

Business Readiness & Activation Playbook

FOR FIFA WORLD CUP 26™ ATLANTA

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ATLANTA BELTLINE

Business Solutions Office

This playbook was made possible by the Atlanta Beltline Business Solutions Office, the leading hub of expertise, guidance, and collaboration for small businesses around the Beltline, driving economic development and empowering entrepreneurs to thrive. beltline.org/business

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Introduction to this Playbook

Here's some exciting news: Atlanta is one of 16 cities hosting FIFA World Cup 26™, and we want to help you show your piece of Atlanta to the world.

Think of this as your two-part guide to making the most of the FIFA World Cup 26™ in Atlanta. Whether you're running a restaurant, organizing a community event, or just want to celebrate safely and legally, we've got you covered.

Section I is the Business Readiness Toolkit.

This helps you stay compliant, get the permits you need, and run your business successfully (and profitably) during the tournament. We've pulled together essential information from the City of Atlanta, plus FIFA's rules about intellectual property and public viewing.

Section II is the Activation Playbook.

This shows you how to celebrate, host events, and get creative—all while following FIFA and City of Atlanta guidelines.

How to use this document

Starting out? [Begin with Part I – Business Readiness Toolkit.](#) This covers all the baseline requirements—the stuff you need to handle before doing anything else.

Planning a watch party or community event? [Jump to Part II – Activation Playbook.](#) It covers different event types, when you need licenses, what you can (and can't) do with sponsors and branding, broadcast basics, and ready-to-use ideas adapted for Atlanta.



2026 HOST CITIES

2 Canada

11 United States

3 Mexico



About FIFA World Cup 26™

FIFA World Cup™ is the biggest spectator event on the planet—bigger than the Super Bowl and the Olympics. The 2026 tournament will be the largest in history. For the first time ever, it's being hosted across multiple countries, and the format has expanded from 32 teams to 48.

This means FIFA World Cup 26™ will bring millions of fans together across Canada, Mexico, and the United States for an unforgettable celebration of soccer.

As host nations, Canada, Mexico, and the United States automatically qualify for the tournament. The expanded format increases the total number of matches from 64 to 104, giving more nations the chance to compete in the world's most prestigious soccer tournament.

To see a list of qualified nations, [click here](#).

JUNE 11 – JULY 19, 2026

3
COUNTRIES

16
HOST CITIES

104
TOTAL MATCHES



FIFA World Cup 26™ in Atlanta

Atlanta will host eight matches at Mercedes-Benz Stadium—including a semifinal—plus a FIFA Fan Festival™. The FIFA Fan Festival™ will take place at Centennial Olympic Park. That means sustained foot traffic downtown and across nearby districts.

Translation: Expect very high visitor numbers on match days and Fan Festival days.

Fun fact:
Atlanta has the 2nd highest number of matches among all FIFA World Cup 26™ host cities

FIFA World Cup 26™ Atlanta Host Committee

			
			

The Atlanta World Cup Host Committee is responsible for successfully and safely hosting eight matches at Atlanta Stadium, organizing an official FIFA Fan Festival at Centennial Olympic Park, ensuring compliance with FIFA’s global brand protection program, and providing fans with a safe and welcoming experience. The Atlanta World Cup Host Committee encourages organizations, businesses, and individuals to identify ways they can leverage this historic event to elevate and celebrate their communities.

Important Match Dates

Use these dates to plan your staffing, inventory, hours, permits, and marketing efforts.

Here are Atlanta’s peak periods:

FIFA World Cup 26™ Tournament Dates:

- June 11 Kickoff Match (not in Atlanta)
- July 19 Final (not in Atlanta)

Atlanta Match Dates:

- June 15 Group Stage
- June 18 Group Stage
- June 21 Group Stage
- June 24 Group Stage
- June 27 Group Stage
- July 1 Round of 32
- July 7 Round of 16
- July 15 Semifinal

Team USA Match Dates (Group Stage):

- June 12 Los Angeles
- June 19 Seattle
- June 25 Los Angeles
- Note: There will be no USA matches in Atlanta during the Group Stage.

The Final Draw

During the Final Draw, 48 teams will be randomly drawn/divided into 12 groups.



Atlanta’s five group stage matches will come from Groups A, C, H, and K.

