



**WATERFRONT**  
BIA

# **WATERFRONT BUSINESS READINESS PACKAGE**

FIFA World Cup™ Period  
Queens Quay Area Activations

May 2026

Preliminary package - to be revised in early June before the games



Image source: Rakhibul Hasan

# 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.

# 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.

**Avoid commercial promotion names** - don't use titles like "World Cup Special," "FIFA Menu," "World Cup Package," or "FIFA Viewing Party" where they suggest official association or use the tournament brand to sell your product.

**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

[www.uniqode.io/89LPOV](http://www.uniqode.io/89LPOV)





**FIFA Fan Festival™**  
The Bentway x Fort York

**Toronto Stadium**

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

**Love Pond Yachts**  
Model Boats on Game Days  
Art & Water

**Pedestrian & Cycle Route from Union**

**Pride House**  
George Brown Polytechnic

**Expected Activation at the Distillery District**

**Underground Night Market**  
Street Eats x WBIA

**World in a City Illuminated**  
Silos Projections  
Toronto Games Month

**Canada Soccer House**  
at Harbourfront Centre  
+ additional activations

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

## What's Happening on the Waterfront

During the FIFA World Cup 2026™ period, Toronto's waterfront will be one of the city's most active visitor corridors, with major fan destinations, cultural programming, mobility changes, and celebrations of the tournament concentrated along and near to Queens Quay.

**Toronto Stadium + 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.

**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.

**Harbourfront Centre summer programming:** Harbourfront Centre will also continue its broader summer programming, including music, cultural festivals, Luminato activity, Canada Day programming, public art, Ontario Science Centre activations, and other waterfront experiences.

**Pride House Toronto at George Brown Waterfront Campus:** inclusive game-viewing and programming connected to sport, Pride, 2SLGBTQI+ inclusion, 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.

**Love Pond Yachts:** 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



# World Cup Matches and Other Events Toronto 2026

## Notes:

Other Events during Period:

- Pride House June 11 - July 19
- Silos Projections: June 11 - July 19
- Luminato, various waterfront installations, June 03 - 28
- Power Plant Gallery, Colourful Parachutes April 25 - Sep 06

## Acronyms used for place names

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

All details subject to change and are provided as a guide. Times given are rounded down to the hour. Blue text denotes soccer-related activations. Red Text denotes a FIFA World Cup match in Toronto.

Information provided by the Waterfront BIA based on available information as of March 6, 2026, and is subject to change.

