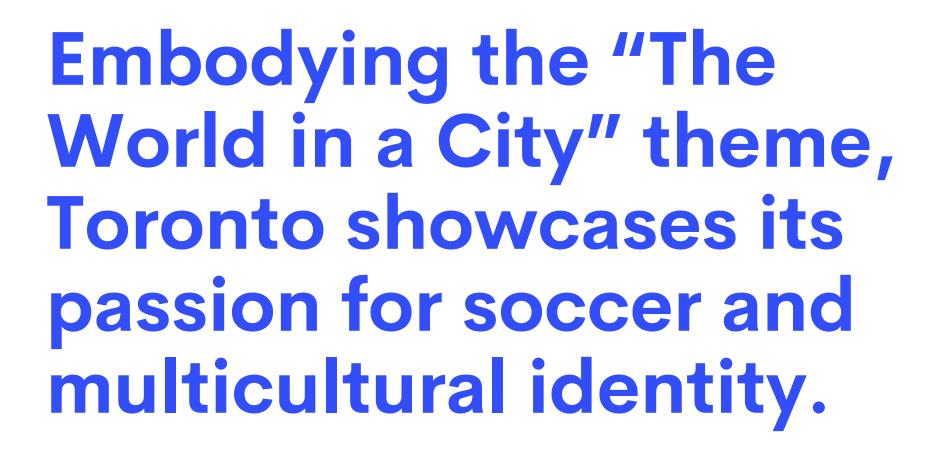


FIFA Promotional Campaign

Celebrating the cultural diversity



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





Content Calendar

Sponsor and partner

highlight

Quiz or Poll

Events info

ceremony

• Best fan moments

Opening / closing

TBT

MONTHLY CONTENT CALENDAR

June	FIFA
2026	TORONTO

Content Type

Mini doc

Photo

Video

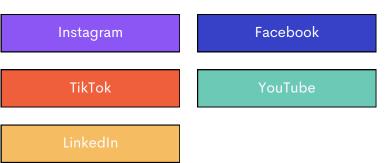
• UGC

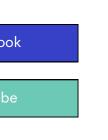
Trend challenges

Match highlights

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

Platforms







Quiz or Poll



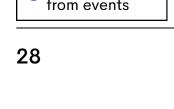
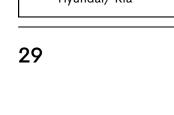


Photo of fans UGC



Partner highlight:

Qatar Airways



Throwback Thursday:

remarkable moments in



Trend challenges

TORONTO

MONTHLY CONTENT CALENDAR

Works the	SUN	MON	TUE	WED	THU	FRI	SAT
TORONTO	30	01	02 Toronto match	03	04	05	06
TOHONTO		Canada Day	Watch party				
		Canada Day post	Video Toronto streets with match	Partners highlight: Visa	Throwback Thursday: remarkable moments in South Korea/ Japan 2002	Trend challenge	
 Sponsor and partner highlight 	07	08	09	10	11	12	13
TBT Quiz or Poll	Semi-final highlights + city atmosphere		Favorites to win	Sponsorship highlight: Budweiser	Throwback Thursday: remarkable moments in France 1998	Trend challenge	
Best fan moments	14	15	16	17 Closing ceremony Sponsorship highlight: 蒙牛 - Mengniu	18	19	20
Events info	Best moments of match in Toronto		Where to watch closing cerimony	Closing cerimony post	Throwback Thursday: remarkable moments in United States 1994	Best fan moments	
 Opening / closing ceremony 	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		
Facebook	28	29	30	31	01	02	03

Platforms

July

2026

Mini doc

Photo

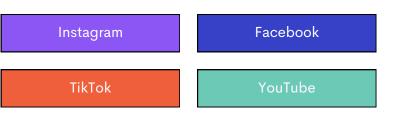
Video

• UGC

Trend challenges

Match highlights

Content Type



Best moments

Best moments

Sponsorship highlight: Rexona

Best moments