Business Readiness Toolkit

How to Use This Toolkit

This toolkit provides business owners, vendors, and entrepreneurs with practical guidelines for **preparation, operation, and marketing** during the FIFA World Cup 26™. Use it to get organized—permits, compliance, staffing, operations—and refer to the Activation Playbook for guidance on marketing, fan engagement, and hosting events.



The FIFA Clean Zone (What to Expect)

Here's what "Clean Zone" means: FIFA designates areas around official venues where unauthorized advertising and vending are restricted—essentially a no-soliciting zone for brands. These Clean Zones are enforced locally during the duration of the event.

Here's what's happening in Atlanta: The Mayor has issued an Executive Order establishing a **World Cup Activation Zone** covering Downtown, Castleberry Hill, and Vine City, which will limit certain permits for large events, vending, and street closures. While the official map has not yet been finalized, the Atlanta Beltline is expected to fall outside the Clean Zone—meaning brands, sponsors, and community groups can plan activations around the Beltline corridor in accordance with City event planning regulations to showcase their presence across the city.

Bottom line: Plan to activate outside this zone, or look into official programs that work within it.



Register Your Business

Before you start applying for permits or planning activations, make sure your business is properly licensed— with the [City of Atlanta](#), the [State of Georgia](#), and any other required agencies. Do this first to make sure you can operate legally and qualify for FIFA World Cup 26™-related opportunities.

Once your business is licensed, take the next step by registering with [Showcase Atlanta](#), the official supplier and small business directory for FIFA World Cup 26™ Atlanta. Registration connects you with contracting, vending, and partnership opportunities managed by the City of Atlanta and Invest Atlanta.

Registration is free and open to all local vendors, small businesses, and creative entrepreneurs who want to participate in the tournament or future citywide events.

Permitting & Compliance

All outdoor events in the City of Atlanta—including festivals, pop-ups, Public Viewing events, and community gatherings—require approval from the [Mayor's Office of Special Events \(MOSE\)](#).

Important: Before you plan your event, make sure you have the proper permits in place. Use this section as your guide to who to contact, when to apply, and what approvals you'll need to operate legally and confidently during FIFA World Cup 26™. Additionally, be aware that having permits and approvals from the City of Atlanta does not guarantee a FIFA Public Viewing license.

Here's what you need to know:

For an Outdoor Festival (250+ people on public property OR 500+ people on private property, OR if you're using stages/tents/vendors):

- Apply at least 90 days before Day 1 of your event.

For a Large Gathering (more than 75 people, lasting longer than 1 hour, not a parade or festival):

- Apply at least 30 days out.

For an Assembly (parade, march, race, etc.):

- Apply at least 30 days out.

The process is straightforward once you know where to start.

Where to start:

🌐 [MOSE FAQs](#)

📞 404-330-6741

✉️ specialevents@atlantaga.gov

Beltline-Specific Events

To host an event on or near Beltline trails, parks, or adjacent spaces, complete the City's Outdoor Event Application. That will help you determine what, if any, sub-permits you'll need, such as tents, street closures, or alcohol service.

Heads-up: The City's temporary Activation Zone moratorium may limit new permits downtown during the tournament period. Before investing in venue deposits or promotions, double-check your location and timing with MOSE or review the latest City of Atlanta announcements.



Permitting & Compliance (Continued)



Food Service & Mobile Vending (County Health Departments)

Inside Atlanta (Fulton County): Temporary event food service requires you to submit paperwork **at least 30 business days** before your event. Late filings can double your fees, so don't wait. Use the Fulton County Board of Health packets and applications. [Fulton County BOH](#)

If you're in DeKalb County, Temporary Food Service Establishment applications are **due at least 30 days** before your event. Fees are published by the DeKalb Board of Health. [DeKalb Public Health](#)



Alcohol Service

City special events alcohol permit (through the Atlanta Police Department – License & Permit Unit): Required for serving or selling alcohol at outdoor events. [More info from Atlanta PD](#)

State permit (Georgia Department of Revenue): Get a special event use or non-profit license through the Georgia Tax Center. Apply at least 10 days before your event starts. [GA Department of Revenue](#)



Tents, Stages, Generators (Fire Marshal & Sub-Permits)

Atlanta Fire & Rescue: You need this for tents or canopies **larger than 10'x10'**, or if you're setting up multiple 10'x10' tents closer than 12 feet apart. Include flame-resistance certificates with your application. [City of Atlanta permits](#)



Parks

To host an event in an Atlanta park, [apply](#) through the Mayor's Office of Special Events (MOSE) 15–90 days in advance. Amplified sound is limited to six consecutive hours, and tents over 10'x10', alcohol, vending, or music require special permits. [Learn more.](#)



Right-of-Way, Sidewalk Dining, Lane Closures (Atlanta Department of Transportation-ATLDOT)

Sidewalk dining in the right-of-way: ATLDOT provides permits for this. Follow the sidewalk dining program instructions. [ATLDOT sidewalk dining](#)

Lane or street closures: Review the [ATLDOT Full Road Closure Checklist](#) before applying.



