



Watch Party Playbook

FIFA Club World Cup 2025™

A Seattle Sports Commission Resource

Funding provided by the Seattle Office of Economic Development



**Seattle Office of
Economic Development**

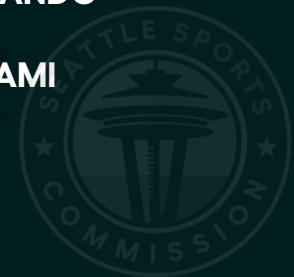
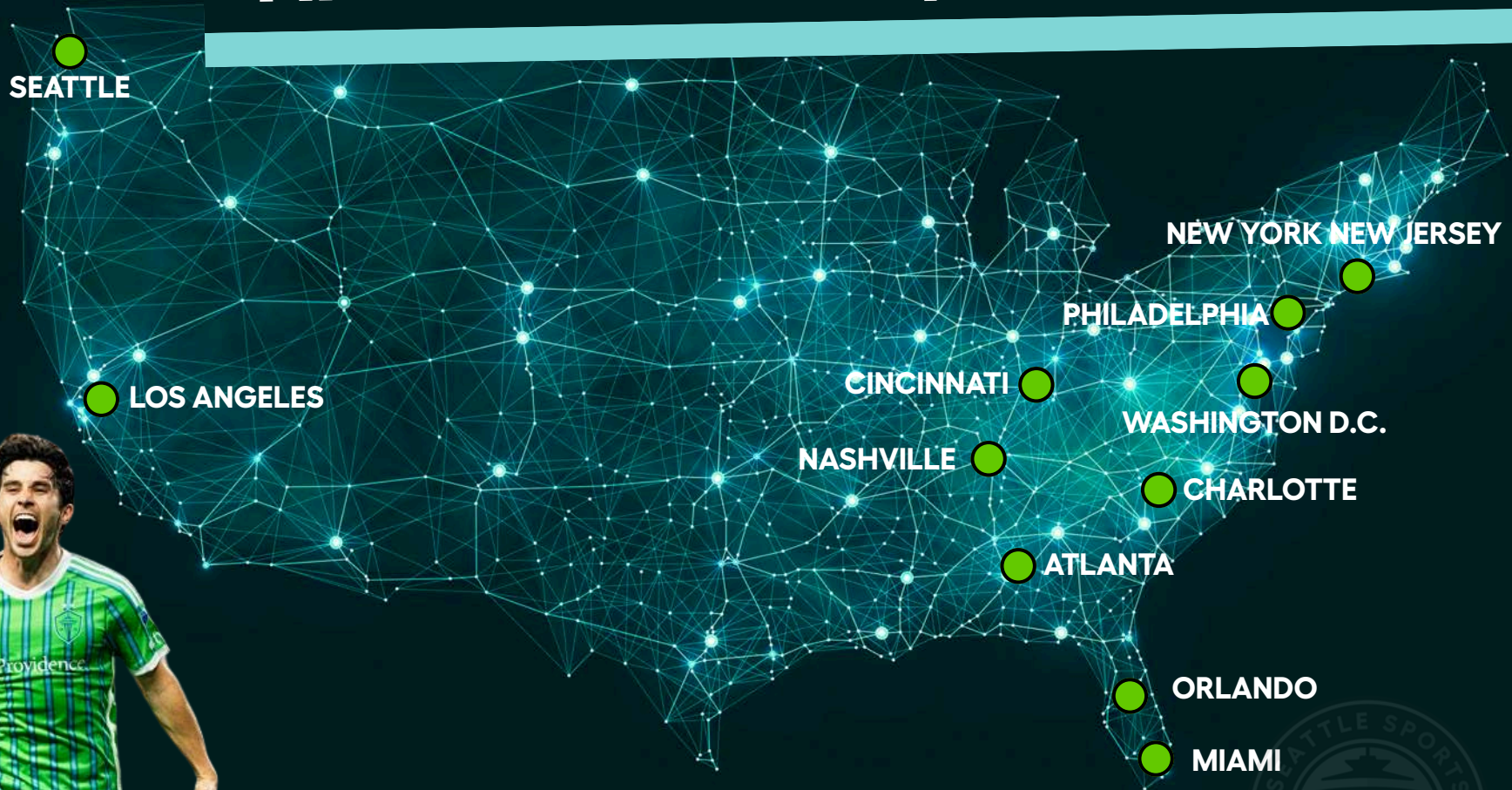
Version 1.1 | Use the QR code for the most up-to-date version.
Future updates can be found at seattlesports.org.

