rights.
- Attachment to the License to ensure compliance with regulations.

License: Permissions issued by the Media Partner to screen matches legally.

- Official and final document issued by the Media Partners (FOX, Telemundo) authorizing the party to host a public viewing.
- This document does not replace any other required licenses, such as those for insurance, security, etc.
- Fees set by Media Partner (FOX, Telemundo).
- Varies by territory, event category, and number of matches.
- Fair fees ensured for compliant events.

Technical Cost: Separate from the license fee.

- Set by the Media Partner (FOX, Telemundo).
- Depends on the event scale and setup.
- May require advanced technical infrastructure.

Permits: Any other third parties whose consent, permission, or license may be required for staging a Public Viewing Event.

- Exhibitor responsible for permits.
- Proof of compliance is required for the license.
- FIFA, FIFA Media Partners (FOX, Telemundo), and the Host Committee are not responsible for organizing or issuing these permits.

SPONSORSHIP RULES FOR PUBLIC VIEWING

- Sponsorship is only permitted for Commercial Events.
- Sponsors must be local and must not compete with FIFA's Commercial Partners.
- All sponsorships require FIFA approval.

BRANDING AND COMMERCIAL CLEANLINESS

- No unauthorized branding should be placed near screens to protect FIFA's intellectual property, FIFA Commercial, and FIFA Media Partners (FOX, Telemundo).
- Event names must not suggest official FIFA association or endorsement.
- Events can only describe the screening in an editorial context (e.g., "Public Viewing of the FIFA World Cup match between [Team A] and [Team B]").



FOOD AND BEVERAGE GUIDELINES

- Sales of food and beverages, including alcohol, are permitted.
- Competitor brands of FIFA's Commercial Partners must use unbranded packaging (e.g., clear cups). Coke products are permitted.
- Promotional activities or advertising by competing brands are not permitted.

FREQUENTLY ASKED QUESTIONS

What are the technical requirements for hosting public viewings?

Technical requirements are set by the Media Partner (FOX, Telemundo) based on the scope of the event. The Media Partner (FOX, Telemundo) has the right to ensure their broadcast is presented to their standards, and requirements will vary depending on event size, location, and setup. Specific details will be confirmed as part of the licensing process.

Are there restrictions on the maximum number of attendees?

No, there is no set maximum number of attendees. Approval depends on the event concept and location, ensuring that the event is feasible, safe, and aligned with FIFA's Public Viewing Regulations and local authority consultation.

Can non-commercial events raise funds or charge entry fees to cover costs?

No, non-commercial events cannot charge entry fees or raise funds in any way that creates a direct financial benefit linked to the match (e.g., special cover charges or event-specific pricing). Food and beverage sales are permitted at all non-commercial events, including special non-commercial events (large community events), as long as such concession activities do not constitute any form of express or implied sponsorship of FIFA, the Competition, or a Public Viewing Event.

Do non-commercial events need to be submitted via the portal?

Yes, we encourage all public viewing events to be submitted via the portal, including non-commercial events.

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.

FIFA GLOBAL PARTNERS

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Coca-Cola



QATAR
AIRWAYS

VISA



verizon



For more information, click here

*Subject to Change