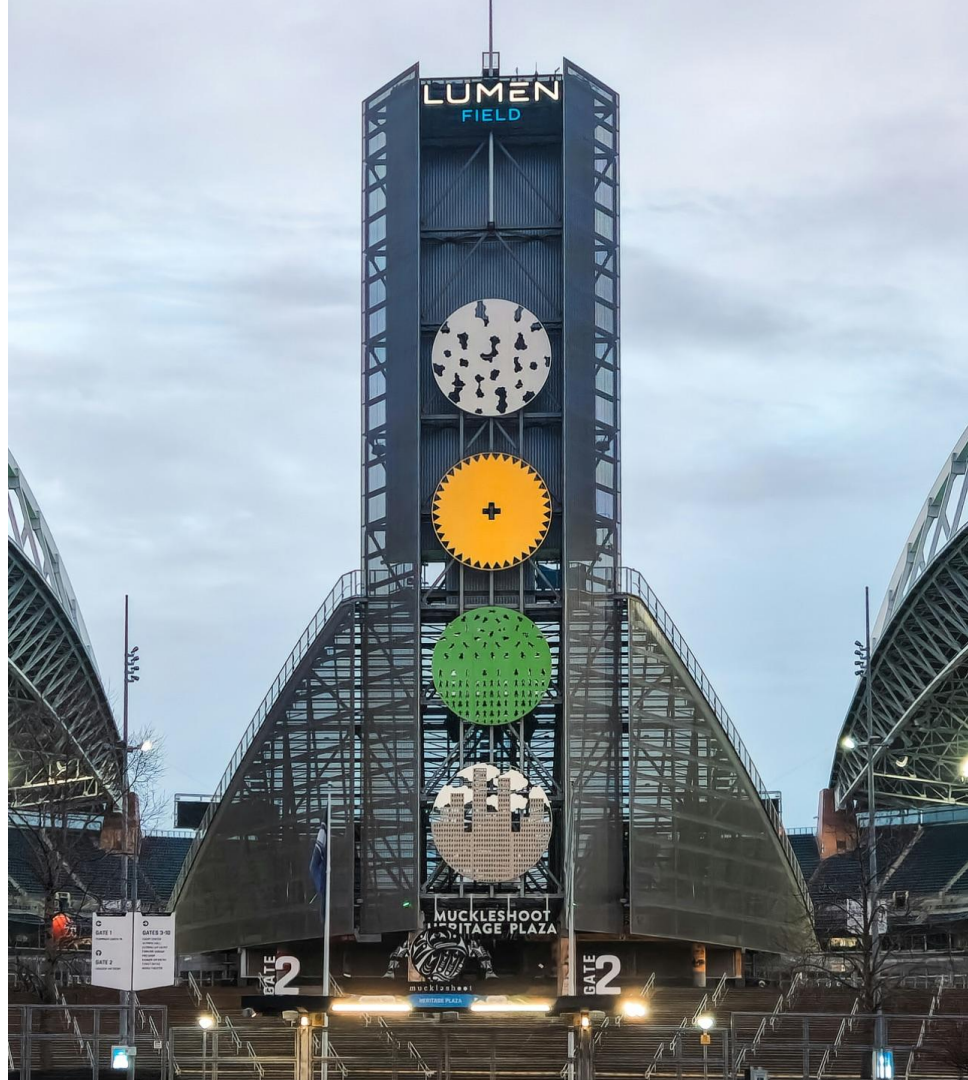


Snohomish County

2026 FIFA World Cup Toolkit



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FIFA Campaign Messaging Guidelines

Snohomish County Messaging



The World Cup is bringing the world to Seattle, and we've got a big chance to bring fans north, out of the city and into Snohomish County. This toolkit is here to help you join the excitement, with simple ways to connect your business to the moment (while staying on the right side of the rules).

Inside, you'll find:

- Creative overview
- Social media copy you can use
 - #SnoCoGameDay
- How to talk about the event without saying "FIFA"
- Messaging tips to keep things consistent

Whether you're a coffee shop, bar, hotel, or anything in between, you can now tap into the energy and help more people discover what makes Snohomish County so special.

Let's make the most of this moment, together!

Snohomish County Messaging



Below are message frameworks and best practices you can use in social media, email, and your on-site signage.

Economic Appeal More Value, Less Chaos

Invite visitors to skip the city crowds and overpriced experiences by giving something unique, local, and worth it. Give them a clear CTA, so they know what to do next.

Sample copy:

Skip the city crowds and overpriced drinks experience the Beautiful Game with us in [Your Town].

Watch the match in comfort, not chaos. [Your Business Name] has cold drinks, hot food, and no line for the restroom.

Convenience Easy to Get Here

Reinforce how simple it is to get to SnoCo, and how once you're here, everything's easy. Give them next steps to join the fun.

Sample copy:

We're just a short drive or Link ride away, make a quick escape to [City Name] and catch the match with us.

No traffic jams. No Uber surges. Just you, a screen, a cold pint, and some good company.

Belonging Fans Welcome Here

Make people feel like part of something—a community watching together. Tell them how to participate.

Sample copy:

We're fans too. Connect with us for matchday specials and local watch parties all tournament long.

Scarf up, join us, and be part of the SnoCo squad.

Snohomish County FIFA Campaign: Best Practices for Businesses

Social Media & Email Copy Starters

Use the video spot “Follow the Thread” in your own channels. Below are a few starter lines to plug into your post or email.

