



# Snohomish County

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# BUSINESS ENGAGEMENT SOCCER PLAYBOOK

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PNW SPORTS

**SNOHOMISH COUNTY**

SPORTS COMMISSION



Snohomish County Sports Commission has created a Business Engagement Soccer Playbook for businesses, non-profit organizations and municipalities to use during the FIFA World Cup 26™.

The Soccer Playbook is a resource to help businesses be creative in marketing their business before and during the FIFA World Cup 26™.

FIFA World Cup 26™ begins June 11, 2026, in Mexico City, Mexico. During the World Cup, there are at least two matches per day, from June 11<sup>th</sup> - June 27<sup>th</sup>.

Round of 32 matches are from Sunday, June 28<sup>th</sup> - Friday, July 3<sup>rd</sup>. Round of 16 matches are from Saturday, July 4<sup>th</sup> - Tuesday, July 7<sup>th</sup>.

Quarterfinals are Thursday, July 9<sup>th</sup> - Saturday, July 11<sup>th</sup>. Semi-Finals matches are Tuesday, July 14<sup>th</sup> and Wednesday, July 15<sup>th</sup>. Final matches are Saturday, July 18<sup>th</sup> and Sunday, July 19<sup>th</sup>.

Being involved is an opportunity to invite new and regular customers into your business. The playbook includes ideas for your business.

The playbook consists of examples of ideas that a business can do create excitement around the FIFA World Cup 26™ and the Seattle FIFA World Cup 26™.

The examples include:

- Poster promoting when the soccer match will be on TV.
- Match Game Bingo Night
- Create "The Beautiful Game" Passport
- Store Specials
- Soccer Trivia
- The "Big Game" Marketing

FIFA Media Rights Licensee information is included in the playbook.



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# MATCH DAY

USA



CROATIA

19 June 2026

**LIVE** ● 5:00 PM



**SOUND TO SUMMIT BREWING**  
1830 Bickford Avenue, Snohomish WA 98290



# Match Game Bingo Night

Bingo cards is an opportunity to engage your customers while they watch the FIFA World Cup 26™.

Design a bingo card with your company's logo.

Soccer bingo cards are available to purchase on Amazon or other online companies.

Host bingo nights throughout the FIFA World Cup 26™. Create a calendar to let your customers know what days bingo night will be held.

Promote bingo night in advance to create excitement.



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## BINGO

# SOCCER DRAW

 USA	 NEW ZEALAND		 JAPAN
 BRAZIL		 CANADA	 SOUTH AFRICA
	 EGYPT	 NORWAY	 ECUADOR
 ENGLAND	 MEXICO	 AUSTRALIA	



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## WORLD SOCCER

# BINGO

Nutmeg	Red Card	Goal Celebration	Soccer Bench	Soccer Field
Team Huddle	Corner Kick	Scarf	Soccer Save	Yellow Card
Overhead Throw	Nutmeg		Substitute Player	Punt
Substitute Player	Soccer Dribble	Goal	Corner Kick	Volley
Trap	Slide Tackle	Cross	Punt	Free Kick

www.snocosports.org

# Create a "The Beautiful Game" Passport

Fun involvement for out-of-town visitors and the residents. An opportunity to showcase the restaurants within the city.



Order the Beautiful Game Featured Drinks/Food and get your stamps:



\*Non-Alcoholic Drink Options Available at Participating Locations; Ask Your Server.

# Special “World Soccer” Offers

Consider offering specials with a “World Soccer” theme. Restaurants, sports bars and breweries may offer discounts on food and drinks during the soccer matches. Use soccer terminology as the “World Soccer” special.

Coffee shops may offer special discounts on coffee drinks and food items.  
“Love the Game” Mocha Special – \$5.00 16 oz.

Retail store may offer special on merchandise. Choose a different item each day. Choose an item that may represent a country team playing in the FIFA World Cup 26™.

Be creative to engage your customers and visitors.

## Today's specials

### A Bit of Taste Beautiful Game Specials

Kalamata Olives  
\$12.00

## Today's specials

“Pitch” Special - Hamburger  
& Fries  
\$15.00

“Run, Kick, Goal” Special  
Soup & Salad  
\$12.00

“Hat-Trick” Special  
\$1.00 OFF APPETIZERS

# “Feel the Roar” Trivia

Have fun with a soccer theme for the summer of 2026. Here are fun ideas to create excitement and a welcoming spirit for your team members and customers.

