



To: General Purposes Committee **Date:** October 28, 2024
From: Jason Kita **File:** 01-0005-01/2024-Vol
 Director, Intergovernmental Relations and 01
 Corporate and Strategic Planning
Re: **Response to Referral - Richmond Celebrates FIFA World Cup 26**

Staff Recommendations

1. That the proposed event campaign to celebrate the Fédération Internationale de Football Association (FIFA) World Cup 2026 (FIFA World Cup 26) in Richmond, as detailed in the staff report titled “Richmond Celebrates FIFA World Cup 26 – Response to Referral,” dated October 28, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be endorsed for the purposes of continuing with planning and partner engagement; and
2. That one-time funding of the associated budget as outlined in the report be considered as part of the 2025 budget process.

Jason Kita
 Director, Intergovernmental Relations and Corporate and Strategic Planning
 (604-276-4091)

Att. 6

REPORT CONCURRENCE			
ROUTED TO:	CONCURRENCE	SENIOR STAFF REPORT REVIEW	INITIALS:
Economic Development	<input checked="" type="checkbox"/>	APPROVED BY CAO 	
Finance Department	<input checked="" type="checkbox"/>		
Arts, Culture & Heritage	<input checked="" type="checkbox"/>		
Parks Services	<input checked="" type="checkbox"/>		
Recreation & Sport Services	<input checked="" type="checkbox"/>		
Emergency Programs	<input checked="" type="checkbox"/>		
RCMP	<input checked="" type="checkbox"/>		

Staff Report

Origin

At the General Purposes Committee meeting held on September 3, 2024, staff presented a report on a proposed community event campaign to celebrate the FIFA World Cup 26 in Richmond, which resulted in the following referral to staff:

That the recommended Option 3, as outlined in the report titled “Richmond Celebrates FIFA World Cup 26 – Proposed Community Event Campaign,” dated August 20, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning, be referred back to staff to obtain more detail on the possibilities focusing on Options 2 and 3.

The purpose of this report is to respond to the referral and provide a revised recommendation for Council’s consideration.

This report supports Council’s Strategic Plan 2022-2026 Focus Area #4 Responsible Financial Management and Governance:

Responsible financial management and efficient use of public resources to meet the needs of the community.

4.4 Work with all levels of governments for grant and funding opportunities.

This report supports Council’s Strategic Plan 2022-2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.

This report also supports a number of Council endorsed strategies including: The Richmond Arts Strategy 2019–2024, City of Richmond Community Wellness Strategy 2018–2023, Cultural Harmony Plan 2019–2029, City of Richmond Youth Strategy 2022–2032, City of Richmond Accessibility Plan 2023–2033, and the Seniors Strategy 2022–2032.

Analysis

Background

At the General Purposes Committee meeting on September 3, 2024, staff presented a report titled “Richmond Celebrates FIFA World Cup 26 – Proposed Community Event Campaign,” dated August 20, 2024, from the Director, Intergovernmental Relations and Corporate and Strategic Planning. The report outlined five options for a community event campaign to celebrate FIFA World Cup 26 in Richmond for Council’s consideration. Following discussion, Council referred the matter back to staff to consider an alternative option that falls within the original Option 2

and Option 3 presented in the report, with additional details about what such an option would entail.

This report proposes an Option 3 scaled-back campaign that maximizes community-driven, grassroots programming opportunities with additional details regarding community partner engagement, potential event locations, programming, and sponsorship and funding opportunities.

New Campaign Option

In response to Council’s direction, staff have developed a new recommendation (New Campaign Option), which proposes a more community-focused campaign. *Table 1* provides a comparison of the original Options 2 and 3 alongside the New Campaign Option, which reflects the feedback received from Council. The New Campaign Option is intended to enhance community programming, leverage existing audiences and event infrastructure, and reduce both the City's budget estimate and the need for standalone events.