Signs & Banners

Right-of-way banners (on light poles or in the right-of-way): ATLDOT banner permits are required. Request these **at least 30 days ahead**. You may also need separate sign permits through the Office of Buildings.

Public Viewing (Watch Parties) & Brand Rules

All viewing events should apply through FIFA's public viewing platform to determine if you need a license. For more information, [click here](#).

Note: The Atlanta World Cup Host Committee and Host City Supporters are entitled to use certain FIFA intellectual property rights for permitted promotional activities and to produce licensed products, subject to approval by FIFA.

FIFA Intellectual Property (IP) and who can use it

FIFA's Intellectual Property (IP) includes its trademarks, logos, wordmarks, mascots, emblems, posters, official slogans, and more. **Only FIFA Rights Holders can use official FIFA World Cup 26™ intellectual property for commercial purposes.**

PROTECTED EXAMPLES
FIFA WORLD CUP 26™ LOGO AND WORDMARKS



Branding & Language You Can Use

Here's the deal: **Do not use FIFA or World Cup marks**—logos, wordmarks, slogans—or imply you're affiliated with FIFA (like saying "official," "sponsored by FIFA," or using "World Cup 26" graphics).

Instead, build generic soccer-themed campaigns. Use country flags, team colors, and "match-day specials." You get the idea.





Dos & Don'ts

What You CAN Do (no license needed):

- ✓ Use country flags and team colors
- ✓ Create generic soccer-themed decorations
- ✓ Offer “match day specials” or “game day deals”
- ✓ Use phrases like “soccer celebration” or “international soccer”
- ✓ Show excitement about the games in a general way

What You CANNOT Do (without a license):

- ✗ **Use any FIFA World Cup 26™ intellectual property** on ads, menus, décor, websites, or merchandise. This includes marks, emblems, the trophy, host city logos/ slogans, mascots, official typefaces, “We Are 26,” etc.
- ✗ Incorporate FIFA marks into your business name, domain name, hashtags (for commercial gain), website design, or countdown clocks.
- ✗ Run ticket promotions using FIFA World Cup 26™ tickets
- ✗ Give away branded items that imply you're affiliated with FIFA

Why so strict?

Rights holders fund the event. Exclusivity is essential for staging the tournament.

Business Readiness Checklist

Here's your game plan. Check these off as you go:

Compliance & Risk

- ☐ Filed the correct MOSE application (Outdoor Festival at least 90 days out; Large Gathering/Assembly at least 30 days out)
- ☐ County food service temp permits submitted (Fulton or DeKalb) and inspections scheduled
- ☐ Alcohol permissions secured (City APD special events permit + GA DOR special event license if applicable)
- ☐ Fire Tent Permit obtained (for tents over 10'x10' or clustered tents)
- ☐ Sound/amplification approvals received; bag policy and prohibited-items signage posted (if hosting a viewing event)
- ☐ Insurance: Certificates of Insurance meeting City/venue minimums obtained and scheduled for delivery before the event (Plan for \$1M general liability typical; verify based on your permit/venue)

Operations

- ☐ Match-day staffing plan finalized
- ☐ Delivery windows set to avoid street closures; staff commuting plan via MARTA in place
- ☐ Inventory forecast completed by match day; cold-chain and food safety checks done (especially in summer heat)
- ☐ Cashless/backup point-of-sale systems tested; surge pricing logic ready if applicable
- ☐ Crowd management plan in place (lines, ADA access, restrooms, shade/water)
- ☐ Waste and recycling plan set (add bins; supplier pickup confirmed)

Vendor Checklists

(for food trucks & pop-ups)

- ☐ Commissary agreement secured + submitted to Fulton or DeKalb Health Department
- ☐ Health/temp food permit (Fulton or DeKalb)
- ☐ Fire extinguisher on-site
- ☐ Generator clearance obtained
- ☐ Grease disposal plan
- ☐ Waste plan
- ☐ Hand-wash station set up

Feeling overwhelmed?

