

WATERFRONT BUSINESS READINESS PACKAGE

FIFA World Cup™ Period
Queens Quay Area Activations

June 2026
V2 - Revised and Updated

Prepared by:



WATERFRONT
BIA

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	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
June	07	08	09	10	11	12	13
	☹ Jays Game @RC, 1pm 📍 All Things Go Fest. @RBA, 2pm	☹ Jays Game @RC, 7pm	☹ Jays Game @RC, 7pm 📍 Bleachers @RBA, 7pm	☹ Jays Game @RC, 7pm	🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Toronto Games Week, Projections @BQC, 8pm	2 matches 3pm: Canada vs. Bosnia and Herzegovina 🇵🇸 "Soccer Day" in Toronto 🇵🇸 Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market & Projections @BQC, 1pm ☹ Jays Game @RC, 7pm	4 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market & Projections @BQC, 5pm ☹ Jays Game @RC, 3pm 🇵🇸 Rosalia @SBA, 8pm 🇵🇸 Goose Summer @RBA, 6pm
	4 matches 🇵🇸 FIFA Fan Fest @BFY ☹ Jays Game @RC, 1pm 🇵🇸 MGK @RBA- 7pm	4 matches	4 matches	4 matches 7pm: Ghana vs. Panama 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market & Projections @BQC, 1pm	4 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market @BQC, 5pm 🇵🇸 Bailey Zimmerman @RBA, 7pm	4 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market & Projections @BQC, 5pm 🇵🇸 Arkells @RBA, 7pm 🇵🇸 Joji @SBA, 7pm	4 matches 4pm: Germany vs. Côte d'Ivoire 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market & Projections @BQC, 1pm 🇵🇸 Megan Moroney @SBA, 7pm
	4 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 The Strokes @RBA 7pm	4 matches ☹ Jays Game @RC, 7pm	4 matches 7pm: Croatia vs. Panama 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market & Projections @BQC, 1pm ☹ Jays Game @RC, 7pm	6 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market @BQC, 5pm ☹ Jays Game @RC, 7pm 🇵🇸 Godsmack @RBA, 7pm	6 matches 🇵🇸 FIFA Fan Fest @BFY ☹ Jays Game @RC, 7pm 🇵🇸 Paul Simon @RBA, 8pm	6 matches 3pm: Senegal vs. Iraq 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market & Projections @BQC, 1pm ☹ Jays Game @RC, 7pm 🇵🇸 Pride Street Fair - CITY 🇵🇸 Pride Trans march - CITY	6 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market & Projections @BQC, 5pm ☹ Jays Game @RC, 3pm 🇵🇸 Pride Street Fair - CITY 🇵🇸 Pride Dyke march - CITY
	1 match 🇵🇸 Pride Street Fair -CITY 🇵🇸 Pride Parade -CITY ☹ Jays Game @RC, 1pm	3 matches ☹ Jays Game @RC, 7pm 🇵🇸 Evanesence @RBA, 7pm	3 matches ☹ Jays Game @RC, 7pm 🇵🇸 Jack Johnson @RBA, 7pm	3 matches 🇵🇸 Canada Day Fireworks 🇵🇸 Canada Soccer House @HC 🇵🇸 Market @BQC, 5pm ☹ Jays Game @RC, 3pm 🇵🇸 Loud Luxury @RBA 7pm	3 matches 7pm: Group K runner-up vs. Group L runner-up 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Canada Soccer House @HC 🇵🇸 Market & Projections @BQC, 1pm	3 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market & Projections @BQC, 5pm	2 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market & Projections @BQC, 5pm 🇵🇸 Lionel Richie @SBA, 7pm 🇵🇸 Kes @RBA, 7pm
July	05	06	07	08	09	10	11
	2 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Santana & The Doobie Brothers @RBA, 7pm	2 matches	2 matches 🇵🇸 Alex Warren @RBA, 7pm		1 match 🇵🇸 FIFA Fan Fest @BFY	1 match 🇵🇸 FIFA Fan Fest @BFY	2 matches 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Zeds Dead, RBA 6pm
	🇵🇸 Arcángel, RBA 7pm	🇵🇸 Lord Huron @RBA, 8pm	1 match 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market @BQC, 5pm 🇵🇸 Jack White @RBA, 8pm	1 match 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market @BQC, 5pm 🇵🇸 Muse @RBA, 7pm	🇵🇸 Market @BQC, 5pm 🇵🇸 Tim McGraw @RBA, 7pm	🇵🇸 Market & Projections @BQC, 5pm ☹ Jays Game @RC, 7pm 🇵🇸 Louis Tomlinson @SBA 7pm 🇵🇸 Chris Lake @RBA, 6pm	1 match 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market & Projections @BQC, 5pm ☹ Jays Game @RC, 3pm 🇵🇸 Billy Talent @RBA, 7pm
	1 match 🇵🇸 FIFA Fan Fest @BFY 🇵🇸 Market @BQC, 5pm ☹ Jays Game @RC, 12pm 🇵🇸 Death Cab for Cutie @RBA, 7pm	☹ Jays Game @RC, 7pm	☹ Jays Game @RC, 7pm 🇵🇸 The Black Crows & Whiskey Myers @RBA, 6pm	☹ Jays Game @RC, 7pm 🇵🇸 Mötley Crüe @RBA, 6pm	☹ Jays Game @RC, 3pm		🇵🇸 Tame Impala @SBA, 7pm