Table 1

Campaign Scale	Option 2: Small-Scale Campaign	Option 3: Medium-Scale Campaign	New Campaign Option
Kick-Off Event	N/A	Two-day Kick-Off Event.	One-day Kick-Off Event: World Soccer Day.
Community Events	N/A	Select matches aligned with existing community-led events.	Select matches aligned with existing community-led events.
Watch Party	Championship match at the Event Centre Plaza at Minoru Centre for Active Living.	Significant matches in various City spaces.	Watch parties incorporated into community-led events
Signature Event	N/A	Three-day event featuring the bronze final and championship match.	One-day event on July 19: Soccer and Cultural Celebration
Match Viewing	All matches subject to City facility’s hours of operation.	All matches subject to City facility’s hours of operation.	All matches subject to City facility’s hours of operation.
Neighbourhood Block Party and Community Celebration Grants	One-time supplement in proposed budget.	One-time supplement in proposed budget.	One-time supplement in proposed budget: Richmond Kicks Grant Program
Campaign Budget	\$200,000	\$700,000	\$600,000
Confirmed External Contribution	\$100,000	\$400,000	\$400,000
City Contribution	\$100,000	\$300,000	\$200,000

Campaign Events

In alignment with the Council-endorsed *Guiding Principles for City Events (Attachment 1)*, the New Campaign Option proposes five levels of events designed to be delivered with our community partners. These events aim to be inclusive, reach multiple audiences across the City and empower Richmond's residents in shaping affordable, local celebrations that reflect the City's diverse cultures throughout FIFA World Cup 26. These events include:

Kick-Off Event

To kick-off the campaign on June 12, 2026—*World Soccer Day*—in conjunction with Richmond School District No. 38, students from across the City will be invited to participate in a day-long event designed for a youth audience. The event will feature fun soccer and FIFA-themed activities that connect classroom learning with sports. Additionally, students will receive a calendar of events to help share details about the campaign and its events with their families.

World Soccer Day will also welcome residents to enjoy community programming and public viewing of two matches, including the Canadian Men's National Team's opening match of the group stage.

Community Events

Engagement to date with community partners has shown strong interest in aligning existing programs and events with the FIFA World Cup 26 schedule. Staff will work with these partners to coordinate the alignment of community events across the City with significant match dates and offer resources and support to promote and enhance each community-led event and leverage the excitement of FIFA World Cup 26.

While each community event will maintain its core purpose and character, staff will work with these partners to ensure the campaign program offerings are specifically tailored to each event. Event dates may be adjusted to align with key match dates, maximizing broader community involvement, promoting grassroots programming, and integrating FIFA World Cup 26-themed activities. Throughout the campaign, these events could include screenings of up to six matches from the group stage, as well as the rounds of 32 and 16, and the semi-finals.

Signature Event

The championship match on Sunday, July 19, 2026, presents the opportunity to work with key community partners to produce an exciting culminating event that will wrap up the campaign titled *Soccer and Cultural Celebration*. This Signature Event would feature community-led activities, live performances, art installations, family-friendly fun, food trucks, and a public viewing of the championship match. It would take place at a central location with easy access to transportation, community amenities, and local businesses, making it an ideal opportunity to attract sponsorships and encourage broad community participation.

Match Viewing

Where possible, FIFA World Cup 26 matches will be broadcast in common areas of City facilities during regular hours of operation, creating inviting and accessible spaces for residents to watch live games together. These screenings would offer an inclusive and comfortable environment where individuals can drop-in to watch a match, fostering a sense of community. Additionally, staff will be encouraged to enhance the atmosphere with FIFA-themed decorations in facilities and provide information on upcoming matches and events to encourage ongoing participation and engagement throughout the campaign.

Richmond Kicks Grant Program

The Richmond Kicks Grant Program, similar in concept to the Neighbourhood Block Party Program and the Community Celebration Grants Program, would offer two streams of funding that prioritize events aligned with FIFA World Cup 26:

- **Stream 1 – Neighbourhood Level:** Richmond-based individuals and neighbourhood groups could apply for Neighbourhood-Level funding of up to \$500 to host their own watch parties.
- **Stream 2 – Community-Level:** Richmond-based non-profit groups would be able to apply for Community-Level funding of up to \$2,000 to host free public FIFA-related celebrations and match-viewing events.