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

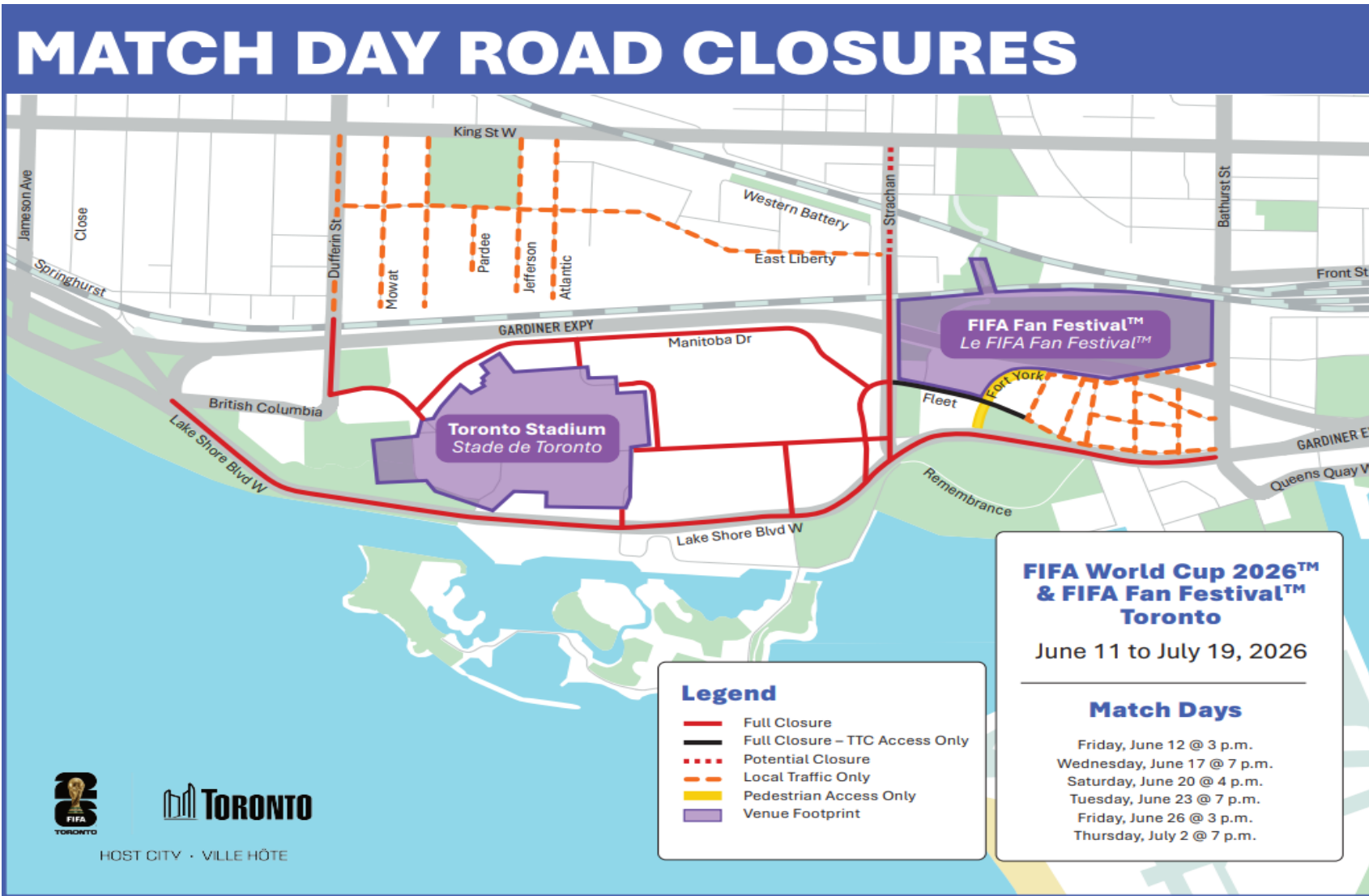
**June**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
07 <ul style="list-style-type: none"><li>Jays Game @RC, 1pm</li><li>All Things Go Music Fest. @RBA</li></ul>	08 <ul style="list-style-type: none"><li>Jays Game @RC, 7pm</li><li>Canada Soccer House @HC</li><li>All Things Go Music Fest. @RBA</li></ul>	09	10 <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Jays Game @RC, 7pm</li></ul>	11 <b>2 Matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Toronto Games Week, Projections @BQC, 8pm</li></ul>	12 <b>2 Matches</b> <b>3:00pm: Canada v UEFA Playoff Winner</b> <ul style="list-style-type: none"><li>"Soccer Day" in Toronto</li><li>Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market &amp; Projections @BQC</li><li>Jays Game @RC, 7pm</li></ul>	13 <b>4 Matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Market &amp; Projections @BQC</li><li>Jays Game @RC, 3pm</li><li>Rosalia @SBA, 8pm</li><li>Goose Summer @RBA, 7pm</li></ul>
14 <b>4 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Jays Game @RC, 1pm</li><li>MGK @RBA- 7pm</li></ul>	15 <b>4 matches</b>	16 <b>4 matches</b> <ul style="list-style-type: none"><li>Post Malone @RC, 7pm</li><li>Meghan Trainor @RBA, 6pm</li></ul>	17 <b>4 matches</b> <b>7:00pm: Ghana v Panama</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market &amp; Projections @BQC</li></ul>	18 <b>4 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market @BQC</li><li>Bailey Zimmerman @RBA, 7pm</li></ul>	19 <b>4 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Market &amp; Projections @BQC</li></ul>	20 <b>4 matches</b> <b>4:00pm: Germany vs. Côte d'Ivoire</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market &amp; Projections @BQC</li><li>Megan Moroney @SBA, 7pm</li></ul>