World Cup Matches and Other Events Toronto 2026

Last Updated May 6, 2026

Other Events During Period:

- Pride House Toronto at George Brown Polytechnic June 11 - July 19
- Luminato, Various Waterfront Installations, June 03 - 28
- Power Plant Gallery, Colourful Parachutes April 25 - Sep 07

Blue text denotes soccer-related activations.
Red text denotes FIFA World Cup matches in Toronto

All details subject to change and are provided as a guide.

Times are rounded to the nearest hour unless otherwise noted

Information provided by the Waterfront BIA based on the best available information at time of publishing.

Base Document based on slides provided by TPS Superintendent Dave Ecklund on Feb 02, 2026, TABIA FIFA Meeting.

Venue / Place Codes

- BFY - Bentway / Fort York
- BQC - Bathurst Quay Common
- HC - Harbourfront Centre
- HTO - HTO Park
- RBA - RBC Amphitheatre
- RC - Rogers Centre
- SBA - Scotiabank Arena
- CITY - Major Event Downtown

World Cup Match in Toronto

FIFA ROUNDS:	
	Group Stage
	Round of 32
	Round of 16
	Quarter Finals
	Semi Finals
	Bronze Final
	Final



FIFA Fan Festival™
The Bentway x Fort York

**Waterfront ReConnect
Lighting Project**
Bathurst & Dan Leckie
Bentway x WBIA x CP&FYBIA

**Pedestrian & Cycle Route
from Union**

**Toronto
Stadium**

Love Park Sails
Model Boats on Game Days
Art & Water

Pride House
George Brown Polytechnic

**Underground
Night Market**
Street Eats x WBIA

**Expected Activation
at the Distillery
District**

**Toronto Made: a World in
the City Illuminated**
Silos Projections
Toronto Games Month

Harbourfront Centre
Canada Soccer House
+ additional activations

**East-West
Water Shuttle Pilot**
Waterfront Toronto

HAPPENING ON THE WATERFRONT:

Toronto Stadium and FIFA Fan Festival™



Toronto Stadium will host six matches, with capacity for 45,000 fans, while the FIFA Fan Festival™ at The Bentway and Fort York will bring live match screenings, food, music, culture, and large fan gatherings close to the waterfront.

GE Appliances Canada Soccer House at Harbourfront Centre



A major all-day fan and hospitality experience with public event days, food and beverage, partner activations, local performers, broadcast/podcast programming, cultural theme days, and VIP hosting.

Canadian Tire Jumpstart and SportChek Activations at Harbourfront Centre



At Harbourfront Centre, SportChek will host Canada's first floating futsal pitch from June 11 to July 19. Canadian Tire Jumpstart Charities has also installed a Community Soccer Pitch, creating an accessible space for kids and families to connect through play.

