

# FROM OUR STREETS TO THE STADIUM

A fan-powered celebration of the FIFA World Cup 2026 in  
Toronto



**FIFA Toronto Organizing Committee**

**Presented by**



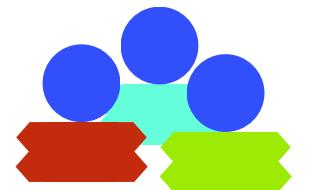
August, 2025

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# Opportunity

## Toronto as a Global Stage



**48 teams, billions of global viewers**



**6 matches at BMO Field, millions of visitors & locals engaged**



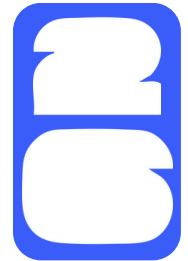
**Toronto's diversity is its superpower. The world already lives here**



**Fan experience = city's biggest chance to shine beyond the stadium**



# Challenge



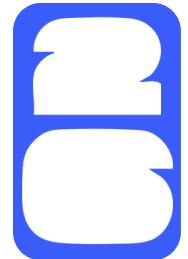
## What?

Toronto is hosting six FIFA World Cup matches but it faces a **\$40M** budget shortfall, **putting fan zones, cultural events and public celebrations at risk.**

Most provincial support is tied to services like transit and policing, not **direct funding for fan engagement.**



# Challenge



## Why?

Hosting costs have reached **\$380M**, with only **\$200M** covered by federal and provincial governments.

## Why Now?

The tournament starts in less than a year and key decisions are being finalized.



# Solution

## From Spectacle to Solidarity – Toronto For All

A community-powered celebration that:

- Turns **fan zones** into cultural marketplaces, concert venues and storytelling spaces
- **Drives new revenue streams** (food/beverage, merch, VIP experiences)
- **Ensures** every neighbourhood — Scarborough, Rexdale, Etobicoke, Downtown — gets to live the Cup
- **Uses authentic football** passion to connect sponsors, residents and visitors



# Solution

## How We'll Do It

### Multicultural Food & Drink

**World Cup Global Food Court:** Ethiopian, Indian, Caribbean, Italian, Latin American, Middle Eastern

**Toronto 2026 Signature Dish & Drink:** Premium, event-exclusive items

**Beer & Beverage Gardens:** Local craft + global brands, themed by participating nations



# Solution

## How We'll Do It

### Cultural Entertainment & Music

**Live Cultural Stage** tied to match-day nations

**DJ & Fan Party Nights + celebrity appearances**

### Merchandise & Collectibles

**Limited-edition** Toronto World Cup Heritage Box (\$50–\$100)

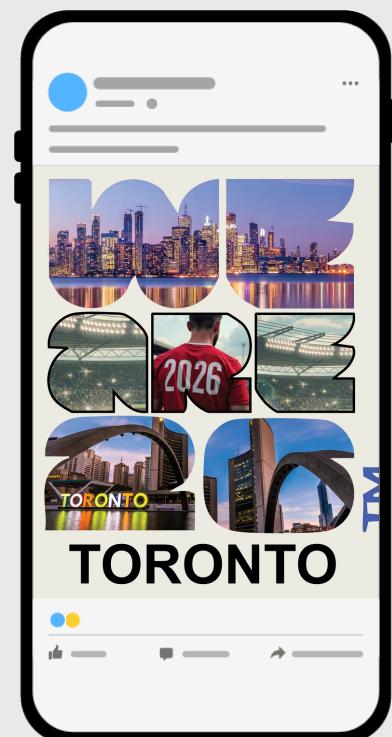
**Fan customization booths**, commemorative photo spots