## Soccer Theme Ideas:

- Post soccer trivia at the front counter. For those who guess correctly, win a special giveaway or a 10% coupon to come back.
- Have team members wear soccer jerseys.
- Decorate the store or business with flag of the countries participating in the FIFA World Cup 26™.
- Create Soccer Photo Opportunity - Grab a Prop. Strike a Pose. Have some fun soccer props on stick for people to take a photo of themselves.

## S O C C E R

Which country won the  
FIFA World Cup 2022?

- A. Brazil
- B. England
- C. Argentina
- D. Norway



## S O C C E R

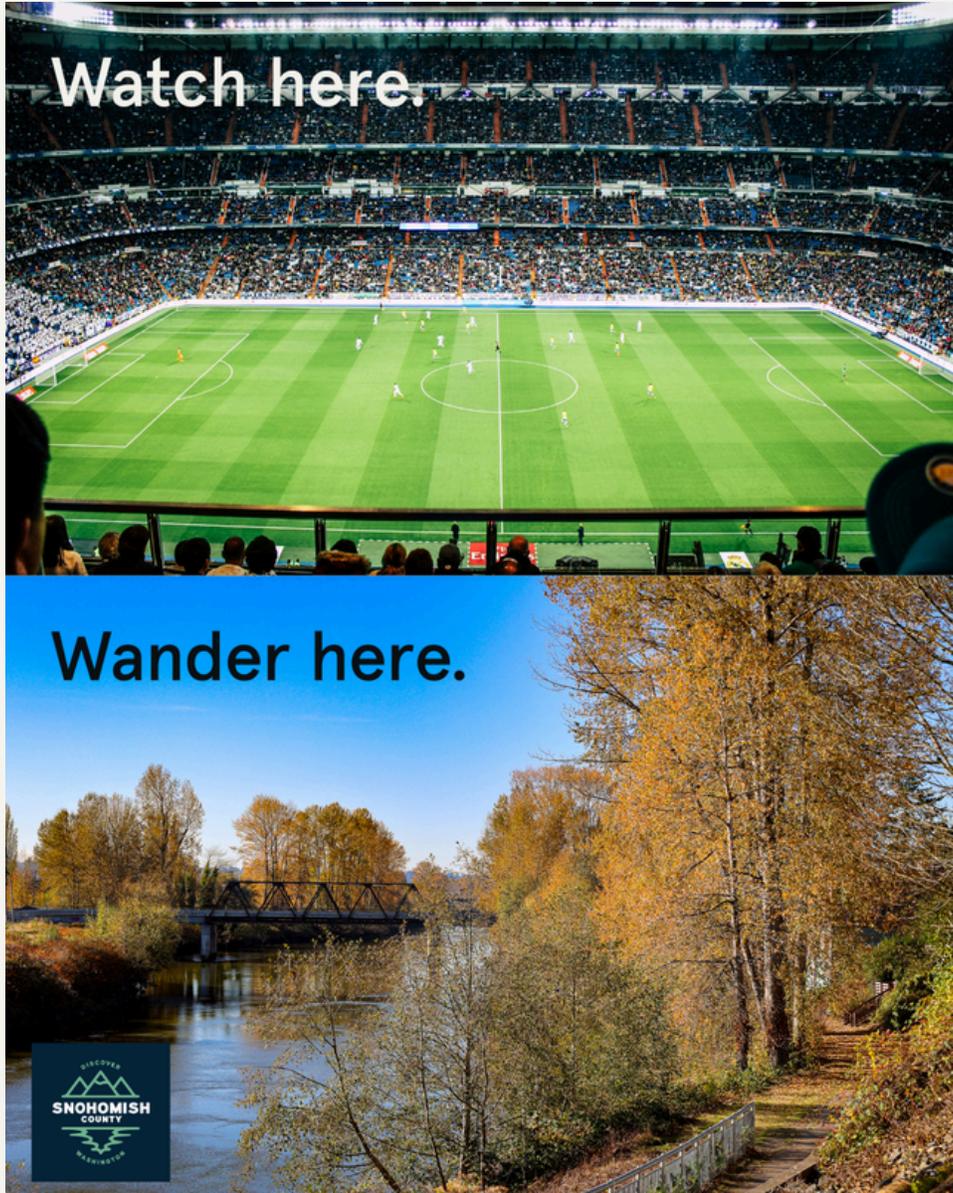
Four nations have qualified for  
their first-ever World Cup. The  
four nations are:

- A. Cape Verde, Curacao, Jordan, Uzbekistan
- B. England, Switzerland, USA, Germany
- C. Mexico, Morocco, South Africa, Egypt
- D. France, Italy, Netherlands, Japan



# “The Big Game” Marketing

There are marketing opportunities for businesses within a community. Create excitement of watching the Big Game at your restaurant, sports bar, or brewery. Create a story to attract visitors coming to the Seattle FIFA World Cup 26™.