HAPPENING ON THE WATERFRONT:

Pride House Toronto at George Brown Polytechnic Waterfront Campus



An inclusive game-viewing area with programming connected to sport, Pride, 2SLGBTQI+ inclusion, including panels, workshops, trivia, market days, and live podcasts.

Underground Night Market at Bathurst Quay Common



Street Eats Market will be running a 20-date market at Bathurst Quay Common in partnership with the Waterfront BIA. All food and drink items will be priced at \$10 or less.

Love Sets Sail at Love Park



On game days, visitors can sail model yachts on Love Park Pond. Hosted by Art & Water, in partnership with the Waterfront BIA.

CELEBRATING THE DISTRICT:

**Waterfront ReConnect
Lighting Project**
Bathurst and Dan Leckie



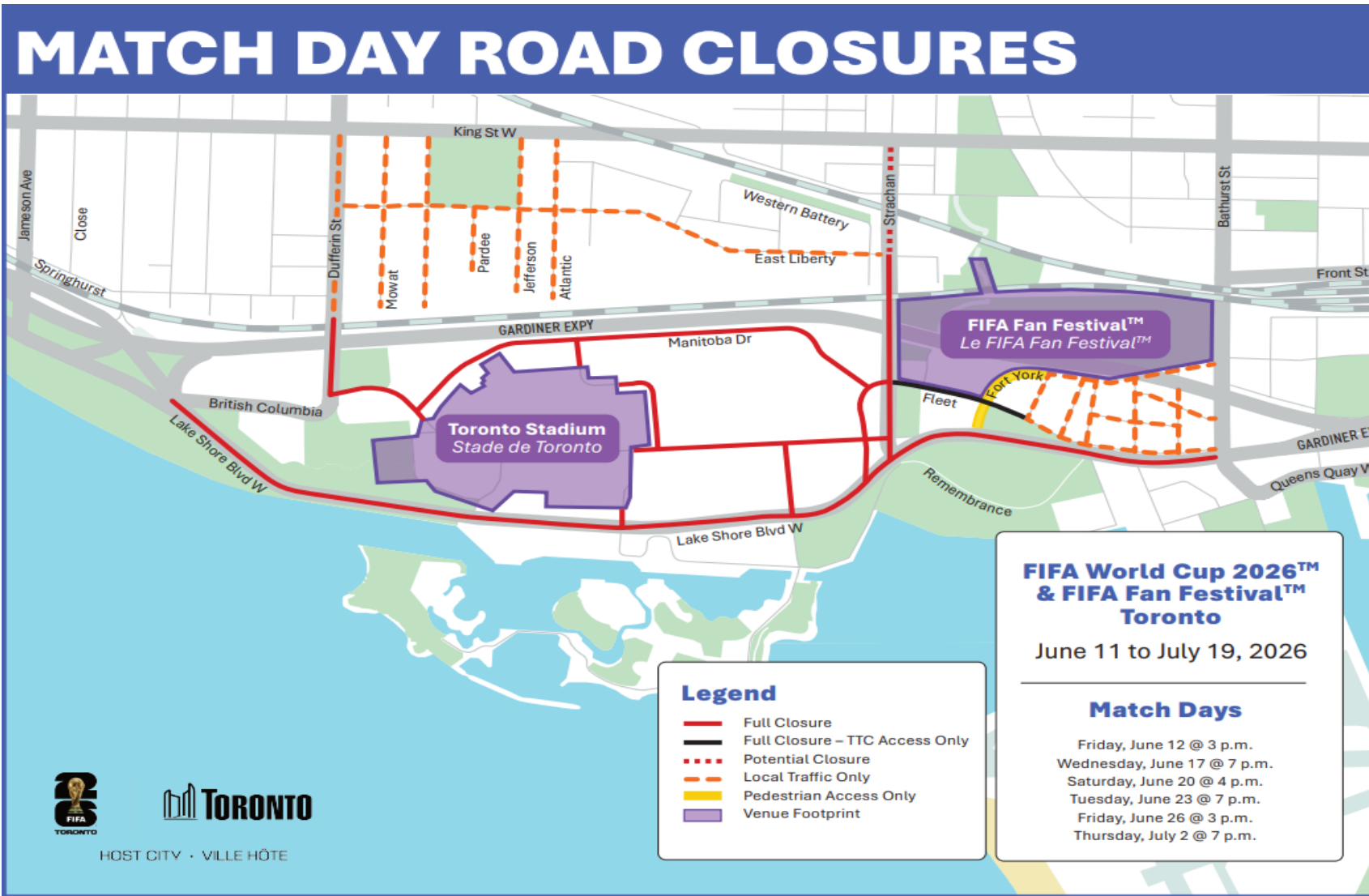
World in a City Illuminated
Silos Projections
Toronto Games Month