21 <b>4 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li></ul>	22 <b>4 matches</b>	23 <b>4 matches</b> <b>7:00pm: Panama V Croatia</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market &amp; Projections @BQC</li></ul>	24 <b>6 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market @BQC</li><li>Godsmack @RBA, 7pm</li></ul>	25 <b>6 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Paul Simon @RBA, 8pm</li></ul>	26 <b>6 matches</b> <b>3:00pm: Senegal v FIFA Playoff 2 Winner</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market &amp; Projections @BQC</li><li>Pride Street Fair - CITY</li><li>Pride Trans march - CITY</li></ul>	27 <b>6 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Market &amp; Projections @BQC</li><li>Pride Street Fair - CITY</li><li>Pride Dyke march - CITY</li><li>Jays Game @RC, 3pm</li></ul>
28 <b>1 match</b>	29 <b>3 matches</b> <ul style="list-style-type: none"><li>Jays Game @RC, 7pm</li><li>Evanescence @RBA, 7pm</li></ul>	30 <b>3 matches</b> <ul style="list-style-type: none"><li>Jays Game @RC, 7pm</li><li>Jack Johnson @RBA, 7pm</li></ul>	01 <b>3 matches</b> <ul style="list-style-type: none"><li>Canada Day Fireworks</li><li>Canada Soccer House @HC</li><li>Market @BQC</li><li>Jays Game @RC, 3pm</li></ul>	02 <b>3 matches</b> <b>7:00pm: Group K runner-up vs Group L runner-up</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market &amp; Projections @BQC</li></ul>	03 <b>3 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Market &amp; Projections @BQC</li></ul>	04 <b>2 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Market &amp; Projections @BQC</li><li>Lionel Richie @SBA</li></ul>