That's normal. Start with the first three items and go from there.

Business Readiness Timeline

Sample Timeline for Planning (Event Date: June 15, 2026)

Use this sample timeline to stay on track with permitting, staffing, and operational milestones for your activation or event. Keep in mind that the FIFA World Cup 26™ will bring increased demand across all City permitting departments, so plan ahead. Submit applications early.

MARCH 17, 2026

90+ days out

Outdoor Festival deadline

Lock down your venue and site plan. Start your health, alcohol, fire, tent, right-of-way, and sound sub-permits. Confirm your insurance. Submit banner or sign permits if needed.

APRIL 16, 2026

60 days out

Line up suppliers and rentals. Start recruiting and training staff. Translate menus and signage if needed. Finalize your ADA layout.

MAY 16, 2026

30 days out

Large Gathering/Assembly deadline; amplified sound request

Finalize vendors. Submit Certificates of Insurance to the City/venue. Confirm employee transit plans.

JUNE 1, 2026

14 days out

Confirm waste/recycling pickup. Double-check delivery schedules. Run point-of-sale load tests. Finalize volunteer shifts.

JUNE 8-14, 2026

7-1 days out

Stock up on inventory, ice, and water for surge demand. Send out bag-policy reminders. Post brand-safe social media content. Hold a safety briefing with your team.

Resources & Support Directory

Use these trusted City and partner resources to prepare your business or event for FIFA World Cup 26™. Each agency provides guidance or approvals essential for operating safely, legally, and successfully during the tournament.

Mayor's Office of Special Events (MOSE)

Coordinates all City of Atlanta event permitting and manages the approval process for outdoor festivals, large gatherings, and assemblies.

Start here if you're hosting an event on public or private property that requires City authorization.

📞 404-330-6741

✉️ specialevents@atlantaga.gov

🌐 atlantaga.gov/government/departments/special-events

Atlanta Beltline Business Solutions Office

Supports entrepreneurs located along or near the Atlanta Beltline with one-on-one technical assistance, business capacity assessments, and targeted support through our small business accelerator programs.

Contact this office for **Beltline-specific activations**.

📞 404-477-3003

🌐 beltline.org/business

Atlanta Department of Transportation (ATLDOT)

Issues permits for right-of-way use, sidewalk dining, street closures, and banner installations.

Reach out if your event or business requires **temporary street or lane closures, or if you plan to install signage in the public right-of-way**.

🌐 atlidot.atlantaga.gov



Atlanta Police Department – License & Permit Unit

Oversees alcohol licensing for special events and provides security guidance for large gatherings.

Contact APD if your event includes **alcohol sales, temporary bar service, or requires on-site security coordination.**

📞 404-546-4470

🌐 atlantapd.org

Fulton County Board of Health

Regulates food safety for temporary and mobile vendors operating inside the City of Atlanta.

Apply here for temporary food service permits if your event will serve or sell food within Fulton County.

🌐 fultoncountyboh.com

DeKalb County Board of Health

Oversees temporary food service operations for events located within DeKalb County limits, including portions of the Atlanta Beltline.

Use this office to submit your temporary food service establishment application at least 30 days in advance.

🌐 dekalbhealth.net



The Activation Playbook

Ready to Activate?

If you have your permits, staffing, and safety plans in place, you're ready to shift from preparation to participation.

The next step is **Section II: The Activation Playbook** — a simple, step-by-step guide to turning readiness into action. Whether you're a small business, neighborhood group, or creative partner, this section helps you activate confidently, connect with fans and neighbors, and bring your business or neighborhood to life during FIFA World Cup 26™. It includes tools and examples for hosting watch parties, showcasing your business, and connecting your community safely and creatively.

You've built your foundation — now let's get the City celebrating.





Activating on the Beltline

The Atlanta Beltline will be one of the City's liveliest gathering spaces during **FIFA World Cup 26™**. From neighborhood watch parties to pop-up markets, art installations, and live performances, there are countless ways for residents and businesses to join the celebration.

If you're planning an outdoor event, start early by reviewing the Mayor's Office of Special [Events \(MOSE\) permitting requirements](#), [Discover Atlanta Events Page](#), and the [Beltline Events Guide](#).