FIFA Banners
To be installed across Queens Quay
+ Bay St Underpass Wrap



MATCH DAY ROAD CLOSURES



Queens Quay Impact Notes: Road Closures and Transportation

- **Transit-first Game Day Access:** access to the Toronto Stadium and Fan Festival area will be transit-first, with strong encouragement for fans to use the TTC, GO Transit, walking, and cycling.
- **Queens Quay West Pedestrian and Cycling Routes** will be a key route between Union Station via Bay/Yonge and the Stadium area
- **Driving and Parking Discouraged** - Very limited public parking will be available near Toronto Stadium; designated pick-up and drop-off locations will be provided.
- **Intersection Management** - Traffic Agents and TPS Officers will manage key intersections, and there is a construction moratorium that will limit additional traffic disruptions.
- **Lake Shore Blvd West Closures** - Match day closures will concentrate around Exhibition Place, Liberty Village, Fort York, and the Fan Festival area – closures are expected to begin 5 hours before kick-off and may remain up to 3 hours after the match ends. Queens Quay will not be closed but may feel indirect impacts due to vehicle re-routing people looking for parking.

Note: details subject to change as final traffic and wayfinding plans are confirmed by the City.

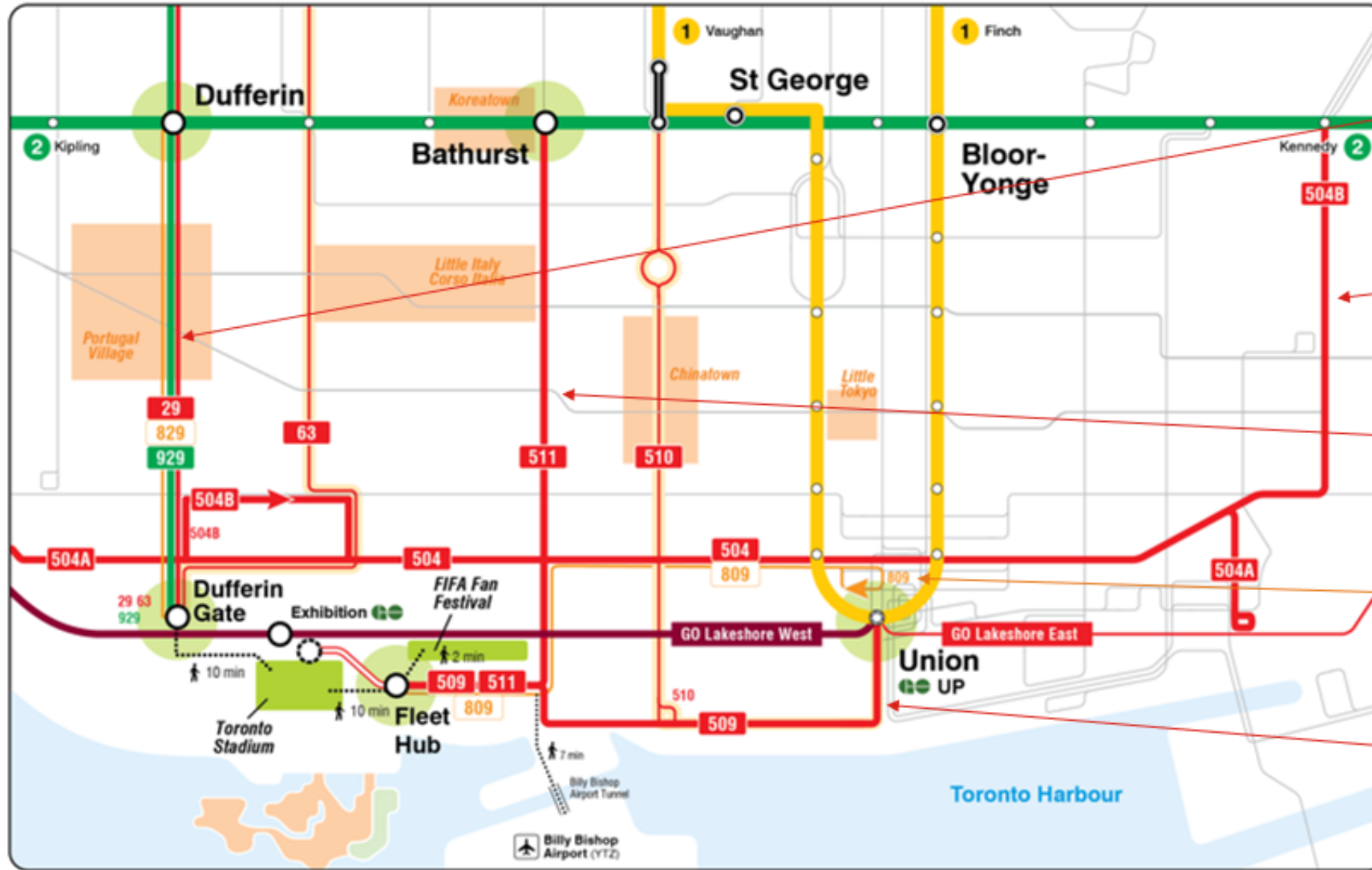
Source: FIFA World Cup 2026™ Business & Institutions Travel Demand Guide May 2026