Social Media Examples

Headline: **Come for the match. Stay for the mountains.**

Post Copy: Just a short hop from the city, [Your Town Name] is your matchday escape. Grab a friend, hit the taproom, and watch the Big Game with us, nature included.
#SnoCoGameDay

Headline: **Game on. Feet up.**

Post Copy: Need a break from the crowd? [Your Town Name] is your calm between the kicks. Find fresh air, friendly faces, and a front-row seat to the Big Game. #SnoCoGameDay

Headline: **Watch here. Wander there.**

Post Copy: In [Your Town Name], the match is just the beginning. Join us for the Big Game, then stretch out in the trees, trails, and tucked-away gems that make our corner special. #SnoCoGameDay

Email Template Example

Subject line:
Experience the Big Game, the Snohomish way!

Body:
Hey [First Name],

The world's watching, why not watch with us?

This match season, we're bringing fans a new kind of vibe to the game, one with less traffic, more trail. Less chaos, more cheers. Join us for local brews. Friendly faces. Big screen TV's and even bigger views.

We're here to show fans that the best matchday moments don't always happen in the stadium. They happen here, with us.

Watch our video [embed scarf video link]
Plan your visit [your website]

See you soon,
[Business Name]

Snohomish County FIFA Campaign: Best Practices for Businesses

Use this checklist to make sure your content feels aligned, exciting, and stays within legal and brand guidelines.

Messaging Do's

These phrases keep your messaging clear and connected without violating trademark restrictions.

Refer to the tournament as:

"The Big Game"

"The World's Game"

"The Beautiful Game"

"The Global Tournament"

"Matchday" or "The Match"

"The Beautiful Game on the World's Biggest Stage"

"The Biggest Sporting Event in the World"

Content Do's

Use provided campaign video and hashtags to create a consistent regional story.

Create strong calls to action and link to microsite.

Highlight unique, local flavor, food, trails, patios, views, etc.

Use campaign phrases like:

"The Beautiful Game, Beautiful Cities"

"Come Early. Stay Later."

"Seattle's North Neighbor"

"Go beyond the match"

Messaging Don'ts

These are protected terms and using them can put your business at legal risk, even in a hashtag or casual reference.

Avoid using any of the following:

FIFA

World Cup

FIFA World Cup 2026

Official team names, logos, or mascots

Event or sponsor trademarks

Content Don'ts

Don't create faux "official" watch parties or branded events using FIFA language.

Don't imply your business is affiliated with the tournament.

Don't copy the official logos or design styles.

Don't reference player or team names unless cleared by FIFA.

FIFA Campaign Creative Assets

Snohomish County Creative Assets



FIFA World Cup Campaign Videos

We are providing three executions of the “Follow the Thread” video.

- [:30 16x9 aspect ratio](#): typically used for landscape viewing on TV, laptops, or tablets
- [:30 1x1 aspect ratio](#): perfect for use in social media feeds and emails
- [:30 9x16 aspect ratio](#): use in social media reels or emails

FIFA World Cup Campaign Graphics

We are providing [graphics](#) for additional uses:

- Social posts
- Emails
- Posters, flyers, signage, etc.
- [Stock photo library](#)

[Official Landing Page](#)

FIFA Campaign Media Plan

Snohomish County Media Plan and Targeting

As the pre-sale and early ticket sales period begins, Phase 1 focuses on generating interest and capturing the attention of potential visitors in key target markets. By leveraging strategic advertising, messaging development, and partner collaboration, this phase lays the groundwork for Snohomish County to be top-of-mind as fans plan their World Cup experience.

Target Markets

We are focusing on U.S. cities that have strong Major League Soccer (MLS) fan bases, direct flights to Paine Field (PAE), or favorable soccer demographics—but are not World Cup host cities. These markets include:

- Cincinnati
- Chicago
- San Diego
- Phoenix
- Denver
- Portland

By reaching fans in these cities, we position Snohomish County as the ideal destination to extend their World Cup trip—and encourage them to "Come Early, Stay Later."

Connected TV/Over-the-Top Delivery

- High-impact, non-skippable video on platforms like Hulu, Roku, etc.
- Ideal for awareness-stage messaging in new and existing markets
- Delivers broad reach with precise targeting

Campaign Run Dates: August 1– November 30, 2025*

Snohomish County Owned Communications Plan

- Website/microsites:
 - Bi-monthly blog content related to the following topics (tentative):
 - About Seattle/Lumen Field and getting here
 - What to expect from fan zone in Everett
 - About Vancouver/BC Place and getting here
 - PAE as hub to West region games from Snohomish County (LA/SF)
 - Club specific fan zones around Snohomish County
 - Soccer in Snohomish County (discussion with SnoCo soccer experts)
- [Newsletter mentions](#)
- Social media ([Facebook](#) and [Instagram](#) posts and stories – use #SnoCoGameDay and tag @seattlenorthcountry and we will share your content in our posts or stories!)
- Press release
- Multiple soccer-related podcast episodes
- Updates at quarterly tourism marketing meetup
- Climate and sustainability pledge inviting visitors to recreate responsibly and respect the land
- Partnering with Snohomish County Sports Commission to attend community-wide Chamber of Commerce meetings to share about county tourism, sports, and how communities can benefit from being FIFA ready



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