



# CHEER ON YOUR TEAM. BOOST YOUR BUSINESS.

Throughout the FIFA World Cup 2026™, the City of Boston wants to make sure your business gets involved! View guidelines about hosting viewing events, branding, licensing, and more below.

## OVERVIEW

FIFA World Cup 2026™ will take place from June 11 to July 19. This year marks the first time three nations—Canada, Mexico, and the United States—have been selected to co-host a FIFA World Cup™. This will be the first 48-team FIFA World Cup™ in history and will feature 104 matches instead of the traditional 64. Seven of the matches will take place at Gillette Stadium (renamed Boston Stadium during the tournament) on June 13, June 16, June 19, June 23, June 26, June 29, and July 9.

[VIEW THE LIST OF MATCHES](#)

### BARS, BREWERIES, RESTAURANTS, & OTHER BUSINESSES CAN:

- Show live FIFA World Cup 2026™ matches as part of their usual course of business.
  - » If a business typically shows sporting events on televisions, they can show any or all matches without a FIFA Public Viewing Event License.
- Optimize business hours during key matches (opening earlier or requesting an extension of hours).
  - » On Mondays through Saturdays, businesses can open and serve earlier than their typical operating hours (starting at 8am) without a public process or approval from the Boston Licensing Board.
  - » To open and serve early on Sundays (beginning at 10am), businesses need to receive permission from the Boston Licensing Board by filing an application for a [One-Day Amendment](#).
  - » To extend business operating hours, businesses need to receive permission from the Boston Licensing Board by filing an application for a [One-Day Amendment](#).

### BARS, BREWERIES, RESTAURANTS, & OTHER BUSINESSES CANNOT:

- Show previously recorded FIFA World Cup 2026™ matches.
- Modify the broadcast.
  - » Coverage of the matches must be shown in its entirety without any cuts, alterations, deletions, or modifications.
- Charge an admission fee for a Public Viewing Event.
- Use the event title FIFA World Cup 2026™.
  - » Instead, use a general title or countries playing in a match, such as “Cheer on Haiti!” or “Join Us for Soccer this Saturday!”
- Use FIFA World Cup 2026™ branding or logos.
  - » Instead, use general soccer themes, national flags, and team colors.
- Host more than 1,000 people in their venue without a FIFA Public Viewing License.
- Solicit sponsors for a Public Viewing Event.

### WHAT IS A PUBLIC VIEWING EVENT?

An event featuring FIFA World Cup 2026™ broadcast coverage in any place other than a private residence.



Community Organizations interested in obtaining a FIFA Public Viewing License and hosting a watch party should consult the [BOSTON26 COMMUNITY CELEBRATION PLAYBOOK](#).