Tip: The City's [Activation Zone moratorium limits](#) certain permits downtown, but opportunities remain throughout Beltline neighborhoods and parks. Focus your plans outside the restricted area or partner with programs operating within it.

Ready to Get Creative?

Whether you're selling, hosting, or just spreading the word, we've got practical ideas and step-by-step guidance to help you make it happen.

Vending on the Beltline: The Atlanta Beltline is governed by [City of Atlanta laws](#). As such, the unsanctioned selling of goods and services on the Atlanta Beltline is not allowed (Sec. 110-62) at any time.

If you are interested in selling your products on the Beltline, there are privately operating vendor markets on the Beltline that interested businesses can explore. Subscribe to the [Beltline Business Bulletin](#) to stay informed about upcoming vendor marketings on the corridor.

Be a Vendor During the FIFA World Cup 26™

Share Your Business With the World

Look, the FIFA World Cup 26™ isn't just about what happens on the field. It's about cultures coming together—food, music, art, community. As a Beltline business, you can be part of this global moment by doing what you already do best.

How to Get Started

1. **Register Your Business.** Sign up in the Showcase ATL Supplier Directory. This makes you visible for contract and vendor opportunities tied to events and activities around the FIFA World Cup 26™. It's free and opens doors to official events and activations. [Register here](#)
2. **Explore Small Business Loan & Grant Support.** Invest Atlanta offers capital funding to help small businesses get ready— from equipment upgrades, staffing support and inventory boosts, to interior and exterior improvements to your small commercial property. These resources exist to help you prepare for the surge. [Learn more](#)
3. **Connect with the Beltline.** Atlanta Beltline will share pop-up opportunities across the Beltline as they become available. Stay plugged into [newsletters](#) and the Beltline's Digital Hub.
4. **Get Large Scale Event Ready™.** {COMING SOON} Access the Showcase Atlanta vendor readiness site —Powered by Boost!— to get the tools, training, and resources to help you get business-ready for major Atlanta events, including FIFA World Cup 2026™. You'll get learning content, LIVES, and access to economic opportunities. You'll also earn your Showcase Atlanta "I'm Ready!" vendor badge to show you're ready to do business. [Register Your Business here to get notified when the Showcase Atlanta site goes live](#)

Are You Ready to Join the Celebration?

Here's your pre-game checklist. Don't try to tackle everything at once—start with permits and build from there.

- ☐ Do you have your permits and licenses in order?
- ☐ Is your team ready to serve larger crowds?
- ☐ Is your inventory prepared for higher demand?
- ☐ Do you have signage and ways to promote your brand?
- ☐ Are you set up to accept multiple payment methods?
- ☐ Can you accommodate language support for international visitors?
- ☐ Have you considered extending operating hours during match days?
- ☐ Are you up-to-date on relevant City and community updates?
- ☐ Do you have security measures in place?

Host a Public Viewing or Community Event

Celebrate the World Cup on the Beltline

You don't need a stadium ticket to join in the FIFA World Cup 26™ celebration. Beltline neighborhoods can create gathering spots for friends, families, and neighbors to watch together.

How to Get Started



Connect Early. Sign up through the [Beltline Assessment portal](#) so your business is in the system and receiving Beltline news. Use [Indie Market Second Saturdays](#) to start building visibility now, and stay in touch with your local [commercial district](#) to plug into neighborhood events and opportunities.



Pick a Place. Parks, community centers, business patios, or even front yards can become gathering spots. Think about where people naturally come together in your neighborhood.



Apply for Permits. The City of Atlanta requires permits for public events, food sales, or amplified music. This isn't meant to make things harder. It's about keeping everyone safe and ensuring your event runs smoothly. Plan ahead to make the permit process simple. (See Part I for details on which permits you need.)



Secure What You Need. Depending on your plans, you might need screens, sound systems, lights, portable restrooms, tables, chairs, i.e The Works. Rental companies book up fast during tournament season, so lock in your equipment early.



Set Your Budget. Once you know what you need, create a budget to keep you on track. Leave some cushion for unexpected expenses—they always pop up.



Spread the word in your circles. Get your community excited early with flyers, posters, social media posts. Make it easy for neighbors to sign up for volunteer roles if they want to help out.