**July**

Game in Toronto	05	06	07	08	09	10	11
<b>FIFA ROUND:</b>	<b>2 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Santana &amp; The Doobie Brothers @RBA, 7pm</li></ul>	<b>2 matches</b>	<b>2 matches</b> <ul style="list-style-type: none"><li>Alex Warren @RBA, 7pm</li></ul>		<b>1 match</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li></ul>	<b>1 match</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li></ul>	<b>2 matches</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li></ul>
Group Stage							
Round of 32							
Round of 16							
Quarter Finals							
Semi Finals							
Bronze Final							
Final	<b>1 match</b> <ul style="list-style-type: none"><li>FIFA Fan Fest @BFY</li><li>Canada Soccer House @HC</li><li>Market @BQC</li><li>Jays Game @RC, 12pm</li><li>Death Cab for Cutie @RBA, 7pm</li></ul>	<ul style="list-style-type: none"><li>Jays Game @RC, 7pm</li></ul>	<ul style="list-style-type: none"><li>Jays Game @RC, 7pm</li></ul>	<ul style="list-style-type: none"><li>Jays Game @RC, 7pm</li></ul>	<ul style="list-style-type: none"><li>Jays Game @RC, 3pm</li></ul>		

# 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.*

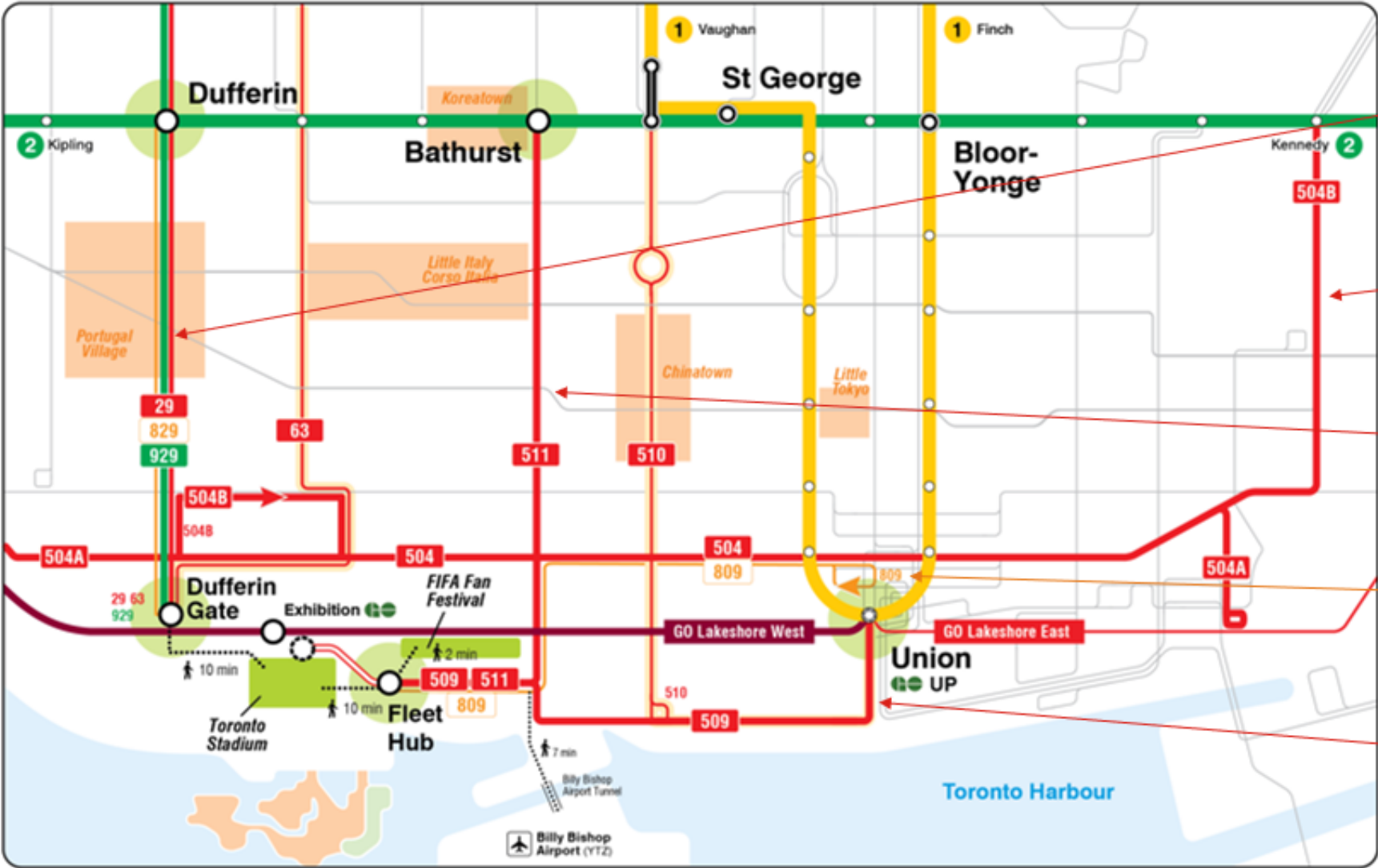
Source: FIFA World Cup 2026™ Business & Institutions Travel Demand Guide May 2026

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

[www.uniqode.io/3Dx94f](http://www.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

Source: City of Toronto

# Area Policing, Washrooms, 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.

## **Public Washrooms**

The WBIA has advocated for additional public washrooms to be deployed throughout the Waterfront BIA Area, during the games to address the increased volume of crowds. Locations are not yet precisely known.

## **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:** [info@waterfrontbia.com](mailto:info@waterfrontbia.com)