FIFA Club World Cup 2025™ Overview

- The FIFA Club World Cup 2025™ is a separate event from the FIFA World Cup 2026™.
- The 2025 tournament will feature 32 of the world's most successful club teams competing in 12 stadiums across the United States June 14-July 13, 2025.
- Seattle and Lumen Field have been selected to host six matches – including three featuring Seattle Sounders FC - from June 15 through June 25.
- The Sounders will face European and Brazilian heavy hitters on June 15, 19 and 23, while Italian and Argentinian champions battle it out with Japanese upstarts in three additional matches.
- DAZN (DAZN.com) will broadcast all 2025 matches.
- While there are no official Fanfest events in 2025, local activations will take place in Pioneer Square.
- Locally produced watch parties are expected across the state.
- A Watch Party Playbook with licensing guidelines for the FIFA World Cup 2026™ will be released in July 2025.



FIFA Club World Cup 2025™ Venues



FIFA CLUB WORLD CUP 2025™ MATCHES IN SEATTLE



JUNE 15
@ 7PM

BOTAFOGO



SEATTLE SOUNDERS FC

JUNE 17
@ 12PM

CA RIVER PLATE



URAWA RED DIAMONDS

JUNE 19
@ 3PM

SEATTLE SOUNDERS FC



ATLETICO DE MADRID

JUNE 21
@ 12PM

FC INTERNAZIONALE
MILANO



URAWA RED DIAMONDS

JUNE 23
@ 12PM

SEATTLE SOUNDERS FC



PARIS SAINT-GERMAIN

JUNE 25
@ 6PM

FC INTERNAZIONALE
MILANO



CA RIVER PLATE



Public Watch Parties



WHAT IS A WATCH PARTY?

- A social gathering bringing people together to watch a specific sports event or program, often in a public place or through a virtual platform.
- Held in various settings, including community centers, public parks, rooftops, beaches, or even online via platforms with synchronized video and group chat.
- Watch parties in a home or sports bar setting do NOT require licensing.

KEY HOSTING ELEMENTS FOR SUCCESS

- Secure Watch Party License from DAZN
- Secure a venue
- Use creative titles and descriptions for your event WITHOUT using FIFA Intellectual Property
- Ask your municipality for any required permits

This resource is intended to provide guidelines, restrictions and examples to inform Watch Party licensing, planning and implementation in Washington state.



FIFA Club World Cup 2025™ TV Licensing



DAZN, the world's leading sports entertainment platform, is the exclusive global broadcaster of the FIFA Club World Cup 2025™.

This tournament featuring 32 of the world's best club teams is held across the United States from June 14-July 13, 2025.

This pricing plan covers all venue types & initiatives, including, but not limited to:

- Public viewing
- Collaboration with FIFA Club World Cup 2025™ Sponsors
- Opportunities with FIFA
- Non-commercial public viewing requests (i.e. municipalities)

DAZN Licensing Information
See QR code in print version for more

Email Your Licensing Questions
cwcwatchparties@dazn.com

Tech Delivery Specs

Streaming 50 mbps: 1080/p SDR
Frame size: 1920x1080
Aspect ratio: 16:09
Scan type: Progressive
Frame rate: 59.94fps
Audio Type: Stereo

USA Watch Parties

Pricing for full tournament

<u>Viewers</u>	<u>Cost</u>
Less than 500	Contact Karan Oberoi
501 – 2,000	\$12,500
2,001 – 5,000	\$17,500
5,001 +	\$25,000

USE OF TRADEMARKED WORDS AND GRAPHICS

OFFICIAL TERMS


- DO NOT use the terms **FIFA**, **Club Cup**, **World Cup**, or **Club World Cup** in advertisements or naming of your watch party.
- You may use “Soccer” and “Tournament,” or other descriptive references, similar to how “The Big Game” is used to reference the Super Bowl.
- You may use Team names in text (e.g. Sounders vs. Paris Saint-Germain), however, not their official marks or logos.