# Social Media Strategy.

1

# Neighbourhood takeovers



# Lifestyle Photo Post + Story

# CTA: From every corner of Toronto to the world — celebrate FIFA 2026 with us

2

# Fan festival vibes



# Teaser clips

**CTA: Toronto's ready. Are you? Join the celebration at FIFA Fan Festival 2026.**

3

# Merch pre-order pushes



## Heritage Box scarcity

**CTA:** Only 5,000 made. Own your piece of Toronto's World Cup history before it's gone.

4

# Social media calendar



# FIFA Toronto 2026

## Hype Campaign

## Link to social media calendar



# Fan Experience Zones

- Sponsor activations embedded in every fan zone**
- Food, music, merch, live match screenings**
- Volunteer program to train youth/newcomers in event production & hospitality**
- Decentralized: Scarborough, Rexdale, Etobicoke, Downtown**



# Moodboard

## Toronto's Soul

Pitch Deck

Moodboard



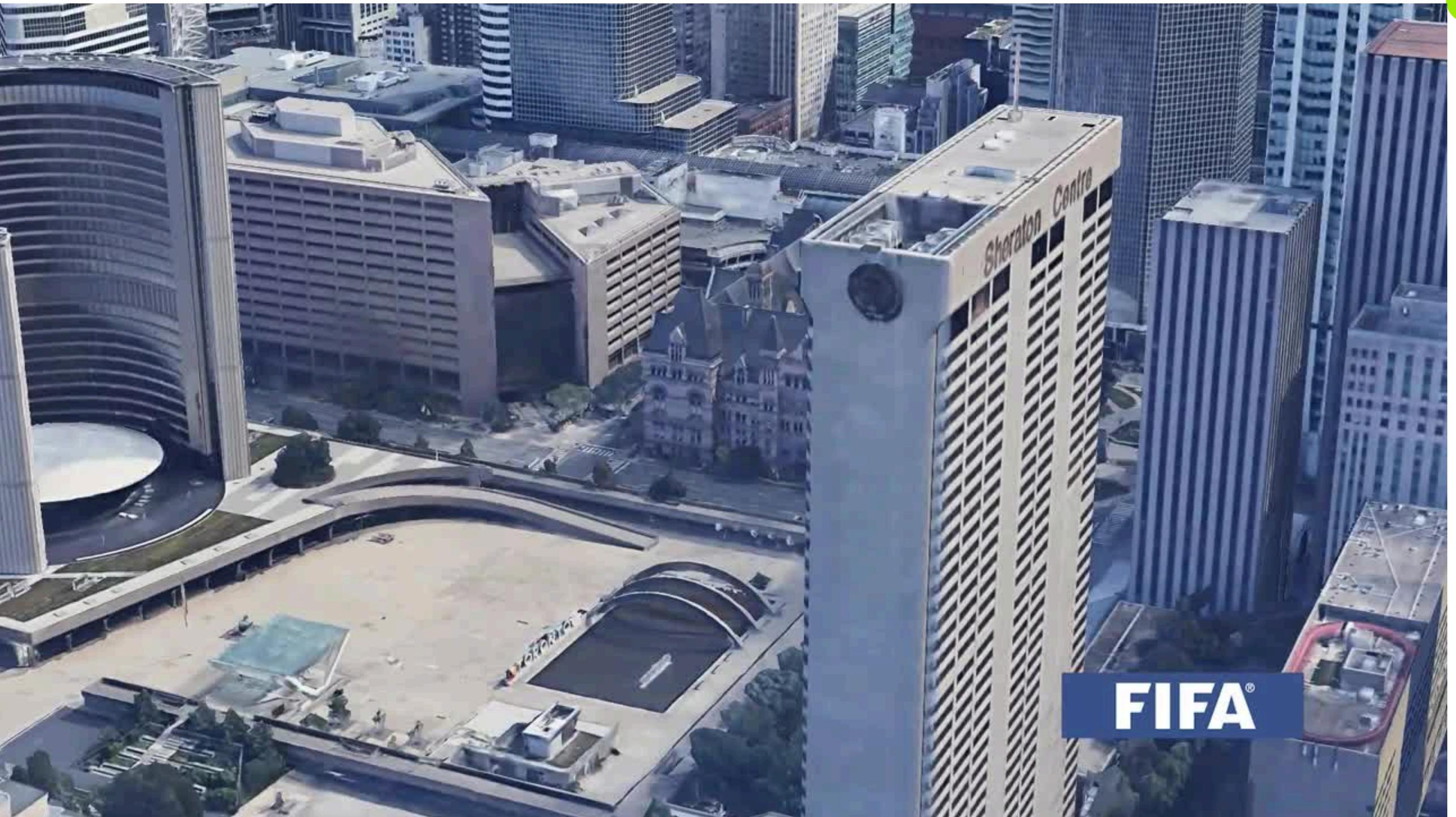
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Pitch Deck