Resource: FIFA World Cup 2026™ Toronto Business & Institutions Travel Demand Guide May 2026

<https://uniqode.io/3Dx94f>



TTC SERVICE ENHANCEMENTS



29 929 Dufferin
Extra match day service and express shuttles to/from Line 2

504 King
Every ~4 to 5 min, all day

511 Bathurst
Every ~5 min, most of the day

Contingency Bus Service between St Andrew and Toronto Stadium/FanFest

509 Harbourfront
Every ~5 min, most of the day

Marketing around the theme, not the event

Businesses are encouraged to welcome fans, celebrate soccer, and make the most of increased visitor activity. The key is to keep promotions **generic, local, and visitor-focused** – not official-looking or FIFA-branded.

Do:

Use generic soccer language - Use terms like soccer, football, match day, 'the tournament', the matches, 'summer of soccer', 'game-day specials', or 'global football'.

Celebrate the atmosphere - Use generic soccer visuals such as soccer balls, fields, nets, cheering fans, country flags, team colours, and international or culturally inclusive décor.

Highlight your own business and location - Promote your patio, menu, extended hours, group-friendly service, waterfront location, visitor amenities, accessibility details, transit directions, and nearby attractions.

Create visitor-friendly offers - Consider themed menus, grab-and-go items, bundles, staff picks, country-inspired features, jersey or colour discounts, late-night service, or match-day hospitality offers - using generic language.

Partner locally - Work with neighbouring businesses, BIAs, hotels, restaurants, attractions, and cultural groups on local itineraries, stamp cards, bundles, visitor guides, or district-wide promotions.

Use plain-text factual references carefully - Where necessary, you may be able to refer to the tournament or specific matches in plain text for informational purposes, without logos, special styling, or any suggestion that your business is officially connected to FIFA. When in doubt, use generic wording instead.

Check public-viewing rules before promoting screenings - Regular bars, restaurants, and hotels may generally show matches as part of normal operations, but larger screenings, ticketed events, sponsored events, branded activations, or events created specifically for commercial gain may require a FIFA public viewing licence.

Celebrate Toronto's "The World in a City" theme - through food, music, culture, neighbourhood pride, country colours, and visitor-friendly experiences, while avoiding FIFA marks or anything that suggests official status.