In Snohomish, the match is just the beginning. Join us for the Big Game, then stretch out in the trees, trails, and tucked-away gems that make our corner special.

Watch the Big Game at one of our local restaurants or breweries and cheer your team country. Go USA! Go Germany! Go Norway!

After the Big Game, wander along First Street in Historic Downtown Snohomish and enjoy the beauty of the county. #SnoCoGameDay #Snohomish #PNWSports

# “The Big Game” Marketing

Additional marketing opportunities include an email campaign to visitors.

*Experience the Big Game, the Snohomish Way!*

*The world's watching, why not watch with us?*

*This match season, we're bringing fans a new kind of vibe to the game., one with less traffic, more trail. Less chaos, more cheers. Join us for local brews. Friendly faces. Big Screen TV's and event bigger views.*

*We're here to show fans that the best matchday moments don't always happen in the stadium. They happen here, with us.*

*Watch our video, (Insert video link)*

*Plan your visit, [www.historicdowntownsnohomish.org](http://www.historicdowntownsnohomish.org)*

*Sincerely,*



# World Soccer Watch Party

## FIFA Media Rights Licensee Regulations for Public Viewing Events

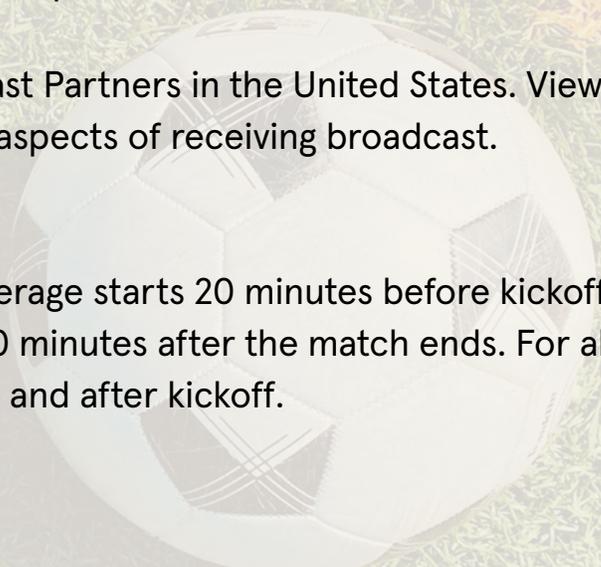
Public Viewing Events fall into three categories.

- Commercial Public Viewing Event - Entry to the Public Viewing Event is charged with a direct or indirect admission fee, and sponsorships or other commercial rights are also used to generate revenue (Everett Fan Zone)
- ***Non-Commercial Public Viewing Event - Public viewing events in commercial establishments like restaurants, hotels, pubs, clubs, and bars are still considered non-commercial if they're part of the establishment's usual business and no additional commercial activities like admission fees or sponsorships happen during the event.***
  - Non-Commercial Public Viewing Events do not require a formal license, but the event producer must comply with FIFA Regulations for Public Viewing Events
- Special Non-Commercial Public Viewing Event - Non-Commercial Public Viewing Event which has a capacity of more than 1,000 spectators.

FOX and Telemundo are the official FIFA Broadcast Partners in the United States. Viewing party exhibitors are responsible for all technical aspects of receiving broadcast.

### **Broadcast Requirement for all license types:**

For opening and closing matches, broadcast coverage starts 20 minutes before kickoff to ensure coverage of the ceremony until at least 10 minutes after the match ends. For all other matches, start coverage 10 minutes before and after kickoff.



# World Soccer Watch Party

## FIFA Media Rights Licensee Use of FIFA World Cup 26 Trademark

Watch Party Exhibitors may use the event title “FIFA World Cup 26™” in a standard font to inform the public of a Public Viewing Event’s time and place. However, exhibitors must avoid associating the venue with FIFA, the Competition, or any other entity.



### Watch party event ideas:

- Hang banners, soccer decor for specific country teams
- Create door prizes based on each teams country
- Display flags of the countries competing in the tournament
- Create a themed wall featuring tournament teams

Coordinate with the restaurants, sports bars, and breweries to adopt a country from each region for the entire tournament.

### Example:

- Sound to Summit Brewing - Germany
- Oxford Saloon - England
- Haywire Brewing Co. - USA
- Cathouse Pizza - Italy
- Brava Pizza & Pasta - Brazil
- Spada Farmhouse Brewery - Sweden



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# The Beautiful Game is Coming to the PNW!

3101 Cedar Street  
Everett, WA 98201