Promo commercial



# Promo Commercial



**FIFA®**



Pitch Deck

Purple Team



**Deidre Bonilla**  
Project Manager



**Aung July**  
Creative Director



**Joyce Kagiri**  
Content Creator



**Debaleena Sen**  
Content Editor



**William Caicedo**  
Copywriter



**Emiliana Jorgo**  
Copywriter

# WE ARE TORONTO WE ARE 26

Purple Track is ready  
are you?

Partner with us

Let's put Toronto on the world stage





# Pitch Deck



July 23, 2025



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1. Team
2. Problem
3. Solution
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# Purple Track Team



**William Caicedo**  
Project Manager



**Joyce Kagiri**  
Creative Director



**Debaleena Sen**  
Content Creator



**Emiliana Jorgo**  
Content Editor



**Deidre Bonilla**  
Copywriter



**Aung July**  
Copywriter

# Problem



## What?

Spotify isn't connecting with Gen Z in Kenya. They're the biggest, most digital and most music-driven group.

## Why?

Gen Z sets the trends on TikTok and YouTube. If Spotify isn't in their world, it gets left behind.

## Why now?

Gen Z is online and creating culture—right now. Spotify has a short window to earn their attention and loyalty.



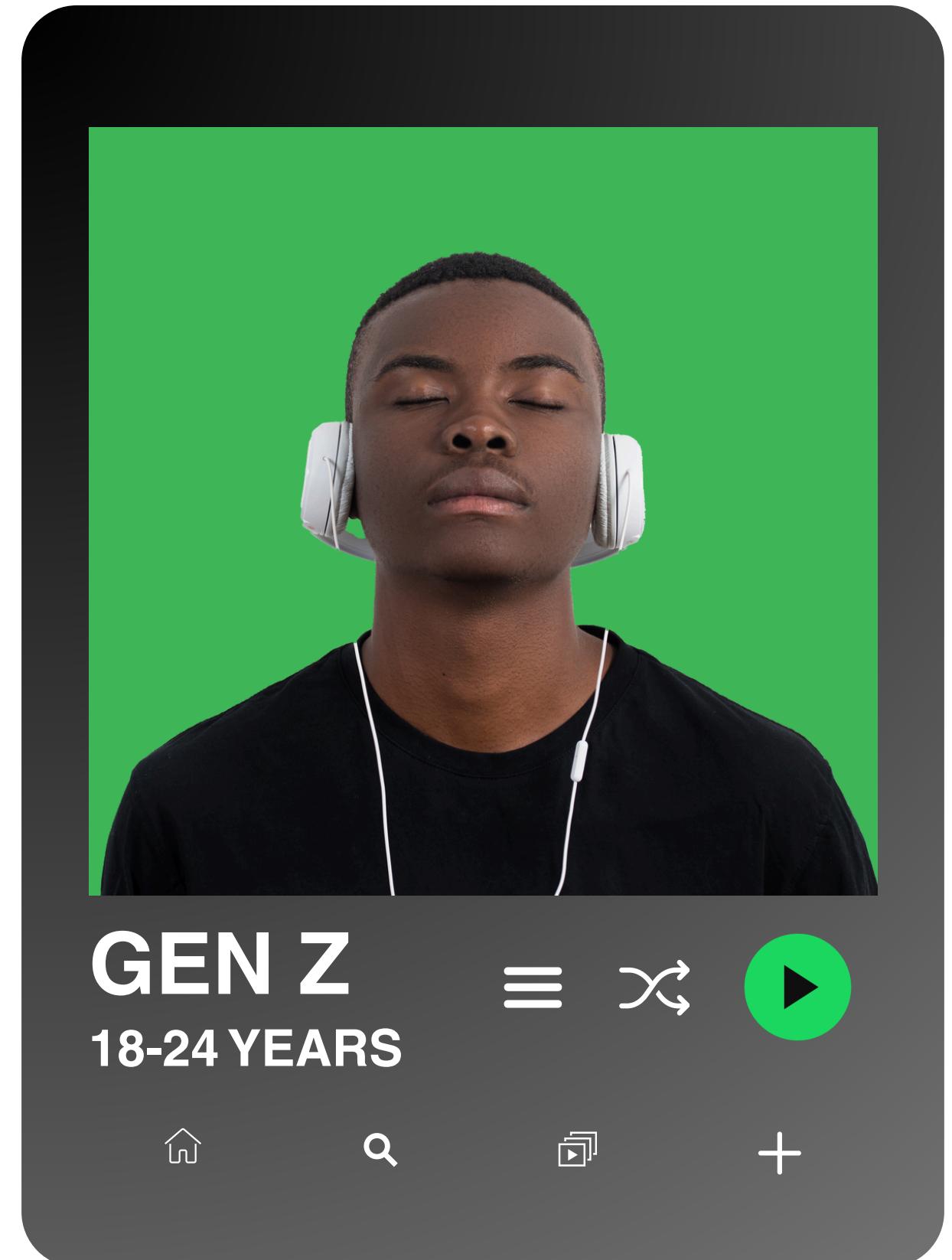
# Supporting evidence

**33%** of Kenya's population is Gen Z

**40%** of this generation has internet access

Yet, only **6%** of online Gen Z are currently Spotify users

This means there is a **94%** growth opportunity with this high potential audience



# Solution

**Connect with the audience and expand the brand recognition**

- › Analyzing marketing trends
- › Generate strategies through insights
- › Creative execution



Willy Paul



Otile Brown



Wadagaliz

# Solution

## Bring short-form vertical video to Spotify

- Music-first, TikTok-style feed
- Watch, create & share inside the app
- One-tap export to TikTok, Reels, Shorts

## How it changes the world

### Spotify becomes a creative platform

- Gen Z lives music; they don't just stream it
- Taps into youth culture & viral loops
- The moment to build with them is now



# Assets



Welcome



About Us



Our Teams



Agenda



Our Services



Achievements



Our Goals



Gallery



Pricing



Contact Us

## Original assets



▶ Original: [Pitch Deck](#)

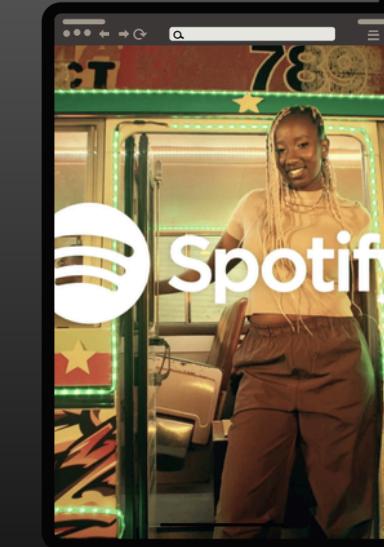
## Inspirational assets



▶ Inspiration: [Youtube](#)



