Fan Celebration Activity at Seattle Center during FIFA World Cup 2026

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Introduction

Seattle Center has collaborated with Seattle FWC26, Seattle's Local Organizing Committee (LOC) since July 2024 to plan a singular major "Fan Celebration" during the Seattle matches.

- Because it remains essential for the City to provide a ***free, accessible public experience of the World Cup***, Seattle Center is moving forward with a self-produced viewing party experience.
- On February 23, the LOC formally designated Seattle Center as one of four sanctioned Fan Celebration sites.

Beginning June 11, fans will be able to experience FIFA World Cup 2026™ excitement at multiple locations along Seattle's Unity Loop, including Seattle Center, Waterfront Park, Pacific Place, and Victory Hall in SODO. All fan experiences in this new distributed model will be free and open to the public.

Why a Fan Celebration at Seattle Center is Essential

It remains important that the City provides a large-scale, free viewing experience to the public during the World Cup. Large numbers of residents will want to engage in the games regardless of whether they can obtain tickets; and thousands of out-of-town visitors will be looking for a “home base” fan experience beyond the game(s) for which they have tickets.

Public Safety and Crowd Management

- A large overflow venue is important for crowd management, to relieve pressure on the streets surrounding the stadium and provide predictable, easily-controlled gathering points.
- Seattle Center is part of existing safety strategies for SPD, SFD, OEM, and transit agencies including SDOT, King County Metro and Sound Transit.
- Seattle Center has the experience, accessibility & infrastructure to host hundreds of thousands of visitors
- Focusing gatherings at Seattle Center supports safety and stability of the downtown business core by minimizing impact on downtown rights-of-way and reducing subsequent demand on Citywide public safety resources.

Let's Play SEA '26 - World Soccer Fan Celebration

Campus and fan celebration activity will include:

Game Experiences – *a home base for fans without tickets*

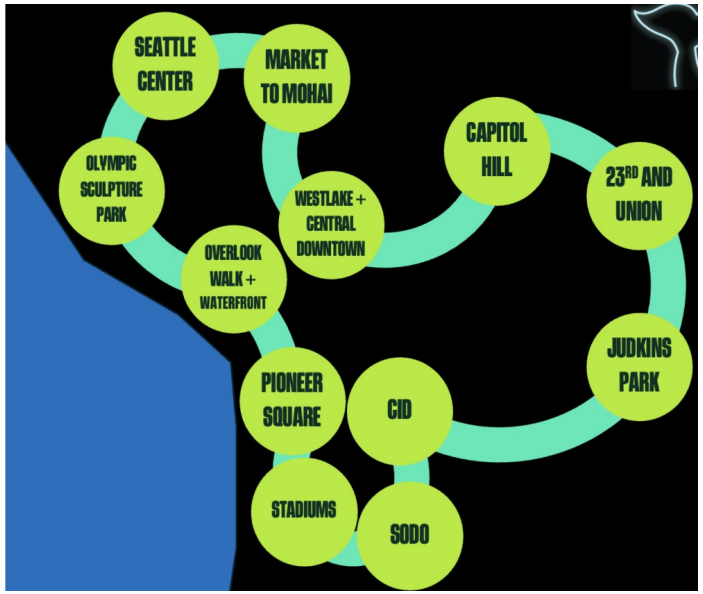
- Daily screening at the Armory, supplemented by partner organization sites
- High-capacity viewing at the Mural for Seattle match days
- *Watch party activity is subject to license approval from FIFA*

Events & Program – business as usual to Seattle Center and its partner organizations

- Established Seattle Center Festivals & Events *(primarily weekends)*
- Ongoing programs (installations, Artists at the Center, Summer Fitness)
- Partner organization events & education programs
- Community celebrations specific to the moment
- Daily Engagement: a clean, safe and welcoming hub of family-friendly activity

Exhibits and Attractions – *anchor the guest experience on shoulder days*

- Campus and neighborhood amenities – open green space, public restrooms, customer service, food & beverage, groceries and pharmacies
- Unity Loop and new transit connections (seasonal as well as gameday) between Seattle Center and the rest of the city



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Fan Celebration Upcoming Milestones

Some major planning components take shape in March, including:

- Confirm schedule for game experience screenings, including partner organization participation
- Contract ancillary event activity for June/July
- Submit watch party license application to FIFA
- Confirm joint operating plans and submit Fan Zone Authorization application to Washington State Liquor & Cannabis Board
- Submit required permit applications to SFD, SDCI, and other departments as needed
- First draft of the Seattle Center Fan Celebration public safety plan
- Finalize Let's Play SEA '26—World Soccer at Seattle Center brand identity with Visit Seattle

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Questions?