

# ***2025 FIFA Club World Cup and 2026 FIFA Men's World Cup***

*Rider Experience and Operations Committee  
4/3/2025*



# Why are we here?

- Overview of the FIFA tournaments
- Overview of Sound Transit's preparations for the events
- Presentation is for information only. No Board action today.

# What is FIFA and the 2025 and 2026 events?

**FIFA:** global governing body for international soccer and responsible for organizing global soccer tournaments

## 2025 Club World Cup

- Club level tournament, featuring the best clubs from each continent
- 32 club teams participating, largest to date
- First time hosted in the United States

## 2026 Men's World Cup

- National level tournament, featuring the best nations from each continent
- Hosted by US, Canada and Mexico
- Next installment of the most widely viewed sports tournament globally
- 48 countries participating, largest to date
- Over 3+ billion viewers expected for the Final match

# What are the tournaments details?

	2025 Club World Cup	2026 Men's World Cup
<b>Tournament Date Range</b>	June 14 – July 13	June 11 – July 19
<b>Seattle Game Date Range</b>	June 15 – June 25 (10 days)	June 15 – July 06 (22 days)
<b>Seattle Hosted Games</b>	6 games, weekday and weekend	6 games, all on weekdays
<b>Expected Visitors</b>	100k – 150k	750k – 1 million
<b>Game similarities</b>	Seahawks game, MLB All-Star, Taylor Swift concert	Multiple major sporting events and concerts around same time
<b>Seattle Game Type(s)</b>	Group stage games only, no knockout rounds	Group stage and knockout round games
<b>Other Key details</b>	No FIFA sponsored Fan Zone locations	10 FIFA sponsored Fan Zones in Washington, including Seattle Center, Tacoma, Everett.

# Goal and Guiding Principles

## Strategic Goal – Great Ride

Provide **high-quality, seamless, and convenient service** throughout the tournament for both existing riders and visitors



## High Quality Elements



Clean



Safe



Reliable | Resilient



Redundancy



Cost Efficient



Informed

***2025 Club World Cup***

# 2025 Club World Cup Game Details

Date	Time	Day	Teams
6/15/25 <sup>#</sup>	7pm	Sunday	<b>Sounders FC</b> vs Botafogo (BRA)
6/17/25 <sup>#</sup>	Noon	Tuesday	River Plate (ARG) vs Urawa (JPN)
6/19/25 <sup>*</sup>	3pm	Thursday	<b>Sounders FC</b> vs Atletico de Madrid (SPA)
6/21/25	Noon	Saturday	Inter Milan (ITA) vs Urawa (JPN)
6/23/25	Noon	Monday	<b>Sounders FC</b> vs Paris Saint-Germain (FRA)
6/25/25	6pm	Wednesday	Inter Milan (ITA) vs River Plate (ARG)

*#6/15 Mariners vs. Guardians @1:10pm*

*#6/17 Mariners vs. Red Sox @6:40pm*

*\*Holiday – Juneteenth*

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# Initial Plans to Support 2025 Club World Cup

- Game day and/or demand specific plans for each mode
- Increased staffing to support security and other system elements
- Standby support for facilities and vertical transportation
- Deployment of Staff Ambassadors to provide customer support
- Temporary wayfinding and signage
- Pre-event messages on website and via rider alerts



# Confirmed Pilots for 2025 Club World Cup



International District / Chinatown  
Station Activation Partnership



(Paris Example)

Pilot Wayfinding and Signage for  
2026 World Cup at 2025 Club  
World Cup



Sounder Weekday Special  
Event adds and schedule  
changes

***2026 World Cup***

# 2026 World Cup Coordinating Relationship

## FIFA

- Leads coordination of logistics of media, VIPs, teams, and match officials.

## Local Organizing Committee (LOC) SEAFWC26

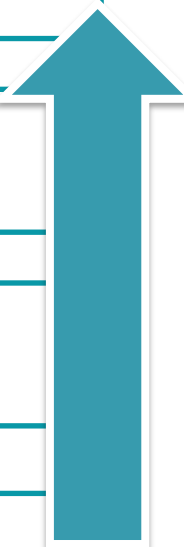
- Non-profit coordinating regional logistics amongst agencies, including activations across the state.
- Point of contact between regional partners and FIFA.

## Regional Agencies and Providers (including Sound Transit)

- Provide mobility and safety/security services to move fans and visitors to and from their destinations.
- Coordinate regional plans to feed into deliverables LOC provides to FIFA

## Sound Transit (internal)

- Draft and implement plans to move fans regionally on Sound Transit modes.



# 2026 World Cup Match Schedule

SUN	MON	TUE	WED	THU	FRI	SAT
6/7 Seattle U Commencement (tent)	6/8	6/9	6/10	6/11 Opening Match	6/12	6/13 UW Commencement
6/14	6/15 GROUP MATCH #1	6/16	6/17	6/18 Last day SPS	6/19 GROUP MATCH #2 - USA	6/20
6/21 VBC	6/22	6/23	6/24 GROUP MATCH #3	6/25	6/26 GROUP MATCH #4	6/27 Pride
6/28 Pride	6/29	6/30	7/1 ROUND OF 32 MATCH	7/2	7/3	7/4 Seafair Summer Fourth
7/5	7/6 ROUND OF 16 MATCH	7/7	7/8	7/9 Quarterfinal	7/10 Quarterfinal	7/11 Quarterfinal (x2)
7/12	7/13	7/14 Semifinal	7/15 Semifinal	7/16	7/17	7/18 Bronze Final
7/19 Final Match	7/20	7/21	7/22	7/23	7/24	7/25

# What festivities do we expect regionally?

## FIFA Fan Festival

- Central destination for fans to meet to watch the matches live in host city (like a tailgate)
- Hosted at Seattle Center – 20-30k capacity and multiple days of activation during tournament

## FIFA Fan Zones\*

- Like a fan festival, with more focus on regional engagement and at a smaller scale
- Across Washington cities: **Everett, Tacoma, Bellingham, Bremerton, Olympia, Tri-Cities, Spokane, Vancouver, Yakima**

## City Specific Festivities\*

- City hosted viewing parties, could be FIFA sponsored

# 2026 World Cup Planning Focus Areas\*

- Completing Link extensions and Sounder capital projects
- Confirming service levels and capacity plans for all modes
- Developing robust passenger experience and communications plans
- Confirming fares approach and identifying fare media opportunities
- Completing key Resiliency, State of Good Repair and vertical transportation improvements throughout the system
- Developing safety and security plans to support moving large crowds

# Next Steps

- Finalize plans for 2025 Club World Cup
- Continue to participate in LOC and other external coordination meetings to inform internal planning for 2026 World Cup
- Prepare for next update for REO (tentatively June) with final details for 2025 Club World Cup and initial 2026 World Cup elements

*Thank you.*



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