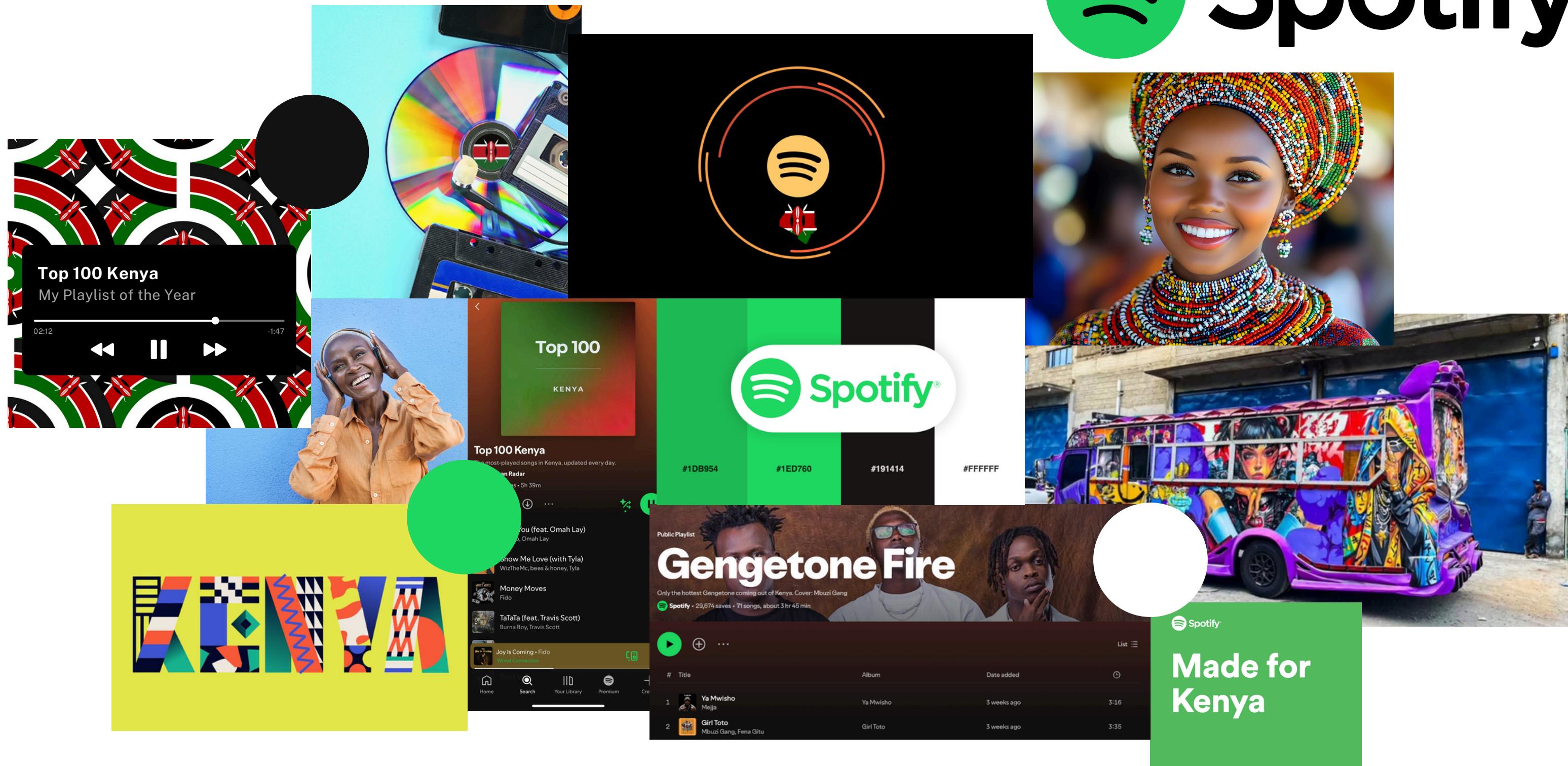
▶ Original: [Pitch Deck](#)



▶ Inspiration: [Machine](#)



# Moodboard





**Thank you !**

[www.purpletrackmarketing.com](http://www.purpletrackmarketing.com)