On designated dates, applicants can request funding and access to an event kit to host a Weekend Block Party in their neighbourhood. The event kit may include various items to support and enhance their events, such as:

- Soccer equipment;
- Lawn games;
- Generator;
- Large screen;
- Portable tables, chairs, tents; and
- Campaign-branded materials.

Priority for these dates would be given to Community-Level requests, providing additional opportunities for residents to engage and connect with one another around the excitement of the FIFA World Cup 26.

Event Schedule

A proposed event schedule aligned with key match dates is included in **Attachment 2**. This schedule was developed based on initial engagement with community partners, including Community Associations and Societies (Associations and Societies) that provide recreation programs and services at City community centres, the Richmond Chamber of Commerce, Richmond School District No. 38, local soccer groups such as Richmond United Football Club, TSS Football Club, and the Nations Cup organizing committee. While these dates reflect

preliminary planning, they are not firm commitments from the partners. Further detailed planning will be necessary with these partners if Council endorses the New Campaign Option.

Event Programming

The campaign would provide dedicated resources, including branded materials and infrastructure such as soccer-themed equipment/activities and a large screen for public viewing events. Program offerings would be tailored to fit each individual event's mandate, audience, and physical space, ensuring a unique, community-focused experience. Staff will work with the participating community partners to ensure programming enhances each event with the excitement of FIFA World Cup 26.

Attachment 3 provides some examples of how each event could incorporate campaign activities and programming, and **Attachment 4** provides example activity and program offering descriptions. Further programming will be developed and refined through detailed planning with the community partners involved.

Projected Attendance

Attendance estimates, based on community partner engagement and current similar City events, have been prepared for each level of event within the proposed campaign:

1. **Kick-Off Event:** 700-1,000 attendees.
2. **Community Events:** 500-1,500 attendees per event, depending on the event. Exception would be the Steveston Salmon Festival, which draws more than 70,000 annually.
3. **Signature Event:** 5,000-7,500 attendees.
4. **Match Viewing:** 100-500 viewers per match combined across all City facilities showing matches.

The community event campaign is expected to engage over 25,000 Richmond residents and visitors across the six-week campaign, providing numerous opportunities for the community to embrace the spirit of this global event.

These projections can vary depending on factors such as the day of the week, time of day, weather conditions, match significance, and venue capacity.

Event Budget

An associated budget for the New Campaign Option is detailed in **Attachment 5**.

External Funding

Follow-up discussions with Tourism Richmond and the Richmond Hotel Association (collectively referred to as the Richmond Tourism Community) have confirmed that their financial contribution will remain at \$400,000 if the revised recommendation is selected. Should there be a need to scale the campaign back further, their Boards may engage in additional discussions to determine their contribution.

Additional Funding Opportunities

Grants: Staff have been researching potential provincial and federal funding opportunities and engaging local Members of Parliament to explore these opportunities and seek support. Staff will continue to monitor and apply for relevant grants should they become available to support the campaign. Any funding secured will be used to reduce the City's contribution. Details regarding available grants and application processes will be finalized and communicated as they become available.

Sponsorship: All public viewing events showing televised FIFA World Cup 26 matches must be licensed by FIFA and comply with FIFA sponsorship regulations. Sponsorship details for FIFA World Cup 26 public viewing events have not yet been released, but restrictions and requirements are expected to be similar to those from the past three World Cup tournaments. Based on past events and FIFA's licensing rules, the City would only be permitted to offer sponsorship opportunities to FIFA Commercial Affiliates or local businesses that do not conflict with FIFA's larger commercial program. Any local sponsorships will require FIFA's written approval before they can be confirmed.

Should Council endorse the New Campaign Option, staff will work to engage potential sponsors within these restrictions and requirements when FIFA releases sponsorship guidelines. A tiered sponsorship package will be developed to attract eligible sponsors, offering various levels of support, including cash contributions and value-in-kind donations. A framework for this sponsorship package is available in **Attachment 6**.

FIFA Public Viewing Event Licensing Fees and Broadcasting Fees

In order to broadcast matches to a public audience, the City will be responsible for paying associated licensing fees to FIFA and broadcasting fees to the FIFA-nominated broadcaster, who will have rights to the FIFA feed. These fees have not yet been determined or published by FIFA or the broadcaster.