Don't:

Do not use protected FIFA or team branding - Do not use FIFA logos, Host City marks, mascots, trophy imagery, official posters, slogans, typefaces, "FWC26," lookalike designs, national team crests, federation logos, official team graphics, or protected team imagery.

Do not imply official status - Avoid phrases such as "official," "FIFA-approved," "sponsored by FIFA," "partner," "World Cup bar," "FIFA party," "Fan Festival," "Fan Zone," or anything that suggests your business or event is authorized by FIFA or the Host City.

Do not create FIFA-branded commercial promotions - Avoid names like "World Cup Special," "FIFA Menu," "World Cup Package," "FIFA Viewing Party," or similar wording where it suggests an official association or uses the tournament brand to sell your product.

Do not use official images or content for commercial gain - Avoid use of official merchandise images, posters, match graphics, trophy photos, FIFA social posts, official videos, or co-branded designs in ads, menus, signage, websites, social posts, giveaways, or merchandise.

Do not assume "unofficial" solves the issue - Adding "unofficial" or "not affiliated" does not make restricted branding acceptable if the overall promotion still implies a FIFA connection.

Check the rules before hosting screenings or activations - Commercial screenings, sponsorship, ticketing, large screens, public space events, or branded activations may require FIFA licensing, City permits, or other approvals.

Resource: FIFA World Cup 2026™
Toronto Community Activation
Toolkit

<https://uniqode.io/89IPOV>



Business Readiness Checklist

Get Your Business Ready

FIFA World Cup 2026™ will bring visitors, transit surges, potential road closures, Fan Festival activity, nearby events, and increased demand before and after match days. Businesses that prepare early will be better positioned to benefit.

- ❑ **Prepare for surges, not guarantees:** Expect busy windows around match days and nearby events, but keep staffing, inventory, and spending flexible so you can benefit from crowds without overcommitting.
- ❑ **Plan for peak windows and staff coverage:** Review match days and nearby events so you can staff appropriately for pre-match, post-match, evening, weekend, and weather-driven demand. Build backup coverage and brief staff on common visitor questions, including directions, transit, washrooms, safety issues, and customer FAQs.
- ❑ **Prepare systems, supplies, and access:** Confirm inventory, packaging, supplier timelines, POS, tap-to-pay, Wi-Fi, backup payment options, waste pickup, loading access, and courier timing. Plan around potential road closures, transit surges, rideshare delays, and delivery challenges.
- ❑ **Simplify your offerings where possible:** Use short menus, grab-and-go items, pre-set bundles, clear ordering and pickup points, and fast payment options so you can serve more customers quickly during peak periods.
- ❑ **Market the opportunity:** Update your online listings, hours, menus, photos, accessibility details, and transit directions. Promote compliant match-day specials, bundles, extended hours, and visitor-friendly offers through social media, email, signage, and BIA channels. Use generic soccer themes and country colours – not FIFA marks, team crests, official logos, or branding that implies official or ‘unofficial’ affiliation.

Area Security, and Cleanliness

Policing and Security

During the FIFA World Cup Period, TPS operations will be “all-hands-on-deck” with support from the OPP, RCMP, local regional police services, and coordinated with healthcare and emergency services.

In addition to local police services, spotters (unarmed police officers) will be drawn from participating countries and paired with local uniformed officers to support with local knowledge pre, post, and during the matches.

If fan marches are anticipated to take place through the city, the TPS will manage any needed road closures required for them to ensure they do not cross paths with rival supporter groups and are safe and controlled.

Enhanced Area Cleaning

The City of Toronto will provide enhanced cleaning coverage during the games, including manual cleaning, mechanical cleaning, litter bin servicing, and graffiti response.