FIFA LOGO EXAMPLES



WHAT TO DO

SP^{KANE}
SOCCER WATCH PARTY



BE THERE!

JUNE 15 @ 5PM

*POSTER GRAPHICS ARE EXAMPLES ONLY

WHAT NOT TO DO

SP^{KANE}
~~FIFA CLUB WORLD CUP~~
SOCCER WATCH PARTY



BE THERE!

JUNE 15 @ 5PM

WATCH PARTY TIPS

CONSIDERATIONS:

- Safety and Security - utilize staff and hire private security
- Check with your local municipality re: permitting
- Regions may have limited police/fire resources to support events in public spaces
- Obtain commercial licensing from DAZN to stream 2025 games
- DO NOT use official FIFA event language, logos, or other marks
- Know venue capacity limits and have inclement weather plans
- Watch Party funding is NOT available from FIFA or the Seattle Sports Commission
- Ensure you're providing inclusive viewing opportunities through ADA-compliant entry, seating, visually-impaired options, etc.
- Hire an event professional to produce a watch party for the public at your business



LOCATION EXAMPLES:

- Public park, town square or plaza
- Existing event venue or annual event
- Food and Wine venues with projectors or video walls
- Box truck with a projector inside and chairs set up at the back
- Church facilities or community centers using a big screen
- School Auditoriums with projector or LED Screen

WATCH PARTY EVENT IDEAS

- Choose a theme based on your team colors
- Hang flags, banners, soccer decor
- Display flags of the Football Clubs competing in the tournament
- Create a themed wall featuring tournament teams
- Pre-match activities: Play a game of EA Sports FC on a gaming console, make tournament predictions, and set up a pre-match playlist
- Serve food and drinks that pay tribute to qualifying teams
- Plan trivia games
- Play games while waiting for the game to start
- Bingo cards of the announcer's banter, i.e. GOOOOOOOOOOOOAL!
- Music playlists for each team to set the vibe
- Adopt a Football Club for the entire tournament



STAY INFORMED / RESOURCES

FIFA CLUB WORLD CUP 2025™ SOCIAL ACCOUNTS

 X: [FIFACWC](https://twitter.com/FIFACWC)

 Facebook: [FIFA Club World Cup](https://www.facebook.com/FIFAClubWorldCup)

 Instagram: [FIFAClubWorldCup](https://www.instagram.com/FIFAClubWorldCup)

 TikTok: [FIFAClubWorldCup](https://www.tiktok.com/FIFAClubWorldCup)

 Threads: [FIFAClubWorldCup](https://www.threads.net/FIFAClubWorldCup)

LEARN MORE ABOUT SEATTLE 2026

Visit www.seattlefwc26.org

SeattleFWC26 Local Organizing
Committee

Seattle 2026 Roadmap



COMMUNITY PLAYBOOKS GETTING WASHINGTON READY FOR 2026



WATCH PARTY PLAYBOOK

Helps navigate FIFA rules and best practices
for hosting non-official viewing parties

PROVIDED BY



APRIL 2025



COMMUNITY BRANDING PLAYBOOK

Provides all organizations customizable digital
marketing assets and usage guidance to promote
cohesive, unofficial branding across city, region
and state

PROVIDED BY

VISIT
seattle

JULY/AUGUST 2025



SMALL BUSINESS MEGAEVENT PLAYBOOK

Shares guidance, case studies, and strategies
to help small businesses benefit from 2026
economic development activity and sustain
operations for future mega-events

PROVIDED BY



SUMMER ENGAGEMENT,
DECEMBER RELEASE

QUESTIONS? CONTACT INFO@SEA2026.ORG

WE WANT TO HEAR ABOUT YOUR WATCH PARTY!

[Submit Your Watch Party Plans Here](#)

Help us tell the story of how we celebrate World Cup by sharing your Watch Party Plans. Questions? Email eric@seattlesports.org

Seattle Sports Commission
Eric Corning



Visit www.seattlesports.org for more information

Version 1.1 | Use the QR code for the most updated version.