A contingency for licensing has been included in the budget under Event Production based on costs from previous World Cups. Should fees for licensing exceed these anticipated costs, further discussions will take place regarding the feasibility of public viewing events, and additional information will be provided for Council's consideration.

Financial Impact

The revised campaign budget of \$600,000 for the New Campaign Option includes a \$400,000 financial contribution from the Richmond Tourism Community. This budget does not include staff campaign planning resources but does include specialized event staff resources (ie. specialized electrical staff to set up large screen, auxiliary event staff support, staff to deliver equipment to various sites, etc.).

One-time funding of \$200,000 from the Rate Stabilization Account is recommended to fund the requested City contribution. Subject to Council's endorsement, a one-time funding request from the Rate Stabilization Account will be brought forward for consideration in the 2025 budget process.

Securing the entire amount in 2025 is essential due to the significant demand for these products and services related to the FIFA World Cup in 2026. Spending will not occur until an approved program is in place.

To reduce the financial impact on the City, grant and sponsorship opportunities will be pursued. Any funds secured will be used to further reduce the City's contributions for the event campaign.

Conclusion

In response to Council's referral, staff have developed a New Campaign Option that leverages support from community partnerships and external funding to maximize programming and offerings while also reducing the City's financial contributions. The community-driven campaign will encourage broad participation and celebrate Richmond's diverse neighbourhoods.



Trevor Penrose
Corporate Project Leader, Corporate Programs Management Group
(604-247-4489)

- Att. 1: Guiding Principles for City Events
- 2: Proposed Event Schedule
- 3: Proposed Event Programming
- 4: Proposed Campaign Programming Details
- 5: New Campaign Option Budget
- 6: Richmond Celebrates FIFA World Cup 26 Sponsorship Deck

Guiding Principles for City Events

1. Build capacity of local event organizers by prioritizing and investing in community-driven events.
2. Provide opportunities for Richmond residents and community groups to collaborate, contribute, and participate.
3. Maximize social connections and foster a sense of community pride and belonging for both volunteers and event participants.
4. Celebrate local themes, cultural diversity, and include programming that is uniquely Richmond.
5. Advance the City's environmental sustainability and accessibility goals.
6. Ensure events are safe, well-organized and sustainably funded.
7. Encourage and support the development of unique events with a regional draw that bring economic and community benefit and raise the profile of Richmond.

Endorsed by Richmond City Council on October 21, 2024

Proposed Event Schedule

FIFA Schedule			CALENDAR		Event
FIFA Schedule	Number of Matches	Month	Day		Type of Event
Opening Match	2	June	Thu	11	
CAN / TOR MATCH	2		Fri	12	World Soccer Day Kick-Off Event with the Richmond School District No. 38
VAN MATCH	4		Sat	13	Weekend Block Party
	4		Sun	14	Hamilton Celebration and TSS Football Club Tournament and Showcase
	4		Mon	15	
	4		Tue	16	
	4		Wed	17	
CAN / VAN MATCH	4		Thu	18	South Arm Neighbourhood Block Party
	4		Fri	19	
	4		Sat	20	Weekend Block Party
VAN MATCH	4		Sun	21	Burkeville Days at Sea Island
	4		Mon	22	
	4		Tue	23	
CAN / VAN MATCH	6		Wed	24	Summer Picnic at Thompson Community Centre
	6		Thu	25	
VAN MATCH	6		Fri	26	Richmond United Football Club Tournament at Hugh Boyd Park
	6		Sat	27	
	1		Sun	28	
	3		Mon	29	
	3		Tue	30	
	3		Wed	1	Steveston Salmon Festival Canada Day Celebration
VAN MATCH	3		Thu	2	
	3		Fri	3	
	2		Sat	4	Minoru Centre for Active Living Plaza Block Party
	2	Sun	5	Weekend Block Party	
	2	Mon	6		
VAN MATCH	2	Tue	7	Cambie Community Carnival	
REST DAY	0	Wed	8		
	1	Thu	9		
	1	Fri	10		
	2	Sat	11	Weekend Block Party	
REST DAY	0	Sun	12		
REST DAY	0	Mon	13		
SEMI FINALS	1	Tue	14	Summer West Fest at West Richmond	
	1	Wed	15		
REST DAY	0	Thu	16		
REST DAY	0	Fri	17		
BRONZE	3rd	Sat	18	Weekend Block Party	
FINAL	1st	Sun	19	Soccer and Cultural Celebration Event	
		Mon	20		
		July			