Questions, Concerns, Feedback:

Email us: info@waterfrontbia.com

Public Washrooms

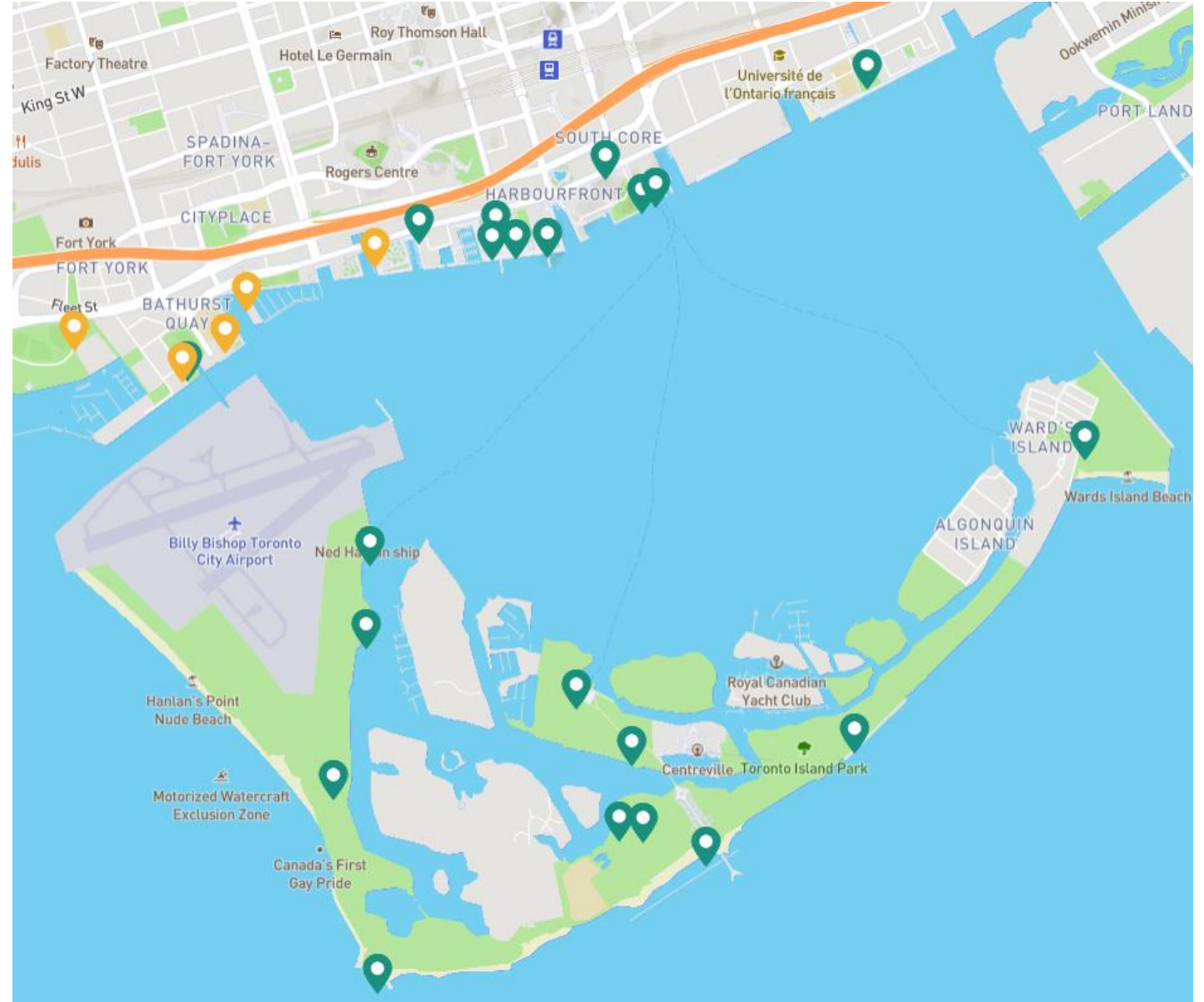
The Waterfront BIA has advocated for there to be additional public washrooms deployed throughout the Waterfront BIA area during the tournament to address the increased volume of crowds.

Additional portable toilets have been installed at:

- HTO Park
- Toronto Music Garden
- Bathurst Quay Common
- Little Norway Park
- Coronation Park

 Portable Toilets

 Public Washrooms



waterfrontbia.com/public-washrooms