



FIFA Promotional Campaign

Celebrating the cultural diversity

Embodying the “The World in a City” theme, Toronto showcases its passion for soccer and multicultural identity.

<https://www.toronto.ca/explore-enjoy/festivals-events/fifa-world-cup-26/>





Content Calendar

June
2026



Content Type

- Mini doc
- Photo
- Video
- Trend challenges
- Match highlights
- UGC
- Sponsor and partner highlight
- TBT
- Quiz or Poll
- Best fan moments
- Events info
- Opening / closing ceremony

Platforms

Instagram

Facebook

TikTok

YouTube

LinkedIn

MONTHLY CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	01	02	03	04
			<div>Partner highlight: Aramco</div>	<div>Throwback Thursday: remarkable moments in Qatar 2022</div>	<div>Trend challenges</div>	
05	06	07	08	09	10	11 Opening ceremony
<div>Mini doc in Toronto</div>		<div>Photo of restaurants to visit</div>	<div>Partner highlight: Adidas</div>	<div>Throwback Thursday: remarkable moments in Russia 2018</div>	<div>Trend challenges</div>	<div>Opening ceremony post</div>
12 Toronto match	13	14	15	16	17 Toronto match	18
<div>Preparation for first match in Toronto</div>						
<div>Video of influencer going to match</div>		<div>Event post of FIFA watch party</div>	<div>Partner highlight: Coca Cola</div>	<div>Throwback Thursday: remarkable moments in Brazil 2014</div>	<div>Video Toronto streets with match</div>	
	20 Toronto match	21	22	23 Toronto match	24	25
<div>Best places to visit in Toronto</div>						
<div>Quiz or Poll</div>	<div>Video of fans in the street</div>	<div>Photo update from events</div>	<div>Partner highlight: Hyundai/ Kia</div>	<div>Throwback Thursday: remarkable moments in South Africa 2010</div>	<div>Trend challenges</div>	
26 Toronto match	27	28	29	30	31	01
<div>Multicultural food to taste</div>						
<div>Quiz or Poll</div>		<div>Photo of fans UGC</div>	<div>Partner highlight: Qatar Airways</div>	<div>Throwback Thursday: remarkable moments in Germany 2006</div>	<div>Trend challenges</div>	

July
2026



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MONTHLY CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
30	01 🇨🇦 Canada Day	02 ⚽ Toronto match • Watch party • Video Toronto streets with match	03 • Partners highlight: Visa	04 • Throwback Thursday: remarkable moments in South Korea/ Japan 2002	05 • Trend challenge	06
07	08	09	10	11	12	13
• Semi-final highlights + city atmosphere		• Favorites to win	• Sponsorship highlight: Budweiser	• Throwback Thursday: remarkable moments in France 1998	• Trend challenge	
14	15	16	17 🏆 Closing ceremony	18	19	20
• Best moments of match in Toronto		• Where to watch closing ceremony	• Sponsorship highlight: 蒙牛 - Mengniu • Closing ceremony post	• Throwback Thursday: remarkable moments in United States 1994	• Best fan moments	
21	22	23	24	25	26	27
• Full final days recap		• FIFA in toronto best moments	• Sponsorship highlight: McDonalds	• Throwback Thursday: remarkable moments in Toronto 2026		
28	29	30	31	01	02	03
• Best moments		• Best moments	• Sponsorship highlight: Rexona	• Best moments		