Proposed Event Programming

The table below outlines examples of programming that the campaign could bring to enhance each event. All events will feature matches broadcast on a large screen and opportunities for community giving. Events held in June will promote activities and participation in the ParticipACTION Community Challenge. Staff will work closely with each group to develop programming that aligns with the event’s mandate, audience, and available space.

Type of Event	Event Name/Location	Program Examples
Kick-Off Event	World Soccer Day	<ul style="list-style-type: none"> • Partner with Richmond School District No. 38 • Educational and Curriculum Programming • Mini Matches • Soccer Workshops • Interactive Soccer Stations • Human Foosball • Athlete Meet-and-Greet • Mascots Meet-and-Greet • Food Trucks • Walk and Roll the World Cup • Soccer Sport Science • World Cup Storytelling • Team and Fan Map • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • ParticipACTION Community Challenge
Signature Event	Soccer and Cultural Celebration	<ul style="list-style-type: none"> • Soccer Workshops • Interactive Soccer Stations • Human Foosball • Athlete Meet-and-Greet • Mascots Meet-and-Greet • Live Performances • Cultural Showcases • Photo Booths • World Cup Trivia • Face Painting • Food Trucks • Local Vendors • Soccer Equipment Swap • Team and Fan Map • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • World Cup Mural Creation

Type of Event	Event Name/Location	Program Examples
Community Events	Hamilton Celebration and TSS Football Club Tournament and Showcase	<ul style="list-style-type: none"> • Community Soccer Tournament and Showcase Matches • Soccer Equipment Swap • Soccer Workshops • Athlete Meet-and-Greet • Mascots Meet-and-Greet • Walk and Roll the World Cup • Soccer Carnival Games • Food Trucks and/or Food Vendors • Face Painting • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Soccer Movie Night • Team and Fan Map • ParticipACTION Community Challenge
	South Arm Neighbourhood Block Party	<ul style="list-style-type: none"> • Walking Soccer Tournament • Soccer Equipment Swap • Walk and Roll the World Cup • Lawn Games • Face Painting • World Cup Storytelling • Swimming Pool Access • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Soccer Movie Night • Team and Fan Map • ParticipACTION Community Challenge
	Summer Picnic at Thompson Community Centre	<ul style="list-style-type: none"> • Walking Soccer Matches • Lawn Games • Balloon Soccer • Soccer Workshops • Cultural Showcases • Team and Fan Map • Walk and Roll the World Cup • Face Painting • World Cup Storytelling • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Soccer Movie Night • ParticipACTION Community Challenge

Type of Event	Event Name/Location	Program Examples
Community Events	Burkeville Days at Sea Island	<ul style="list-style-type: none"> • Walk and Roll the World Cup • Lawn Games • Face Painting • World Cup Storytelling • Local Vendors • Soccer Equipment Swap • Soccer Scavenger Hunt • Human Foosball • Photo Booths • FIFA-Themed Craft Stations • Team and Fan Map • ParticipACTION Community Challenge
	Minoru Centre for Active Living Plaza Block Party	<ul style="list-style-type: none"> • Community Soccer Tournament and Showcase Matches • Photo Booths • Bubble Soccer • Human Foosball • Walk and Roll the World Cup • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Team and Fan Map • ParticipACTION Community Challenge
	Richmond United Football Club Tournament	<ul style="list-style-type: none"> • Community Soccer Tournament and Showcase Matches • Interactive Soccer Stations • Athlete Meet-and-Greet • Mascot Meet-and-Greet • Photo Booths • Food Trucks and/or Food Vendors • Soccer Equipment Swap • Human Foosball • Soccer Scavenger Hunt • Team and Fan Map • ParticipACTION Community Challenge

