



FIFA World Cup 26™ Community Watch Parties

Summary of General Information

This summary is provided for general guidance only. For complete details and official requirements, please consult [FIFA's Public Viewing License Regulations](#).

What is a Community Watch Party?

- A social event where people gather in person to enjoy watching a live World Cup match together.
- They can be held in a variety of locations, including public parks, local community centers, rooftops, or private event spaces.

Why would our community consider hosting a Watch Party?

Bringing people together to watch a global event unfold in real time creates an unforgettable shared experience. Such events have a strong potential to build community and amplify excitement around the FIFA World Cup 2026™.

When do Watch Parties happen?

FIFA World Cup 2026™ matches will be aired between June 11 and July 19, 2026.

All matches will be televised.

- Kansas City's FIFA World Cup 2026™ match day schedule and the full FIFA World Cup 2026™ match schedule can be found [here](#).
- Group stage match dates for teams USA, Canada, and Mexico are already scheduled, but the group stage match dates for all other qualifying national teams will not be available until the Final Draw in December 2025.

Who can host a Watch Party?

- Anyone! However, some groups and individuals wanting to host a Watch Party will need to apply for a FIFA Viewing License.

What is a FIFA Public Viewing License?

- A viewing license is required to hold a public viewing event. It is obtained from the Media Partner for the Region. For the United States, *Fox* (rights in English & all other languages except Spanish) and *Telemundo* (rights in Spanish) both hold the Media Rights for the broadcast.



Who needs a Viewing License?

- A viewing license **IS** required for public viewing events hosted at universities, churches, local parks, or other non-commercial venues with 1,000 or more attendees.
- A viewing license is **NOT** required for public viewing events hosted at universities, churches, local parks or other non-commercial venues with less than 1,000 attendees or for public viewing in sports bars, restaurants, and retail establishments where sports events are regularly televised as a normal course of business.

When and how do you apply for a Viewing License?

- Licenses are only issued through *FOX* and *Telemundo* at the network level.
- Applications for viewing licenses will be accepted through the FIFA Public Viewing Platform, which is currently scheduled to open in the fourth quarter of 2025.

What is the fee for a Viewing license?

- The viewing license fee schedule for the 2026 FIFA World Cup™ has not yet been published.

How should I brand and promote my Watch Party?

- Use creative titles and descriptions that do **NOT** infringe on FIFA Intellectual Property.
- Do **NOT** use the terms **FIFA**, **World Cup**, or **FIFA Cup** in any advertisements or in the name of the Watch Party.
- You may use “Soccer” and “Tournament,” or other general descriptive references.
- You may use Team names in text, but not their official logos.
- Official FIFA Intellectual Property Guidelines can be downloaded [here](#).

What other restrictions apply to Watch Parties?

- Licensed public viewing events include restrictions on sponsorship, concession sales and admission fees. Consult [FIFA’s Public Viewing License Regulations](#) for important details.

Stay updated with KC2026

KC2026 will share additional Watch Party information as it becomes available from FIFA and its Media Partners. Here are some of the ways you can get connected and stay updated on all Host City events and activities:

- Visit the [Kansas City FIFA World Cup 2026™](#) website and sign up for the [KC2026 newsletter](#)
- Follow us on social media
 - [X](#)
 - [Facebook](#)
 - [Instagram](#)
 - [LinkedIn](#)
 - [Threads](#)