Expand your reach. Submit your event to the [Discover Atlanta Events Page](#). This will give you greater visibility to visitors looking for happenings in the community. Events going on within the [Beltline Planning Area](#) will also be syndicated from the Discover Atlanta website and featured on the Beltline's [event calendar](#).



Add Your Own Flavor. This is where your neighborhood shines. Music, food, art, or dance from your community can turn a watch party into a cultural celebration. Make it uniquely yours.



Dos & Don'ts

DO:

- ✓ Create a safe, welcoming space for everyone
- ✓ Celebrate what makes your community unique
- ✓ Let Atlanta Beltline know about your event!
- ✓ Keep sidewalks and trail access clear for everyone

DON'T:

- ✗ **Use FIFA World Cup 26™ logos or branding** without permission. Here's why: FIFA protects these marks to fund the tournament and global development programs. Use country flags and team colors instead, for example.
- ✗ **Sell food or drinks without permits.** The City requires these for everyone's safety and to make sure health standards are met.
- ✗ **Block trail access.** Keep the Beltline flowing for everyone who wants to enjoy it.

Need help with permits?

See [Part I](#) for City of Atlanta contacts, or scan the QR code to visit the online Toolkit.



Help Spread the Word and Get the City Hyped

Atlanta's hosting the world. Make sure the whole City knows your business or event is the place to celebrate.

How the Beltline Can Help Promote Beltline Businesses

We've got your back on promotion:

- **Beltline Newsletters:** We feature community events and vendor spotlights in our regular communications to thousands of Beltline followers.
- **Beltline Digital Hub:** Your event can be listed on our World Cup resource page, making it easy for residents and visitors to find you.

Easy Tips to Spread the Word Yourself

- **Be Seen Early and Often.** Take advantage of foot traffic from neighbors and visitors. Post or hand out flyers about your business or event on your slice of the Beltline. The earlier you start, the more buzz you build.
- **Post on Social.** Create social posts that promote your business or event—share them before and during your activation. Consider boosting your posts to reach more people. Use generic soccer themes, country flags, and team colors (remember: no FIFA World Cup 26™ logos or branding!).
- **Spread the Word.** Nothing works better than word of mouth. Tell your friends, family, and neighbors about your plans. Personal recommendations matter.

EXAMPLE

A neighborhood group planned a FIFA World Cup 26™ themed soccer tournament off the Southside Trail and posted flyers from Grant Park to Pittsburgh weeks in advance. When the day came, the turnout made it feel like a real FIFA World Cup 26™ match. They built momentum by starting their promotion early and keeping it consistent.

Looking for an extra hand with promotion?



Contact Atlanta Beltline Business Solutions Office at business@atlbeltline.org or (404) 477-3003, or scan the QR code to visit the online Toolkit.



Tools You Can Use

Keep Your Plans on Track

Feeling overwhelmed by all the planning? These tools will keep you on track from start to finish. Take it one step at a time. You've got this.

Event Planning Checklist

Three months out (90+ days):

- ☐ Confirm your event concept (Public Viewing, block party, cultural fair, etc.)
- ☐ Secure venue/location with contracts
- ☐ Apply for permits (event, noise, alcohol, street closures)
- ☐ Check insurance requirements or liability coverage
- ☐ Create a detailed budget (costs vs. revenue streams)
- ☐ Reserve rentals (A/V equipment, tents, tables, portable restrooms)
- ☐ Develop marketing plan and design promotional materials (flyers, banners, social content)
- ☐ Reach out to potential sponsors and vendors
- ☐ Book entertainment (DJs, MCs, performers)
- ☐ Invite food trucks/vendors
- ☐ Contact Atlanta Beltline for promotion assistance
- ☐ Submit your event to the Discover Atlanta Events Page
- ☐ Register with Showcase ATL Supplier Directory
- ☐ Check in with Invest Atlanta for loan and/or grant opportunities



One month out (30 days):

- ❑ Confirm all vendor and equipment bookings
- ❑ Finalize event schedule and timeline
- ❑ Conduct a site walkthrough with staff/volunteers
- ❑ Arrange security, first aid, and sanitation plans
- ❑ Begin active promotion: posters up, ads running, posts live
- ❑ Finalize staffing plan and volunteer shifts
- ❑ Translate key signs/materials if expecting international guests

One week out (7 days):

- ❑ Confirm deliveries and rentals
- ❑ Walk through venue layout and check signage placement
- ❑ Test A/V equipment and streaming capability
- ❑ Confirm vendor arrival times and parking arrangements
- ❑ Send final updates to attendees and vendors
- ❑ Post daily social content with reminders and hype
- ❑ Conduct final staff/volunteer training or briefing
- ❑ Print badges, checklists, signage, and maps
- ❑ Assign emergency contacts and backup roles
- ❑ Prepare cash boxes or point-of-sale systems



Event Budgeting

Track your costs and income to stay on budget. Include venue rental, permits, equipment, marketing, insurance, staff, supplies, and a contingency fund for surprises.