Type of Event	Event Name/Location	Program Examples
Community Events	Steveston Salmon Festival Canada Day Celebration	<ul style="list-style-type: none"> • Mascot Meet-and-Greet • Interactive Soccer Stations • Balloon Soccer • Human Foosball • Photo Booths • Lawn Games • Live Performances • Face Painting • Food Trucks • FIFA-Themed Craft Stations • Local Vendors
	Cambie Community Carnival	<ul style="list-style-type: none"> • Bubble Soccer • Balloon Soccer • Human Foosball • Lawn Games • Face Painting • Interactive Soccer Stations • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Team and Fan Map • Walk and Roll the World Cup
	Summer West Fest at West Richmond	<ul style="list-style-type: none"> • Walk and Roll the World Cup • Walking Soccer Matches • Balloon Soccer • World Cup Trivia • World Cup Storytelling • Lawn Games • Soccer Equipment Swap • Soccer Scavenger Hunt • FIFA-Themed Craft Stations • Team and Fan Map • Face Painting
Richmond Kicks Grants Program	Weekend Block Party	<ul style="list-style-type: none"> • BBQ • Generator • Portable Tables, Chairs, and Tents • Soccer Balls, Cones, and Nets • Soccer Carnival Games • Lawn Games • Projector and Screen • Campaign-Branded Materials

Type of Event	Event Name/Location	Program Examples
Match Viewing	City Facilities (where feasible)	<ul style="list-style-type: none"> • Broadcast matches on screens in common areas • Venue Decorations • Seating in common spaces/rooms • Provide access to match schedules and promotions for upcoming events • Soccer-related programming such as fitness/yoga classes, story walk, cooking classes, scavenger hunt and jersey day • Staff are encouraged to wear jerseys or country colours

Proposed Campaign Programming Details

Program Offering	Description
Public Viewing Screen	Feature large LED screens at each event to broadcast live FIFA World Cup matches.
Educational Programming	Offer sessions that teach attendees about countries competing in the FIFA World Cup, covering geography, culture, and history. Activities include soccer-related math challenges, quizzes on world flags, and workshops that align with school curriculums.
Athlete Meet-and-Greet	Offer opportunities for fans to meet current professional soccer players (e.g., Vancouver Whitecaps) and retired soccer legends.
Mascots Meet-and-Greet	Invite mascots, such as Active Jack or local team mascots, to interact with kids, pose for photos, and add excitement.
Community Soccer Tournaments and Showcases	Integrate local soccer tournaments and showcase matches into events, providing support to elevate competitions, enhance visibility, and encourage participation.
Mini Matches	Organize short, small-scale soccer matches for all ages and skill levels in a fun, non-competitive environment.
Walking Soccer Matches	Organize walking soccer matches designed to encourage intergenerational participation, making the game accessible to all age groups in a fun, low-impact format.
Walk and Roll the World Cup	A contest encouraging residents to walk or roll distances equivalent to other FIFA World Cup 26 stadiums.
Soccer Workshops	Interactive demonstrations and skills clinics led by local coaches and players, offering hands-on learning for all ages.
Interactive Soccer Stations	Set up soccer-themed stations where participants can test their skills and engage in fun challenges.
Bubble Soccer	Provide bubble soccer games, offering a fun twist where participants wear inflatable bubbles and bounce, bump, and roll to score goals.
Human Foosball	Create a life-sized foosball game where players hold on to poles and mimic the classic game.
Balloon Soccer	A playful version for children to kick large, colourful balloons in a safe environment.
Soccer Carnival Games	Set up soccer-themed carnival games like penalty kick challenges and ball tosses, offering fun challenges to participants of all ages.
Face Painting	Provide face painting stations where children can have their faces painted with soccer-related designs (team logos, flags, etc.) or fun characters.

