

FIFA World Cup 2026™

PUBLIC VIEWING LICENSE APPLICATION & FEE UPDATE

January 21, 2026

FIFA and the Fox Corporation, the official U.S. English-language media licensee for the FIFA World Cup 2026, have provided the following updates regarding public viewing licenses and potential fees.

Visit the [FIFA Public Viewing Platform](#) to submit your public viewing license application and to read the complete [Public Viewing Regulations](#).

Q: What is the review process once an exhibitor submits through the [FIFA portal](#)?

A: After an event is submitted it will be reviewed by FIFA and then sent to FOX for review and approval. Exhibitors will be notified if additional information is needed and what category their event fits into. There is no specific timeline for approval; events are reviewed on a rolling basis.

Q: What are the categories of events?

A: There are 3 general categories of events:

- **Commercial** – Designed to generate income (i.e., having sponsors, or gaining other commercial benefits).
 - There may be an associated license fee.
 - All potential sponsors must be approved.
 - **Examples:** Sponsored viewing party, Corporate branded screenings.
- **Special Non-Commercial** – A large non-commercial event with more than 1,000 spectators.
 - There may be an associated license fee.
 - **Examples:** A city-hosted viewing in a public square, A university stadium screening open to the public (free, but large).
- **Non-Commercial** – No commercial activity linked to it; fewer than 1,000 spectators.
 - No fee.
 - **Examples:** A restaurant showing matches on TV as part of their regular service, a school hosting a free classroom screening.

Q: Are there any fees?

A: Potential fees will be determined at FOX’s discretion and reviewed on a case-by-case basis. As guidance, the following fee structure can be used. Any money that FOX collects will be donated to the Boys & Girls Club of America.

Potential Fees based on spectators for Commercial and Special Non-Commercial events:

- Up to 1,000 spectators = USD 1,000
- 1,001 – 2,000 spectators = USD 2,000
- 2,001 – 5,000 spectators = USD 4,000
- 5,001 – 10,000 spectators = USD 8,000
- 10,001 or more spectators = USD 14,000

Q: Does a license cover all matches?

A: Licenses are issued on a per-event basis. Multi-day watch events at the same venue may be approved under a single license, provided all watch events are listed at the time of submission through the FIFA portal. Any applicable license fees are guided by anticipated spectator attendance, and the fee structure may be modified at FOX’s discretion.

Q: Can we charge admission

A: In broad terms, exhibitors should not charge an admission fee for events. FOX will review any events requesting to charge admission on case-by-case basis.

Q: Can I have sponsors?

A: FIFA Commercial Partners can sponsor your event. Local businesses that do not compete with FIFA Commercial Partners may be eligible to sponsor your event. All sponsorship must be approved by FIFA and FOX.

Q: Can I have concessions?

A: Sale of food, beverages, and goods is allowed. Working with FIFA partners is recommended. If working with a non-FIFA Partner as a vendor: Food & beverages must be **served** in unbranded packaging. Menu boards must be free of branding. No implication of sponsorship or association with FIFA or the Competition.

Q: Can I have branding at the event?

A: All rights to the Competition Marks (emblem, title, logos, mascot, and trophy) belong to FIFA and may not be used in the branding or promotion of your event.

- You may use the term “FIFA World Cup 26™” only in plain text for editorial purposes, without implying any official association.

- Avoid using “FIFA” or “World Cup 26™” in your event name or marketing materials.
- Use general terms like “soccer” or “tournament” instead.
- Team names (e.g., USA vs. Canada) can be shown in plain text for editorial purposes, but not with official logos or trademarks.

General Branding Do’s & Don’ts

Do’s

- Use neutral event names: “Football in the Park,” “Summer Soccer Celebration”.
- Show country names in text only.
- Use your own logos, colors, and style.

Don’t

- Use FIFA marks, logos, or trophy images.
- Include “FIFA” or “World Cup” in your event name.
- Use team logos.

Q: How do I get the FOX / FS1 Feed?

A: FOX does not assist or provide any technical assistance for the feed. Getting access to the feed and the tech is the exhibitors’ responsibility.