Activation Readiness Checklist

Quick reminders for the day of your activation:

- ❑ Permits secured
- ❑ Extra staff scheduled
- ❑ No unauthorized FIFA branding displayed
- ❑ Multiple payment options set up
- ❑ Inventory doubled-checked and stocked
- ❑ Security arrangements confirmed
- ❑ Social media, website, and Google updated with new hours/info
- ❑ Liability/event insurance in place





Additional Support

We're Here to Help

If you need any additional help with your FIFA World Cup 26™ activations or events, here are some useful resources to get you started.

Atlanta Beltline Small Business Support Team Email: business@atlbeltline.org Phone: (404) 477-3003

Showcase Atlanta Supplier registration and vendor opportunities [Get involved](#)

Invest Atlanta Grants and business support programs [Learn more](#)

City of Atlanta Permits and event rules [Visit MOSE](#)

Digital Hub

Scan for updates and more resources



Closing Message

The Beltline is Atlanta's front porch. Let's use it to celebrate the world together.

And, keep us in the loop! We want to know about what you're doing and how we can help!



Scan the QR code to visit the online Toolkit for updates, templates, and additional resources.



About Atlanta Beltline

The Atlanta Beltline is the 22-mile rail-to-trail project that is transforming Atlanta's neighborhoods, one mile at a time. The Beltline's vision is to be the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life. With an additional 11 miles of connector trails, the Atlanta Beltline is one of the largest, most wide-ranging urban redevelopment programs in the United States. In partnership with local communities and organizations, the Beltline is building a more socially and economically resilient Atlanta through job creation, inclusive transportation systems, affordable housing, vibrant public spaces, and community-focused programs that promote health and wellness, resident retention, volunteerism, and advocacy along the corridor. Atlanta Beltline, Inc. is the official implementation agency for the Atlanta Beltline and collaborates with Atlanta Beltline Partnership, the foundation that raises private and philanthropic funds and delivers community programs that are fully supported by donor contributions. For more information, please visit www.beltline.org or follow on social media at @atlantabeltline.

About Beltline Business Solutions Office

The Atlanta Beltline Business Solutions Office is the leading hub of expertise, guidance, and collaboration for small businesses around the Beltline, driving economic development and empowering entrepreneurs to thrive. It offers a "one-stop shop" for entrepreneurs to access services designed to foster growth and sustainability.

About Showcase Atlanta

Showcase Atlanta is a first-of-its-kind regional leadership initiative dedicated to maximizing the economic benefit and long-term legacy of large-scale events for Metro Atlanta's residents and local businesses. Showcase Atlanta strives to make every event a catalyst for sustainable local development and an opportunity to showcase Atlanta's culture, history, amenities, and people.

About Invest Atlanta

Invest Atlanta is the official economic development authority for the City of Atlanta, on a mission to strengthen the City's economy and global competitiveness by creating equity, opportunity, and prosperity for its residents. Invest Atlanta promotes economic growth and investment by providing grants, incentives, and support for businesses and community development.

About E-Street Team

E-Street Team is an Atlanta-based consultancy focused on driving outcomes at the intersection of community revitalization and innovation. E-Street Team provides consulting services that are sustainable and scalable for its diverse clientele.

About M-SCCELLANEIOUS

M-SCCELLANEIOUS™ is a brand consultancy and development firm led by LeKeith Taylor. As a strategic partner, M-SCCELLANEIOUS supports brands in transformation mode to catalyze ideas, develop ventures, launch IP and reshape their brands to unlock growth.

About Everybody Eats Media

Everybody Eats Media, led by Sherri Daye Scott, delivers creative strategy and content that moves audiences to action—trusted for award-winning storytelling, community campaigns, and engagement solutions.