FIFA-Themed Craft Stations	Organize craft stations where participants can make soccer-related items, such as team flags or mini trophies.
Soccer Movie Night	After the live matches have concluded, show popular soccer films such as <i>Bend It Like Beckham</i> , <i>The Game of Their Lives</i> , and <i>Air Bud: World Pup</i> .
World Cup Storytelling	Themed storytelling sessions by local storytellers, librarians, or performers, focusing on soccer-related or multicultural stories.
Photo Booths	Themed photo booths with soccer props and backdrops of participating nations.
Soccer Sport Science	Activities that explore the physics, biomechanics, nutrition, and math behind soccer.
World Cup Trivia	Test knowledge of FIFA World Cup history, players, and teams in interactive trivia sessions.
Team and Fan Map	An interactive world map where attendees place pins to show their origins and learn about the diversity of FIFA teams.
Live Performances	Local musicians, dancers, and artists showcase diverse cultural expressions.
Cultural Showcases	Highlight FIFA World Cup nations' cultures through performances, food, art, and music.
Lawn Games	Create an area featuring a variety of fun lawn games such as spikeball, ladderball, and cornhole. These engaging games provide opportunities to socialize, compete, and enjoy friendly challenges.
Food Trucks	A diverse selection of food trucks offering cuisines representing competing FIFA World Cup nations.
Community Giving Program	Organize a fundraising campaign to support charitable causes, such as collecting sports equipment or funds for community sports programs.
ParticipACTION Community Challenge	Encourage participation in activities that contribute to the City's totals in the ParticipACTION Community Challenge, held in June.
Jersey Day	Encourage residents and local businesses to wear jerseys of their favourite FIFA World Cup teams on specific days to show their support and build excitement.
Venue Decorations	Decorate venues with FIFA World Cup colours, flags, soccer-themed banners, and photo backdrops to enhance the festive atmosphere.
Soccer-Themed Fitness Classes	Offer fitness classes inspired by soccer training, such as agility drills, strength training, and cardio workouts, designed for all fitness levels.

Soccer Scavenger Hunt	Create a soccer-themed scavenger hunt within an event venue where participants collect soccer balls or World Cup-related items.
World Cup Mural Creation	Organize a community art project where local artists and residents collaborate to create a FIFA-themed mural, celebrating soccer, diversity, and community spirit.
Soccer-Inspired Cooking Classes	Offer cooking classes that focus on dishes from FIFA World Cup nations, teaching participants how to make popular or traditional foods from competing countries.
Story Walk	Create a self-guided walk through a local park, where signs tell the story of past FIFA World Cups, legendary players, and memorable moments in soccer history.
Soccer Equipment Swap	Organize a soccer equipment exchange where families can donate, trade, or receive gently used soccer gear, making the sport more accessible to everyone in the community.

New Campaign Option Budget

Area	Amount
Marketing and Materials	\$30,000
Technical Needs and Activation Kit	\$130,000
Event Production	\$125,000
Kick-Off Event	\$15,000
Community Events and Viewing Parties	\$30,000
Signature Event	\$180,000
Richmond Kicks Grant Program (Stream 1 and 2)	\$40,000
Contingency	\$50,000
Subtotal	\$600,000

Richmond Celebrates FIFA World Cup 26 Sponsorship Deck

Sponsorship Opportunities

Signature Event Main Stage Sponsor: \$25,000+

- Main stage sponsor
- Special mention from the main stage at Signature Event and throughout the day
- VIP seating at Signature Event
- Logo placed on all festival websites, event kiosks, and event communication
- Sponsor thank you social media post and print materials
- Hyperlinked logo on website
- Festival signage with the company logo at key locations on the festival grounds, including near the main stage
- Logo on the viewing screen before the matches start
- Additional sponsorship opportunities for audience engagements will be considered

Special Event Kit: \$20,000+

- Sponsor logo on signage at an event recognizing the equipment sponsorship
- Special mention from the main stage at the signature event
- VIP seating at the signature event
- Logo on the marketing materials for the special events kit
- Hyperlinked logo on website
- Company name included in the advertising of the kits

Community Event: \$5,000 per event

- Sponsor logo on signage
- Special mention from the main stage at the signature event
- Logo on the marketing materials for the event
- Logo on the viewing screen before the match starts
- Opportunity to be the host of the match broadcast (may include a welcome to the crowd, introducing the competing teams, and your company)
- Opportunity to hand out brand swag (expense of company)

Neighbourhood Block Party: \$500

- Sponsor a Richmond Neighbourhood Block Party
- Special mention at the Block Party from the neighbourhood applicants
- Opportunity to hand out brand swag (expense of company)