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## FIFA World Cup Partner Marketing Toolkit

### Our Pitch

Position Snohomish County as *the place* to stay, play, and explore when the 2026 FIFA World Cup hits the Pacific Northwest. We may not be a host city, but soccer fans from around the world are invited to come early, stay late, and plan a pitch-perfect escape to Snohomish County. Here, they'll discover that the best moments happen just outside the big city buzz.

-  **Go with the Flow** – We are accessible and easy to navigate. Reach us by car, train, ferry, or light rail. Visitors can also fly into Paine Field International Airport (PAE) in Everett or Sea-Tac International Airport (SEA) in Seattle.
-  **Take a Breath** – After experiencing the craziness of the beautiful game in Seattle or Vancouver, B.C., retreat to Snohomish County and have room to breathe and reset.
-  **Earn the Toast** – Explore 2,000 square miles of Snohomish County – from the Salish Sea to the Cascade Mountains and everything in between. You'll find that the best plays aren't made on turf, they're made on trails, kayaks, and brewery patios. Cheers to that.
-  **Feel the Roar** – Join the crowds at the Everett fan zone or discover a variety of activities and activations in communities throughout the county. All the excitement is here.
-  **Beautiful Game, Beautiful Cities** – Soccer is the beautiful game. Snohomish County is full of beautiful cities and communities. **Discover Snohomish County!**










### Our Goal

Equip Snohomish County communities, partners, and businesses with a brand-safe marketing toolkit that includes messaging, creative assets, and more. The marketing toolkit offers simple ways to join in the excitement and connect to this once-in-a-lifetime moment. Whether you're a retail shop, restaurant, bar, hotel, events center, or anything in between, you can help build the narrative that shows why Snohomish County is a premier tourism destination.









### By the Numbers FIFA World Cup 2026 (PNW Version)

-  **6** matches in Seattle
-  **7** matches in Vancouver, B.C.
-  **\$929 million** expected economic impact\*
-  **750,000+** visitors expected to region<sup>#</sup>
-  **20,762** full- and part-time jobs to be created<sup>#</sup>
-  **<15** miles: Snohomish County from Seattle
-  **<100** miles: Snohomish County from Vancouver, B.C.

\*Visit Seattle estimate #Seattle FIFA World Cup 2026

## What's in the Marketing Toolkit

In the toolkit, you'll find messaging frameworks, best practices, creative assets, and other useful resources aimed at helping you generate interest, build game-time momentum, and sustain impact for the beautiful game and beyond. Our marketing toolkit includes:

-  **Messaging Frameworks** – Messaging templates you can use for email, social media, and on-site signage. These templates will help you drive traffic to your location in Snohomish County by highlighting your economic appeal (more value, less chaos), convenience (easy to get here), and belonging (everyone is welcome).
-  **Messaging Best Practices (Do's & Don'ts)** – A compiled list of words and phrases you can use to ensure your content is aligned, exciting, and within legal and brand guidelines. There's also a list of words and phrases you can't use (ex: "FIFA", "FIFA World Cup" or "World Cup").
-  **Follow the Thread to Snohomish County Video** – Download a 30-second campaign video in a variety of aspect ratios for viewing on television, laptops, or tablets. These videos can also be used for social media (posts, reels, and stories) and emails.
-  **Soccer Stock Photo Library** – More than 100 royalty-free photos to download and use for social media, emails, and posters or signage.
-  **Snohomish County Tourism Brand & Style Guide** – Use this document to create consistent branding and style for your content.
-  **#SnoCoGameDay** – This is the official hashtag of Snohomish County for the 2026 events. Use it on social media, emails, and on-site signage to help build a countywide connected experience for visitors.



**FIFA World Cup  
Partner Toolkit Page**



**Follow the Thread  
Promotional Video**



**Hotel-Motel  
Small Fund Grant**



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